

(4)

- (b) What are the different types of feasibility that should be evaluated for a start-up? Explain.
- (c) What are the characteristics of a good DPR? What are most common pitfalls that can plague a DPR? How can these be avoided?

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Total No. of Questions : 4]

[Total No. of Printed Pages : 4

Course Code
DED – 04

Term End Examination - December, 2019

BUSINESS OPPORTUNITY IDENTIFICATION

Diploma in Entrepreneurship Development (DED)

Time : 3 hours

Full Marks : 100

The figures in the right-hand margin indicate marks

Answer **all** Groups as directed

Group—A

1. Answer *all* the questions, each within 1 word or 1 sentence : 1×10=10
- (a) Who is a customer?
- (b) What do you mean by social environment?
- (c) What do you mean by economic environment?
- (d) How does climate influence business?
- (e) What do you mean by supplier concentration?

(2)

- (f) What do you mean by economies of scale?
- (g) What is variable cost?
- (h) What do you mean by research?
- (i) What is market segmentation?
- (j) Define primary data source.

Group—B

- 2.** Answer any *four* questions each within 100 words : $5 \times 4 = 20$
- (a) What is SWOT analysis? Explain with examples.
 - (b) Indicate different sources of getting market information.
 - (c) What are the advantages and disadvantages of using personal finance for business?
 - (d) What are some of the focus sectors of the state for the next five years?
 - (e) What is ease of doing business?

(3)

- (f) What is a start-up?

Group—C

- 3.** Answer any *four* questions each within 200 words : $10 \times 4 = 40$
- (a) What are the various needs, objectives and importance of an industrial policy?
 - (b) What is the Directorate of Industry Sector and what are its functions?
 - (c) Discuss the role of incubation centres for promotion of entrepreneurship.
 - (d) Discuss Atal Innovation Mission (AIM).
 - (e) What is start-up skills eco-system?
 - (f) What is the nature and importance of the management team for a start-up?

Group—D

- 4.** Answer any *two* questions each within 300 words : $15 \times 2 = 30$
- (a) What are the different reasons of new venture failure?