

**MASTER OF ARTS (ENTREPRENEURSHIP)
(MAER)**

Term-End Examination

December, 2021

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

Time : 3 hours

Maximum Marks : 100

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

1. What is meant by Entrepreneurial Competencies ?
Explain it with the help of a case study. 8+12

2. Describe the process of development of Entrepreneurial Competencies. How is the term Entrepreneurial Competencies relevant to Entrepreneurship Development ? 10+10

3. (a) Discuss how a potential woman entrepreneur can be identified. 10
(b) What are the support systems needed to make successful women entrepreneurs ? 10

4. Write short notes on any **four** of the following : 4×5=20
- (a) Job vs. Entrepreneurship
 - (b) Break-Even Analysis (BEA)
 - (c) SWOT Analysis
 - (d) QUEST
 - (e) Requisite Skills for the Trainers
5. Elaborate a business plan preparation. Explain it with an example. 10+10=20
6. What are the qualities of an ideal mentor ? Describe in detail. 20
7. What are the important infrastructure considerations that you should keep in mind before deciding upon the site of your plant ? 20
8. Analyse the pros and cons of being a part-time entrepreneur. 20
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