


# National University of Computer and Emerging Sciences, Lahore Campus

	Course Name:	Entrepreneurship	Course Code:	MG414
	Degree Program:	BC-CS	Semester:	Spring 2022
	Exam Duration:	60 Minutes	Total Marks:	35
	Paper Date:	05/06/2022	Weight	10
	Section:	ALL	Page(s):	1
	Exam Type:	Midterm-II		

Student : Name: \_\_\_\_\_ Roll No. \_\_\_\_\_ Section: \_\_\_\_\_

Instruction/Notes: Attempt all questions. Programmable calculators are not allowed.

## ENTREPRENEURSHIP – CS

### Midterm II

Total Marks: 35

Start each answer on a new page. Use bullet points and keep answers to the point. Marks are not given for unrelated information.

#### Context:

Your cousin has a business idea for setting up her own entrepreneurial venture, involving her own line of "natural" skin and beauty products which use organic fruit extracts and traditional medicines as ingredients. The business idea is quite extensive, involving manufacture of the products, online sales, distribution and sale to local hair and beauty salons, and setting up private clinics to diagnose skin and hair problems and prescribe the appropriate remedies.

1. Very briefly explain to your cousin why it is important to ensure that the right set of favorable circumstances (opportunities) exist for her business idea, and briefly explain how these opportunities can be recognized. (10 marks)
2. Describe in some detail why doing a feasibility study is important, and how it is carried out, providing detailed information on the different components (15 marks)
3. Explain to your cousin what a business plan is, why it is written, the types, and what the major components are. (10 marks)