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CERTIFICATE IN ENTREPRENEURSHIP

Term-End Examination

December, 2013

CIE-02 : BUSINESS OPPORTUNITY IDENTIFICATION

Time : 2 hours

Maximum Marks : 50

- Note : (i) Answer *any five* questions.
(ii) All questions carry *equal* marks.

1. "A pre - feasibility study is essential in order to develop comprehensive picture of a short listed project idea." Explain the statement with the help of a sample pre-feasibility study. 10

2. Explain briefly the methods that adopt market as the basis for opportunity identification in market driven approach ? 10

3. Write brief notes on the following :
 - (a) Structure of Environment 5
 - (b) Environment Scanning 5

4. What are the basic guidelines to be kept in mind for final selection of business opportunities for a project ? Discuss 10
 5. Explain the information to be gathered for market assessment with respect to competition and supply. 10
 6. How are specifications for raw-materials worked out for technical feasibility analysis of a project ? 10
 7. How is profitability of a project estimated ? Explain. 10
 8. How is introduction phase different from growth phase of product life cycle ? Explain with the help of any product of your choice. 10
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