

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

Term-End Examination

December, 2022

**MER-003 : BUSINESS IDEATION AND
OPPORTUNITY IDENTIFICATION**

Time : 3 Hours

Maximum Marks : 100

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

(ii) *All questions carry equal marks.*

1. “Entrepreneurs need to scan the environment for his/her business idea.” Explain the key factors in environmental scanning. 20
2. Explain the roles and responsibilities of self-help groups. 20
3. List out the approaches for generation of business idea. Explain any *two* approaches in detail. 20

4. Development of Opportunity Selection (OS) framework which is imperative for an entrepreneur. What considerations one has to keep in mind while making an opportunity selection framework ? 20
5. SWOT analysis is an important tool in the identification of business opportunity. Explain in the context of establishment of small enterprises. 20
6. (a) What do you understand by a Business Plan ? Explain its significance. 10
(b) How is the financial viability of a project examined by external agencies ? Explain. 10
7. (a) Explain the key factors which help in the empowerment of women ? 10
(b) What are the individual constraints need to be addressed for the success of training programmes ? 10
8. Explain the Entrepreneurial Management Training (EMT) development theory. 20