

00411

CERTIFICATE IN ENTREPRENEURSHIP

Term-End Examination

June , 2013

CIE-02 : BUSINESS OPPORTUNITY IDENTIFICATION

Time : 2 hours

Maximum Marks : 50

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- Note : (i) Answer **any five** questions.
(ii) All questions carry **equal** marks.*
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1. How is Business opportunity evaluated ? Explain with the help of an example.
2. Discuss the business opportunities to be considered while converting natural resources into profitable enterprises ?
3. How do existing industries in an area provide an important basis for business opportunity identification ? Briefly discuss.
4. List out the major approaches for idea generation. Explain any two of them.

5. Describe the steps involved in market assessment.
 6. How are specifications for plant and machinery worked out for Technical Feasibility Analysis of a Project ?
 7. Discuss the components which have to be kept in mind while computing the project cost.
 8. Discuss the marketing strategies to be adopted in the introduction and maturity phases of product life cycle.
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