

TERM END EXAMINATION – JUNE 2019
DIPLOMA IN ENTREPRENEURSHIP DEVELOPMENT
Business Opportunity Identification

Time – 3 Hours

Full Marks – 100

Answer All questions from Group-A, any four questions from Group - 'B', any four questions from Group - 'C' and any two questions from Group - 'D'

Group 'A'

Q. No. 1 Answer all the questions, each within one or two sentences **Marks: 1×10 = 10**

- a) What do you mean by strength?
- b) What do you mean by opportunity?
- c) Who is a competitor?
- d) Give two examples of collaborators of a business.
- e) What is switching cost?
- f) What do you mean by product differentiation?
- g) What is fixed cost?
- h) What do you mean by marketing research?
- i) What is secondary data source?
- j) What do you mean by target market?

Group 'B'

Q. No. 2 Answer any four questions each within 100 words **Marks: 5×4 = 20**

- a) What is PESTEL analysis? How does it help an entrepreneur?
- b) What are the advantages and disadvantages of financing from an Angel investor?
- c) How to analyze the financial feasibility of any organization or startup company.
- d) What are some of the focus sectors of the state for next five years?
- e) What is business incubation?
- f) What are the conditions for an organization to be considered as start-up?

Group 'C'

Q. No. 3 Answer any four questions each within 200 words **Marks: 10×4 = 40**

- a) What factors are considered for technical feasibility involving a new product by a start up?
- b) How does venture capital help start-up companies?
- c) What is the value proposition? How does it help a new venture?
- d) What is the role of Directorate of Industry in promoting entrepreneurship?
- e) Why do new ventures fail? How can it be reduced?
- f) Discuss the role of 5C analysis for entrepreneurship decision making.

Group 'D'

Q. No. 4 Answer any two questions each within 300 words **Marks: 15×2 = 30**

- a) "All the stakeholders look at the DPR from different perspectives." Should different DPRs be prepared for every group? Why or why not?
- b) What are the needs, objectives and importance of an industrial policy?
- c) What are the major sources of capital? Discuss each of them briefly.