

TERM END EXAMINATION - DECEMBER, 2018
DIPLOMA IN ENTREPRENEURSHIP DEVELOPMENT
(DED)

DED 04: BUSINESS OPPORTUNITY IDENTIFICATION

Total Marks: 100

Time: 3 Hrs.

(Instructions: Answer all the questions from Group A, answer any four questions from Group B & any four from Group C and any two questions from Group D)

GROUP-A

Q.1 Multiple-Choice Questions-

(1×10=10)

- i. The situational analysis of 5 C does not include
 - a. Competitor
 - b. Collaborator
 - c. Climate
 - d. Capital
- ii. SWOT Analysis includes all of these below except
 - a. Strength
 - b. Opportunity
 - c. Time
 - d. Threat
- iii. Porter's Five Force model does not include which of the following below
 - a. Threat of new entrants
 - b. Bargaining power of buyers
 - c. Bargaining power of suppliers
 - d. Bargaining power of politicians
- iv. DPR stands for _____
 - a. Detailed project report
 - b. Detailed proprietor report
 - c. Dummy Project report
 - d. Detailed Private Report
- v. GANTT chart is used to _____
 - a. Check financial health
 - b. Used in banks for loan application
 - c. to check project progress
 - d. Used to check risks.
- vi. Which one of the following is not a source of market information?
 - a. Corporate websites
 - b. Messages in social media like whatsapp
 - c. Trade shows
 - d. Sales people
- vii. Which one of the below is desirable in a good research report?
 - a. Technical subject matter
 - b. Indirect style
 - c. Short sentences
 - d. Difficult words
- viii. Which of the following factor is not a controllable factor
 - a. Product
 - b. Pricing
 - c. Promotion
 - d. Competition
- ix. Which one of the following is not an objective of Industrial policy of a state?
 - a. To settle industrial disputes between two companies
 - b. Deployment of Natural Resources
 - c. Augment Industrial Production
 - d. Modernisation

- x. Which one is incorrect?
- | | |
|---|--|
| a. OFDC – Odisha Finance Development Corporation Ltd. | b. OSEDC – Odisha State Electronics Development Corporation. |
| c. OSFC – Odisha State Finance Corporation. | d. OSIC – Odisha Small Industries Corporation. |

GROUP-B

Q.2 Answer any 4 within 50 words each. (5×4=20)

- Indicate few sources of market information.
- Why Break-even point (BEP) analysis is necessary?
- What are the disadvantages of personal source of finance for a business?
- What is Environmental Impact Assessment?
- Mention five focus sector in Odisha.
- What is the role of Odisha Industrial Infrastructure Development Corporation (IDCO)?

GROUP-C

Q.3 Answer any 4 within in 200 words each. (10×4= 40)

- What is PESTEL analysis? How PESTEL analysis helps a marketer to analyze its external environmental factors?
- Why do ventures fail?
- Detailed Project Report is used by different stake holder. Mention few of them and the purpose.
- Briefly discuss the function of Micro, Small & Medium Enterprise department in the state.
- What are the major components of a business plan?
- What are advantages and disadvantages of equity financing?

GROUP-D

Q.4 Answer any 2 within 250 words each – (15×2= 30)

- What are the roles of Business Incubation Centres in Promoting Entrepreneurship?
- Compare advantages and disadvantages of Angel funding versus Venture capital funding for a start up.
- Discuss the structure of a good research report.
- What is the need of an Industrial Policy for a state?