

**MASTER OF ARTS  
(ENTREPRENEURSHIP) (MAER)**

**Term-End Examination**

**June, 2025**

**MER-003 : BUSINESS IDEATION AND  
OPPORTUNITY IDENTIFICATION**

*Time : 3 Hours*

*Maximum Marks : 100*

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

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1. How does one come up with a business idea ? Explain its sources with illustration.  
20
  2. Describe major approaches for idea generation. Give examples. 20
  3. What are the steps involved in opportunity identification and screening ? Discuss its importance with a case of business proposal.  
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4. What are the techno-commercial aspects, one has to keep in mind while identifying demand driven business opportunities ? 20
5. Describe the alternative fields of self-employment. How will you identify it ? 20
6. Write steps to analyse your passionate idea to make it as a successful business. Explain the five-layered sieve for refining your business idea. 20
7. What do you mean by Environmental Analysis ? Describe its steps. 20
8. Write short notes on the following : 5×4=20
  - (a) Team Development
  - (b) Work plan for training sessions
  - (c) Expectation of investor from a business plan
  - (d) Market analysis

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