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MER-004

**M. A. (ENTREPRENEURSHIP)
(MAER)**

**Term-End Examination
June, 2023**

**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. What do you mean by Entrepreneurial Competency ? Describe the process of development of entrepreneurial competencies.
5+15
2. Discuss *three* major dimensions of Entrepreneur with case studies. 15+5=20
3. Identify and discuss the challenges of start up, growth and buyout stages of the business. 20

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4. Explain the process of selection between job and entrepreneurship. What are the pros and cons of being a part time entrepreneur ?

10+10=20

5. Give an overview of the project preparation process. Describe the common errors in project report formulation.

15+5=20

6. Why is it important to conduct feasibility analysis before launching a product ? Briefly explain the projections required to be made in financial analysis.

10+10=20

7. Give an account of any *five* important support schemes given by the Government, which are helpful for MSMEs at various stages of their development.

20

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

4×5=20

- (a) Break-Even Analysis
- (b) SWOT Analysis
- (c) Qualities of Mentor
- (d) QUEST
- (e) Requisite Skills for the Trainers

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