

**UNIVERSITY COLLEGE LONDON**

*University of London*

**EXAMINATION FOR INTERNAL STUDENTS**

*For The Following Qualifications:-*

*B.Eng. B.Sc. M.Eng.*

**Biochemical Eng E127: Evaluation and Planning of Business Opportunities in Bioprocessing and Life Sciences**

COURSE CODE : **BENGE127**

UNIT VALUE : **0.50**

DATE : **08-MAY-03**

TIME : **10.00**

TIME ALLOWED : **3 Hours**

*Answer FOUR QUESTIONS. Only the first four answers given will be marked.  
ALL questions carry a total of 25 MARKS each, distributed as shown [ ]*

1. What is a business plan and what are its major components? [15]  
What are the specific elements to consider in writing a business plan in the life sciences industry. [10]
2. What are the most likely causes of failure in turning an idea in the life sciences industry into a commercially viable outcome . Give detailed reasons. [25]
3. i) Describe the different phases of clinical trials, their purpose and their characteristics. [15]  
ii) What are the major perceived bottlenecks in accomplishing successful clinical trials [10]
4. i) Describe what is meant by outsourcing. [5]  
ii) In the biotechnology sector, what different types activities can be outsourced. [5]  
iii) Describe the benefits and drawbacks of outsourcing. [15]
5. i) To assess the value of a company describe the quantitative and qualitative tools which you may use. [22]  
ii) What is market valuation used for? [3]
6. i) What is meant by Intellectual Property (IP). [5]  
ii) Describe the different types of IP available. [10]  
iii) What are the costs and time scales associated with obtaining a U.K. patent. [10]

**END OF PAPER**