

**CERTIFICATE IN ENTREPRENEURSHIP**

**Term-End Examination**

**June, 2015**

00220

**CIE-02 : BUSINESS OPPORTUNITY IDENTIFICATION**

*Time : 2 hours*

*Maximum Marks : 50*

---

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

---

1. What are the steps involved in opportunity identification process ? Briefly explain. 10
2. Explain how techno-commercial aspects help in identifying business opportunities. 10
3. What is environmental scanning ? Describe the process of environmental scanning. 10
4. Explain in detail how the existing industries provide an important basis for identifying business ideas. 10
5. Write notes on the following : 10
  - (a) Product Differentiation
  - (b) Stratified Random Sampling

6. Identify the broad categories of information to be gathered for Market Assessment. List the information needs with respect to level of demand and its determinants. 10
  7. What are the techno-commercial aspects one should consider and the precautions to be taken while purchasing raw materials? 10
  8. What are the various ratios that one may look at to assess the financial viability of an enterprise? 10
-