



THE ANSWERS MUST BE ATTEMPTED ON THE ANSWER SHEET PROVIDED

Q.1. Answer the following short questions (6x5=30)

1. Young entrepreneurs
2. Opportunity identification
3. Product feasibility
4. Marketing plan
5. Bundling and odd pricing
6. Environmental scanning

Q.2. Answer the following questions (3x10=30)

1. It is said that entrepreneurs identify opportunities that help them start business. Explain this statement and elaborate the follow up steps of process.

2. What is feasibility analysis and how is it important for business start up

3. What is Porter's five forces model and how it is used in market assessment?