

**MASTER OF ARTS (ENTREPRENEURSHIP)  
(MAER)**

**Term-End Examination**

**December, 2021**

**MER-003 : BUSINESS IDEATION  
AND OPPORTUNITY IDENTIFICATION**

*Time : 3 hours*

*Maximum Marks : 100*

**Note :** Attempt any **five** questions. All questions carry equal marks.

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1. Business ideas can be generated from various sources. Describe any five sources. 20
  
2. (a) Explain why rotation of leadership is important. 10  
(b) Describe the legal status of Self-Help Groups. 10
  
3. What are the seven steps involved in opportunity identification and screening ? Explain any three steps. 20

4. What are the techno-commercial aspects one has to keep in mind while identifying business opportunities ? 20
5. (a) Why do some small businessmen think that preparation of a business plan is not important ? 10
- (b) Explain the factors which are needed to be considered while choosing a business location. 10
6. Describe the seven stages of preparation of project report. 20
7. Explain the characteristics which help in team effectiveness. 20
8. What do you mean by Environmental Analysis ? Explain the steps followed in Environmental Analysis. 10+10=20
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