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MER-003

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

Term-End Examination

June, 2023

**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. How business ideas can be generated from various sources ? Describe briefly various sources of business idea which an entrepreneur can explore. 20

2. Explain any of the following *two* approaches for generation of ideas : 10+10
 - (a) Natural resources
 - (b) Service sector opportunities
 - (c) Innovative efforts

P. T. O.

3. “For any business to be successful, market analysis plays a very crucial role in determining the feasibility of a business idea.” In light of this statement, describe the importance of market analysis and explain its elements. 10+10
4. The financial analysis of a business plan includes different elements. Briefly explain each of the following elements : 5 each
- (a) Projected Balance Sheet
 - (b) Projected Cash Flow Statement
 - (c) Projected Profit and Loss Statement
 - (d) Projected Break-Even Analysis
5. (a) “Choosing a better business location is an important factor for an entrepreneur.” Elucidate the statement. 10
- (b) Discuss various factors affecting plant layout. 10
6. (a) Describe five layered sieve of business opportunity. 10

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- (b) “The style and content of a project report varies from one company to another.”
Prepare a sample format of a project report explaining all the elements. 10
7. Write short notes on the following : 10+10
- (a) Team Effectiveness
- (b) Team Functioning
8. “As an entrepreneur, you have your own business ideas, but you could get more information by doing field study and SWOT analysis.” Illustrate the statement. 20