

MASTER OF ARTS
(ENTREPRENEURSHIP) (MAER)
Term-End Examination
June, 2026

**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.

1. Business ideas can be generated from various sources. Describe these various sources with suitable examples. 20
2. What are the characteristics we should keep in mind with respect to ownership and decision making of self-help groups ? 20
3. Describe the process involved in business opportunity study with an example. 20

4. What is environment and its structure for MSME that are relevant to idea generation ? Discuss with suitable examples. 20
5. Explain the techno-commercial aspects one has to keep in mind while identifying business opportunities. 20
6. (a) How is the financial viability of a project examined by external agencies ? Explain with illustration. 10
(b) Explain the factors which are needed to be considered while choosing a business location. 10
7. (a) Describe the various factors which affect the plan layout. 10
(b) Explain the rationale behind the income elasticity and price elasticity of demand in demand forecasting. 10
8. Describe how entrepreneurial motivation can be developed. Discuss Achievement Motivation Training. 10+10

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