

Bachelor of Commerce (General)

B.Com G

CHOICE BASED CREDIT SYSTEM

BCOS – 185: ENTREPRENEURSHIP

ASSIGNMENT

2024-2025

Valid from 1st July 2024 to 30th June 2025

Fifth Semester



School of Management Studies

Indira Gandhi National Open University

Maidan Garhi, New Delhi -110068



**BACHELOR OF COMMERCE (GENERAL)
CHOICE BASED CREDIT SYSTEM
BCOS – 185: ENTREPRENEURSHIP**

ASSIGNMENT: 2023-24

Valid from 1st July 2024 to 30th June 2025

Dear Students,

As explained in the Programme Guide, you have to do one Tutor Marked Assignment in this Course. The assignment has been divided into three sections. Attempt all the three sections.

Assignment is given 30% weightage in the final assessment. To be eligible to appear in the Term-end examination, it is compulsory for you to submit the assignment as per the schedule. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

1. Those students who are appearing in December 2024 exams. They should download the new assignment and submit the same latest by 15 October 2024.
2. Those students who are appearing in June 2025 Term End Examination they have to submit latest by in 15 March 2025.

You have to submit the assignment of all the courses to the Coordinator of your Study Centre.

TUTOR MARKED ASSIGNMENT

| | | |
|------------------------|----------|-------------------------------|
| COURSE CODE | : | BCOS – 185 |
| COURSE TITLE | : | ENTREPRENEURSHIP |
| ASSIGNMENT CODE | : | BCOS – 185/TMA/2024-25 |
| COVERAGE | : | ALL BLOCKS |

Maximum Marks: 100

Note: Attempt all the questions.

Section – A

(Attempt all the questions. Each question carries 10 marks.)

- Q.1** Explain the importance of entrepreneurship in a developing country. **(10)**
- Q.2** Discuss the importance of innovation in startup growth? What are the linkages between innovation application and entrepreneurial ecosystem? **(10)**
- Q.3** Discuss the various elements of business plan. **(10)**
- Q.4** Why is it important to conduct Market feasibility analysis? Describe the components of market feasibility analysis **(10)**
- Q.5** “Entrepreneurs may miss opportunities if they are not able to communicate effectively”. Elaborate. **(10)**

Section – B

(Attempt all the questions. Each question carries 6 marks.)

- Q.6** Explain ASPIRE scheme by the Ministry of MSME. **(6)**
- Q.7** What are the sources of funds available for new investors? **(6)**
- Q.8** What do you understand by the mobilisation of non-financial resources? **(6)**
- Q.9** Discuss the role MSMEs play in the economic development of a developing country like India. **(6)**
- Q.10** Discuss any two successful and affluent family business groups in India. **(6)**

Section – C

(Attempt all the questions. Each question carries 10 marks.)

- Q.11** Write short notes on the following: **(5×2)**
- a) Heritage and tourism Entrepreneurship
 - b) Test marketing
- Q.12** Distinguish between: **(5×2)**
- a) Urban and rural market research
 - b) Letter of Credit and Discounting of bill