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MER-004

M. A. (ENTREPRENEURSHIP)

(MAER)

Term-End Examination

June, 2022

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

Time : 3 Hours

Maximum Marks : 100

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

(ii) *All questions carry equal marks.*

1. Define Entrepreneurial Competencies. How can we identify entrepreneurial competencies ?

8+12

2. Examine the need for follow up support to women entrepreneurs with suitable examples.

20

3. Define Business Plan. Discuss the need and importance of preparing business plan for small entrepreneurs.

8+12

P. T. O.

4. Write short notes on any *four* of the following :

4×5=20

(a) ETOP Analysis

(b) QUEST

(c) *Five* qualities of an ideal mentor

(d) Franchise

(e) Requisite skills for the trainers

5. Discuss the common errors in project report formulation. 20

6. (a) What are the main project cost components ? 10

(b) Discuss cash flow statement. 10

7. Discuss the key questions to ask to identify the entrepreneurial individual. 20

8. Explain the entrepreneurial assessment process with suitable examples. 20