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MER-004

M. A. (ENTREPRENEURSHIP)

(MAER)

Term-End Examination

December, 2025

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

Time : 3 Hours

Maximum Marks : 100

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

1. (a) Describe the process of development of
Entrepreneurial Competencies. 10

- (b) Explain the start-up and the buyout
challenges faced by an entrepreneur. 10

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2. (a) “The five-factor test will help one to decide between job and entrepreneurship.” Explain. 10
- (b) Discuss the considerations that help in deciding the right time to quit the job and focus on their business. 10
3. Discuss *two* life narratives of women entrepreneurs in India. Describe the factors leading to their success. 20
4. As an entrepreneur, one needs to work on various facets of business plan. However, common errors in business plan formulation are still committed. Discuss. 20
5. (a) Explain partnership as one of the business models. 10
- (b) Explain Franchise as one of the forms of organisational setups. 10
6. “A business plan is a blueprint of an enterprise.” Prepare a business plan taking production process, raw materials, machinery and equipment, sales and prices as all the aspects of business. 20

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7. Explain the different support schemes available from the government of India for entrepreneurs at various stages of their enterprise. 20
8. Write short notes on any *four* of the following : 5×4=20
- (a) The 6D's
 - (b) Implementation Schedule
 - (c) Ratio Analysis
 - (d) CPM
 - (e) Transaction related services required by small enterprise

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