

00929

## CERTIFICATE IN ENTREPRENEURSHIP

Term-End Examination

December , 2012

### CIE-02 : BUSINESS OPPORTUNITY IDENTIFICATION

*Time : 2 hours*

*Maximum Marks : 50*

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- Note :*
- (i) *Attempt any five questions.*
  - (ii) *All questions carry equal marks.*
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1. How does an entrepreneur go about identifying ideas and evaluating them ? Discuss.
2. What is environment scanning ? Explain how ideas can be generated through scanning the environment.
3. Explain some innovative efforts for idea generation.
4. Write short notes on the following :
  - (a) Marketing mix
  - (b) Product Differentiation

5. What are the various approaches to information collection for market assessment ? Explain.
  6. What are the various ratios one should look to assess the financial viability ? Explain.
  7. Discuss the different marketing strategies required in each stage of product life cycle.
  8. Briefly mention the important aspects that should be kept in view while identifying opportunities based on existing industry.
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