

M. Sc. CLINICAL RESEARCH
SEMESTER - II EXAMINATION, JUNE – 2026
(2025 Batch)

(GEMS102) INNOVATION, BUSINESS MODELS AND ENTREPRENEURSHIP

[Time Allotted: 3:00 Hours]

[Max. Marks: 100]

Note: Read all the instructions carefully

Answer all questions in serial order, Draw suitable diagrams wherever necessary

Q. 1. Objective type questions: (Attempt All)

(10 x 02 = 20)

(Very short/ Short answer/ MCQ/ One liners/ Fill in the blanks/ True/False)

Write **True or False** for the following statements:

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| a. Social entrepreneurship focuses only on profit maximization. | [CO2, PO1] |
| b. Market research helps entrepreneurs identify customer needs and opportunities. | [CO5, PO5] |
| c. Patents provide legal protection for innovative products and technologies. | [CO5, PO3] |
| d. Food processing industries are exempt from hygiene regulations. | [CO3, PO4] |
| e. Start-ups often face challenges related to limited financial resources. | [CO1, PO1] |
| f. Venture capital firms generally invest in high-growth potential businesses. | [CO2, PO5] |
| g. Risk management is important for long-term business sustainability. | [CO1, PO3] |
| h. Clinical trials help evaluate the safety and effectiveness of medical products. | [CO5, PO1] |
| i. Digital marketing can help start-ups reach global audiences. | [CO5, PO2] |
| j. Sustainable business practices can improve company reputation. | [CO2, PO3] |

Q. 2. Short notes / Short Answer Type (Attempt any five out of seven)

(5 × 4 = 20)

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| a. Business Incubators | [CO3, PO2] |
| b. Intellectual Property Rights (IPR) | [CO1, PO1] |
| c. Digital Marketing | [CO5, PO2] |
| d. Angel Investment | [CO2, PO4] |
| e. Sustainable Development in Entrepreneurship | [CO3, PO1] |
| f. Regulatory Affairs in Biotechnology | [CO2, PO5] |
| g. Minimum Viable Product | [CO1, PO2] |

Q. 3. Structured Question (Attempt any three out of four)

(3 × 10 = 30)

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| a. Explain the role of market research and customer analysis in developing a successful start-up. | [CO2, PO3] |
| b. Discuss the importance of funding sources and financial planning in entrepreneurship. | [CO5, PO2] |
| c. Describe the role of ethics and regulatory compliance in clinical research and healthcare entrepreneurship. | [CO1, PO4] |
| d. Why does intellectual property management in biotechnology and healthcare start-ups play a key role? | [CO2, PO4] |

Q. 4. Long Answer/Essay type (Attempt any two out of three)

(2 × 15 = 30)

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| a. Discuss the opportunities and challenges faced by entrepreneurs in the food technology and biotechnology sectors. Suggest strategies for sustainable business growth. | [CO3, PO2] |
| b. Explain the importance of leadership skills, innovation management, and teamwork in building a successful entrepreneurial venture. | [CO4, PO4] |
| c. Describe a start-up idea based on biotechnology, healthcare, food science, or digital innovation that you would like to develop or have already presented as a business plan. Explain its objectives, target market, funding requirements, and growth potential. | [CO3, PO4] |