

No. of Printed Pages : 2

MER-003

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

**Term-End Examination
December, 2023**

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

Time : 3 Hours

Maximum Marks : 100

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

(ii) *All questions carry equal marks.*

1. What do you understand by OSI ? What is the role of OSI in successful management ? 20
2. Note down the steps involved in Opportunity Identification Process. Explain any *two* steps in detail with examples. 20
3. Preparation of DPR (Detailed Project Report) is important for the entrepreneur for getting approvals from the stakeholders. Explain the seven sequential stages of preparation of project report. 20

P. T. O.

4. Write short notes on any *two* of the following :
10+10
- (a) Cost of Capital
 - (b) Capital Budgeting
 - (c) Risk Analysis
5. (a) “Entrepreneurship Motivation Training (EMT) has become a specialized area of training.” Explain its development and objectives. 10
- (b) “Entrepreneurial abilities and skills can be strengthened and improved to succeed in business.” Explain. 10
6. “Any business enterprise has to start from an idea which is called the business idea.” In light of the above statement throw light on the Enterprise ideas in micro enterprise with the help of examples. 20
7. “The production, planning and control processes enable an entrepreneur to put the production process in the right order.” Explain the stages with the help of a diagram. 20
8. What are the guidelines which should be kept in mind when it comes to the selection of an income generated activity? 20