

00493

## CERTIFICATE IN ENTREPRENEURSHIP

### Term-End Examination

December, 2015

### CIE-002 : BUSINESS OPPORTUNITY IDENTIFICATION

Time : 2 hours

Maximum Marks : 50

**Note :** (i) Answer *any five* questions.

(ii) All questions carry *equal* marks.

1. How evaluation in terms of Opportunity Selection (OS) framework and shortlisting of ideas is done ? Explain with an example.
2. How to generate business opportunities from the environment ? Discuss.
3. How environment scanning helps to generate business ideas ?
4. Why an innovative approach is required while interpreting the information to arrive at project ideas ?
5. Write a note on the following :
  - (a) Marketing Mix
  - (b) Sensitivity Analysis

6. Explain in detail the six element concept of market demand.
  7. Explain the technique of Work-Break-Down structure in execution of a project.
  8. Describe the use of product management function in managing a product's life cycle.
-