

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

Term-End Examination

December, 2025

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

Time : 3 Hours

Maximum Marks : 100

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

1. Why is it important for all the members to share in the work of Self Help Groups ? Discuss systems required for effecting functioning of Self Help Groups. 20
2. Explain major approaches for idea generation with illustration. 20
3. Discuss the process involved in business opportunity study with identification of an entrepreneur of your choice. 20

4. How would you identify an opportunity ?
Explain SWOT Analysis with a case study.

20

5. Describe checklist needed for identifying potential business opportunities with illustration.

20

6. What do you mean by Business Plan ?
Explain business process design with illustration.

20

7. Describe the sequential stages of preparation of project report with an example.

20

8. Write short notes on the following : 5×4=20

(a) Capital Budgeting

(b) Team Effectiveness

(c) Motives for Entrepreneurship

(d) Screening of the business idea

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