No. of Printed Pages : 2 **MER–003**

MASTER OF ARTS

(ENTREPRENEURSHIP) (MAER)

Term-End Examination

December, 2024

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. "There are certain guidelines one should follow while selecting an income generation activity." Discuss. Also enlist areas of concern with regard to income generation activities. 20

2. Explain how manpower resources and infrastructure approaches help in generation ideas. 10+10

3. "Under the market-driven approach, the market itself provide the basis for opportunity

identification." In the light of above statement, explain any *four* methods which are important for opportunity identification. 5+5+5+5

4. How is the financial viability of a project checked by external agencies ? 20

5. (a) What do you mean by cost of capital ? 10

   (b) Explain the techniques of capital budgeting. 10

6. Production, planning and control has three phases. Explain any *two* of them. 20

7. "The Entrepreneurial Motivation Training (EMT) is a motivational theory helping in development of personality." Explain with objectives. 20

8. Identify an entrepreneur known to you and prepare his personal profile. Also explain how he/she identified the business of his/her choice. 20

× × × × × × ×