

No. of Printed Pages : 2

MER-003

Master of Arts (Entrepreneurship)

Term-End Examination

June, 2024

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

Time : 3 Hours

Maximum Marks : 100

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

1. "Scanning the environment helps the entrepreneur to exploit opportunities in gauging the acceptability of the product/service." Explain this statement with an example. 20
2. What are the criteria's one has to keep in mind while developing opportunity selection framework ? Explain any four in detail. 20
3. (a) Explain the five layers of the business opportunity sieve. 10
(b) Why business plan is important for entrepreneurship ? 10

[2]

MER-003

4. What do you mean by business plan ? Describe production, planning and control phases of business plan. 20
5. "Market analysis measures the feasibility of a business plan." In light of the above statement. Explain the elements of market analysis. 5 + 15 = 20
6. What are the motivational factors which influence women to become entrepreneurs. 20
7. You are a budding entrepreneur and having a business idea. Describe your idea in the context of the following : 4 × 5 = 20
 - (i) Business idea
 - (ii) Need
 - (iii) Goods and services to be produced / provided
 - (iv) Target customer
 - (v) Safe / marketing strategy
8. "By successful mobilization and motivation, the producer women are empowered through entrepreneurship training to turn in to entrepreneurs." Explain the stage of producer women's activities ? 20

P.T.O.