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MER-004

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

Term-End Examination

June, 2024

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

Time : 3 Hours

Maximum Marks : 100

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

1. Explain the following terms with respect to entrepreneurial competencies : 4×5=20
 - (a) Competence
 - (b) Body of knowledge
 - (c) Skill
 - (d) Motives and Traits
2. (a) What factors will be considered to transit from part-time entrepreneurs to full time entrepreneurs ?

- (b) Differentiate between Fixed Cost and Variable Cost. 10+10
3. As an entrepreneur, you are launching your business, how would you ensure for a successful start ? 20
4. Explain the different support schemes available from Government of India (GOI) for entrepreneurs at various stages of their enterprise. 20
5. Write short notes on any *two* of the following :
 - (i) SWOT Analysis
 - (ii) PESTLE Analysis
 - (iii) ETOP Analysis 10+10=20
6. “The preparation of Business Plan requires information to be collected from various sources.” Discuss the categories under which information is required for planning a business. 20
7. “Any business enterprise has three critical stages of development : Startup, growth and buyout”. Elaborate these stages with their challenges. 20
8. Explain the three major dimensions of entrepreneur. 20

P.T.O.