

Subject: Entrepreneurship & Start-up

Assignment: 2

Business Ideas and their Implementation.

1. Define business idea and explain their various resources.
2. What is business opportunities explain method of identify business opportunity.
3. Discuss various factors to consider for product identification.
4. What is project report and explain its objectives.
5. Explain marketing plan. Explain its characteristics and advantages.
6. What is financial planning? Explain its objectives.
7. Explain Break Even Analysis.
8. Write various steps of market research.
9. Write short note on market survey.
10. Write short note on advertising, branding, digital marketing and B2B commerce.
11. What is E-commerce? Explain its advantages and disadvantages.
12. Explain product life cycle.
13. What is inventory management? Give its objectives and risks.
14. Explain supply chain management.
15. Explain risk. Explain various methods of risk analysis.
16. Write short note on SWOT Analysis.