

CERTIFICATE IN ENTREPRENEURSHIP

Term-End Examination

00401

December, 2014

CIE-002 : BUSINESS OPPORTUNITY IDENTIFICATION

Time : 2 hours

Maximum Marks : 50

Note : Answer any **five** questions. All questions carry equal marks.

1. How does snap investigation of ideas help an entrepreneur to identify the area of his business ?
Illustrate with an example. 10
2. How do existing industries in an area provide an important basis for identification of opportunities ? 10
3. Examine the role of product differentiation in identifying market driven opportunity. Analyse with the help of examples. 10
4. Identify the basic steps involved in the identification of business ideas through scanning. How do they solve problems ? 10
5. Describe the various steps involved in market assessment. 10

6. Explain the technique used for determination of total time period involved in project execution. 10
 7. Examine the measures used to judge the risk involved in any entrepreneurial activity. 10
 8. How is product introduction phase different from growth phase of product life cycle ? 10
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