

CERTIFICATE IN ENTREPRENEURSHIP

00122 **Term-End Examination**
June, 2014

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 personal considerations underlying Opportunity Identification and Screening (OIS) ? Illustrate with the help of an example.
2. What are the important points that have to be noted while identifying opportunities based on existing industries in an area ?
3. How does market become the basis for opportunity identification in a market driven approach ? Briefly discuss the methods used.
4. Discuss the environment and its structure for Micro, Small and Medium Enterprises (MSMEs).
5. Discuss the 4 P's of Marketing Mix and examine how market assessment is carried out.

6. What are the various approaches for gathering information ? Briefly discuss any one information gathering instrument.
 7. Explain the different methods used for profitability estimation.
 8. Describe the marketing strategies adopted in the growth and decline phases of product development cycle.
-