MASTER OF ARTS (ENTREPRENEURSHIP) (MAER)

Term-End Examination December, 2024

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.

- "There are certain guidelines one should follow while selecting an income generation activity."
 Discuss. Also enlist areas of concern with regard to income generation activities.
- Explain how manpower resources and infrastructure approaches help in generation ideas.
- 3. "Under the market-driven approach, the market itself provide the basis for opportunity

identification." In the light of above statement, explain any *four* methods which are important for opportunity identification.

5+5+5+5

- 4. How is the financial viability of a project checked by external agencies?
- 5. (a) What do you mean by cost of capital? 10
 - (b) Explain the techniques of capital budgeting.
- 6. Production, planning and control has three phases. Explain any *two* of them.
- 7. "The Entrepreneural Motivation Training (EMT) is a motivational theory helping in development of personality." Explain with objectives.
- 8. Identify an entrepreneur known to you and prepare his personal profile. Also explain how he/she identified the business of his/her choice.

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