

THAPAR INSTITUTE OF ENGINEERING AND TECHNOLOGY

End Semester Examination, Dec.2006

BH 013 Entrepreneurship and Bio-Safety

Time: 3hrs

M.Marks: 45

Attempt all questions from section A and any three from section B.

**Section A**

Q1 What are the ingredients of a business plan? Explain by giving case study. (3)

OR

Q2 What are the different steps for filing a patent? Why patenting of scientific developments in terms of product or service has become necessary in the current scenario? (3)

Q3 Write short notes on any three of the following (2\*3)

- a) Patenting in biotechnology
- b) Intellectual property
- c) Biological containment
- d) Bioterrorism

Q4 How do patents differ from copyrights? (3)

**Section B**

Q1 Read the enclosed case carefully and answer questions that follow (10)

Q2 "In a developing country like India where Entrepreneurs are already in short supply, it becomes even more relevant to develop women entrepreneurs." Discuss the special problems and their solutions in relation to women entrepreneurs. (10)

Q3 Elucidate the Product Development Process from idea conception to beyond. (10)

Q4 Write short notes on (2\*5)

- a) Total Revenue
- b) Marginal Revenue
- c) Break-even point
- d) Diminishing Marginal utility
- e) Fixed and Variable costs

## Publius

Although many people believe that the World Wide Web is anonymous and secure from censorship, the reality is very different. Governments, law courts and other officials who want to censor, examine or trace a file of materials on the Web, merely go to the server (the online computer) where they think the file is stored. Using their subpoena power, they can comb through the server's drives to find the files they are looking for and the identity of the person who created the files.

On Friday, June 30, 2000 however, researchers at AT&T Labs announced the creation of Publius, a software programme that enables the Web users to encrypt (translate into secret codes) their files-text, pictures, or music-break them into pieces of a jigsaw puzzle, and store the encrypted pieces on many different servers scattered all over the globe on the World Wide Web. As a result, anyone wanting to examine or censor the files or wanting to trace the original transaction that produced the file would find it impossible to succeed because they would have to examine the contents of dozens of different servers all over the world, and the files in the servers would be encrypted and fragmented in away that it would make the pieces impossible to identify without the help of the person who created the files. A person authorized to retrieve the file, however, would look through a directory of his files posted on a Publius-affiliated website, and the Publius network would reassemble the file from him at his request.

Although many people welcomed the way that the new software would enhance freedom of speech on the Web, many others were dismayed. Bruce Taylor, an anti-pornography activist for the National Law Centre for Children and Families, stated: "Its nice to be anonymous, but who wants to be more anonymous than criminals, terrorists, child molesters, child pornographers, hackers and e-mail virus punks." Aviel Rubin and Lorrie Cranor, the creators of Publius, however, hoped that their programme would help people in the countries where freedom of speech was repressed and individuals were punished for speaking out. The ideal user of Publius they stated, was "a person in China observing human rights abuses on a day to day basis"

Q1. Do you think it is ethical to market Publius? Explain.

Q2. Are the creators of Publius in any way responsible for any criminal acts that the criminals are able to carry out and keep secret by relying on Publius? Is AT&T in any way morally responsible for these? Explain your answer.