

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

Term-End Examination

December, 2023

**MER-004 : BUSINESS DEVELOPMENT AND
ENTREPRENEURIAL COMPETENCIES**

Time : 3 Hours

Maximum Marks : 100

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

1. Describe six D's of an Entrepreneur. Discuss what factors motivate to be an entrepreneur. 10+10
2. Describe the entrepreneurial assessment process in five dimensions. 20
3. What are the key questions to identify the entrepreneurial spirit in an individual ? Analyze the major hurdles that hold back prospective entrepreneurs. 10+10
4. Describe successful educator and women entrepreneur by giving case studies. Explain how her life narratives will impact other aspiring women entrepreneurs. 10+10

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5. What are the important infrastructure consideration to be kept in mind while deciding upon the site of plant ? 20
6. Why is it important to conduct market possibility analysis before launching of a product ? Describe components of market possibility analysis. 5+15
7. Describe five business models and explain any *three* of them by giving suitable examples. 5+15
8. Write short notes on any ***four*** of the following : 4×5=20
 - (a) Market segmentation and targeting
 - (b) PESTLE analysis
 - (c) QUEST
 - (d) Break-even analysis
 - (e) Requisite skills of the trainers