

00451

CERTIFICATE IN ENTREPRENEURSHIP

Term-End Examination

June, 2012

**CIE-02 : BUSINESS OPPORTUNITY
IDENTIFICATION**

Time : 2 hours

Maximum Marks : 50

-
- Note :** (i) *Answer any five questions.*
(ii) *All questions carry equal marks.*
-

1. With the help of an illustration explain the Opportunity Selection (OS) framework.
2. What are the techno - commercial aspects to be considered while identifying business opportunities ? Explain.
3. What are the considerations that should be kept in mind while finalising a project ? Explain.
4. Why is it important to do market assessment ?
What are the steps involved in market assessment ?

5. Write Short Notes on the following :
 - (a) Opportunities in Service Sector
 - (b) Export - oriented industries.

 6. What do you understand by Project execution time ? Explain.

 7. Discuss the factors which help in profitability estimation of an enterprise.

 8. Briefly explain the concept of Product Life Cycle (PLC). Taking any product of your choice, discuss the marketing strategies that you would use in the ' Decline Phase'.
-