

00643

CERTIFICATE IN ENTREPRENEURSHIP

Term-End Examination

December, 2011

**CIE-02 : BUSINESS OPPORTUNITY
IDENTIFICATION**

Time : 2 hours

Maximum Marks : 50

Note : (i) Answer *any five* questions.
(ii) *All* questions carry *equal* marks.

1. What are the seven steps involved in 'opportunity identification and screening' ? Explain its importance.
2. List out the techno - commercial aspects, which need to be kept in mind while identifying business opportunities and discuss any two of them.
3. How is the environmental scanning for a business idea done ? Explain.
4. Write brief notes on the following :
 - (a) Manpower Resources
 - (b) Infrastructure

5. Briefly explain the six element concept of Market Demand.

 6. Explain the following :
 - (a) Stratified Random Sampling
 - (b) Non - Probability Sampling

 7. Describe a typical Work - Break - Down Structure (WBDS) in a project.

 8. A product requires different management strategies in each stage of its life cycle. Explain these strategies in the growth phase and the maturity phase.
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