

## CERTIFICATE IN ENTREPRENEURSHIP

Term-End Examination

June, 2011

### CIE-02 : BUSINESS OPPORTUNITY IDENTIFICATION

*Time : 2 hours*

*Maximum Marks : 50*

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

(ii) *All questions carry equal marks.*

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1. Explain briefly the steps involved in the process of Business Opportunity study.
2. What are natural resources you will consider if you are in a wheat-growing area to plan a profitable enterprise ? Discuss in brief.
3. Explain the concept of demand-driven/ market-driven opportunities in brief.
4. List out the basic guidelines, which are important for finalizing the selection of Business Opportunities. Discuss any two of them.

5. What are the various approaches to information collection ? Explain any one.
  
  6. (a) What do you understand by Technical Feasibility Analysis ?  
(b) What are the points, which need to be taken care of, while buying a land ?
  
  7. Write brief notes on the following :  
(a) Project Cost  
(b) Sensitivity Analysis
  
  8. Explain the concept of product life cycle giving suitable examples.
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