

No. of Printed Pages : 2

**MER-003**

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

**Term-End Examination**

**June, 2022**

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

*Time : 3 Hours*

*Maximum Marks : 100*

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

(ii) *All questions carry equal marks.*

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1. Screening of business idea is essential. Explain the aspects which need to be considered during the screening process. 20
2. What are the guidelines which should be kept in mind while selecting an income generation activity? 20
3. How do the existing industry provide the basis for identification of business avenues? Explain. 20

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4. (a) Describe the alternative fields of self-employment. 10
- (b) Describe the five-layered sieve of business opportunity. 10
5. Explain the stages of production planning and control. 20
6. (a) What preparations will be needed as an entrepreneur for presenting the DPR to potential investors ? 10
- (b) Explain in detail the methods of demand forecasting. 10
7. What do you mean by Capital Budgeting ? Explain the techniques of capital budgeting. 20
8. Discuss the factors required to assess to make a business idea workable. 20

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