

M. A. (ENTREPRENEURSHIP)
(MAER)

Term-End Examination

June, 2026

**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. (a) What do you understand by the term
“Entrepreneurial Competencies” ? 10
(b) Explain the process of inculcating
entrepreneurial competencies in an
individual. 10
2. The ‘Psychological Self’ and ‘Goals’ are two
self-analysis tools for entrepreneurs to
assess themselves. Explain. 20

3. What do you mean by Cash Flow Statement ? How is break-even analysis useful for judging the profitability of small businesses/enterprises ? 5+15
4. Why it is important to conduct feasibility analysis before launching a project ? What aspects of environmental analysis is required to be done before launching a project ? 10+10
5. Write short notes on any *two* of the following : 10+10
- (a) Ratio Analysis
 - (b) Franchise
 - (c) Life narrative of successful women entrepreneur
 - (d) Fixed Cost *vs.* Variable Cost
6. "The preparation of a business plan requires information from various sources and categories." Discuss. 20
7. What do you mean by 'Swot Analysis' ? Discuss its pros and cons. 20
8. What steps would you take into consideration to ensure a successful business launch ? 20

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