

**M. A. (ENTREPRENEURSHIP)
(MAER)**

Term-End Examination

December, 2024

**MER-004 : BUSINESS DEVELOPMENT AND
ENTREPRENEURIAL COMPETENCIES**

Time : 3 Hours

Maximum Marks : 100

Note : (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

-
1. Explain the competencies which are instrumental in making a person a successful entrepreneur. 20
 2. "The entrepreneurial assessment process has five dimensions as a part of self analysis tool for entrepreneurs." List out the same and explain any *two* of the dimensions. 20
 3. "The choice of Job *vs.* Entrepreneurship is a million dollar question for anyone who is

finding to make a stable and suitable career in life.” In the light of above, explain the five factor test enabling them to make a choice between the two. 20

4. (a) What do you mean by cash flow statement ? Explain with the help of format. 10
- (b) What do you mean by Implementation Schedule ? Explain with the help of illustration. 10
5. Write short notes on any **two** of the following : 10+10=20
- (a) *Five* qualities of an ideal mentor
- (b) Constituent of BDS framework and their role
- (c) Skill and knowledge required by Trainer
6. What do you understand by SWOT Analysis ? What are its drawbacks ? 20
7. Describe the common errors in project report formulation. 20
8. Analyse the pros and cons of being a part time entrepreneur. What major hurdles hold back prospective entrepreneurs ? 20

x x x x x x x