

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

Term-End Examination

December, 2022

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

Time : 3 hours

Maximum Marks : 100

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

1. Discuss the major entrepreneurial competencies, with suitable examples. 8+12

2. What do you understand by Entrepreneurship ? Discuss the process of Entrepreneurial assessment. 5+15

3. What are the qualities women should possess to become successful entrepreneurs ? Explain with a suitable case study. 10+10

4. Write short notes on any **four** of the following : 4×5=20
- (a) Ways to Make the Transition into Entrepreneurship
 - (b) Business Plan
 - (c) PESTLE Analysis
 - (d) Market Segmentation and Targetting
 - (e) Delivery Mechanism
5. Explain the utility of Break-Even Analysis (BEA) for judging the profitability of small enterprises, with the help of an example. 20
6. What are the different support schemes available from the Government of India for entrepreneurs at various stages of their enterprise ? Discuss. 8+12
7. Describe all six steps for a successful business launch. 20
8. How would you plan for the technology input needed in your small enterprise ? 20
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