

M. A. (ENTREPRENEURSHIP)

(MAER)

Term-End Examination

June, 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. Define entrepreneurial competencies. What are its major components ? 5+15=20
2. "To be a successful entrepreneur self-evaluation is important." Illustrate. 20

3. Discuss the process how the transition from a part-time entrepreneur to an entrepreneur can be smooth with the help of real life case study. 20
4. “Women entrepreneurs are not far behind in founding the most valuable business of this millennium.” Elaborate their role and importance. 20
5. Imagining yourself as an upcoming entrepreneur, what steps will you consider while preparing a business plan ? Illustrate with examples. 20
6. Financial Analysis helps in analysing the data with regard to capital requirement, sources of capital and working capital. Explain how ? 20
7. “Mentors are among the most important components of any business.” Explain their role and importance with the help of case study. 20

[3]

8. Write short notes on any *four* of the following : 5×4=20

- (a) SWOT Analysis
- (b) Cash Flow Statement
- (c) Break-Even Analysis
- (d) Considerations for formulating
Implementation Schedule
- (e) ETOP Analysis

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