

MAER

1st to 15th

Master of Arts (Entrepreneurship) (MAER)

Assignments (MAER 001-015)



**School of Vocational Education & Training
Indira Gandhi National Open University
Maidan Garhi, NewDelhi-110068**



MASTER OF ARTS (MAER)

ASSIGNMENTS

Dear Students,

As explained in the Programme Guide, you have to do one **Tutor Marked Assignment** for each course. We are sending the '**Assignments of MER-001 to MER-015 Courses**' in this booklet.

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

In case you are planning to appear in **June Term-End Examination**, you must submit the assignments to the Coordinator of your **Study Centre** latest by **15th March**, and if you are planning to appear in **December Term-End Examination**, you must submit them latest by **15th September or as intimated by University**.

TUTORIAL MARKED ASSIGNMENT

COURSE CODE	:	MER-001
COURSE TITLE	:	BUSINESS ENVIRONMENT
ASSIGNMENT CODE	:	MER-001/TMA/2023-2024
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempts all the questions:

- 1) How does socio- cultural environment affects business decision Making?
Give a brief sketch of the nature of socio- cultural environment prevailing in India. (20 Marks)

- 2) **Write short notes on the following:** (4x5 Marks)
 - a) Call Money market
 - b) Certificate of Deposits Market
 - c) Money market Mutual Funds
 - d) Discount and Finance House of India

- 3) Why is India economy regarded as an under developed economy? (20 Marks)
State its basic characteristics.

- 4) State the salient features of 1956 Industrial Policy Resolution. How far the (20 Marks)
Objectives of office policy could be achieved.

- 5) What do you mean by liberalization? State the various factors that (20 Marks)
necessitated liberalisation of the economy in India.

TUTORIAL MARKED ASSIGNMENT

COURSE CODE	:	MER-002
COURSE TITLE	:	FUNDAMENTALS OF ENTREPRENEURSHIP
ASSIGNMENT CODE	:	MER-002/TMA/2023-24
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempts all the questions:

1. Critically examine the view that in developing countries, adoption is more feasible and desirable than innovation. (20 Marks)
2. Explain the different aspects of entrepreneur – as described by Schumpeter. Describe the characteristics of an entrepreneur. (20 Marks)
3. Describe the Evolution of Entrepreneurship in select communities in Post-Independent India. (20 Marks)
4. Explain the modus operandi of intensive campaigns adopted for promotion of small-scale industries in rural and backward areas. (20 Marks)
5. Describe the condition for market economy to Boost Entrepreneurship. (20 Marks)

TUTORIAL MARKED ASSIGNMENT

COURSE CODE : MER-003

COURSE TITLE : BUSINESS IDEATION AND OPPORTUNITY IDENTIFICATION

ASSIGNMENT CODE : MER-003/TMA/2023-24

COVERAGE : ALL BLOCKS

Maximum Marks: 100

Note: Attempts all the questions:

1. Discuss the various sources of business idea and its usefulness in making a business plan. (20 Marks)
2. Describe the following :
 - (i) Assess whether you have or not the basic requirements needed to be a successful entrepreneur.
 - (ii) Clearly explain any business idea that comes to your mind. (10+10=20 Marks)
3. Describe the design planning aspects of plant location, plant layout and production planning and control of a business. (20 Marks)
4. Describe the business opportunity & explain the process involved into it. (20 Marks)
5. How entrepreneur scan the opportunity; Discuss. (20 Marks)

TUTORIAL MARKED ASSIGNMENT

COURSE CODE	:	MER-004
COURSE TITLE	:	BUSINESS DEVELOPMENT AND ENTREPRENEURIAL COMPETENCIES
ASSIGNMENT CODE	:	MER-004/TMA/2023-24
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempts all the questions:

1. Describe the process of development of entrepreneurial competencies. (20 Marks)
2. Discuss the five dimensions of entrepreneurial assessment process. (20 Marks)
3. Describe the pros and cons of being a part– time entrepreneur. (20 Marks)
4. Describe the utility of break-even analysis for judging the profitability of small enterprises with an example. (20 Marks)
5. Describe market feasibility analysis. (20 Marks)

TUTORIAL MARKED ASSIGNMENT

COURSE CODE	:	MER-005
COURSE TITLE	:	IPR AND TECHNOLOGY COMMERCIALISATION
ASSIGNMENT CODE	:	MER-005/TMA/2003-24
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempts all the questions:

1. Explain the tools of technology transfer in details. (20 Marks)
2. Explain the concept of Intellectual Property (IP) with different categories of IP instruments. (20 Marks)
3. Describe the factors that affect the marketing, salability and pricing of patent/ technology in details. (20 Marks)
4. Why developing countries want to protect their Traditional Knowledge. Define with suitable examples. (20 Marks)
5. What is domain Name? How do domain name dispute arise? What role does WIPO play in the resolution of domain name dispute. (20 Marks)

TUTORMARKEDASSIGNMENT

COURSE CODE	:	MER-006
COURSE TITLE	:	MANAGEMENT OF NEW AND SMALL ENTERPRISES
ASSIGNMENT CODE	:	MER-006/TMA/2023 -24
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempts all the questions:

1. What are the various components of entrepreneurial competencies? Differentiate between Competency and skill. (20 Marks)

2. Explain the concept of Break Even Analysis. How Break Even Point is calculated? Discuss. (20 Marks)

3. Define market demand, discuss the various elements which determine the market demand. (20 Marks)

4. "Plant location is a strategic decision that has to be arrived at after careful deliberations of various factors involved". With reference to the statement given above discuss the factors that have to be taken into account while locating a plant. (20 Marks)

5. Why is Stabilization phase regarded as the most critical phase in the life of any enterprise? Discuss the stabilization strategies adopted to stabilize an enterprise. (20 Marks)

TUTORMARKEDASSIGNMENT

COURSE CODE	:	MER-007
COURSE TITLE	:	GOVERNMENT INITIATIVES AND MSME DEVELOPMENT
ASSIGNMENT CODE	:	MER-007/TMA/2023-24
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempts all the questions:

1. Analyse the Micro Small Medium Enterprises Development (MSMED) Act 2006. (20 Marks)
2. Describe the meaning and scope of Micro, Small and medium enterprises. (20 Marks)
3. Discuss the significance of MSMEs in the Indian Economy. (20 Marks)
4. Discuss the role of Business Houses in India. (20 Marks)
5. Explain the management roles & functions in small business. (20 Marks)

TUTORIAL MARKED ASSIGNMENT

COURSE CODE	:	MER-008
COURSE TITLE	:	FINANCE AND ACCOUNTING
ASSIGNMENT CODE	:	MER-008/TMA/2023-24
COVERAGE	:	ALL BLOCKS

Maximum Marks 100

Note: Attempts all the questions:

1. Describe the roles and functions of accounting personnel in an organization. (20 Marks)
2. Discuss major purposes of accounting information and role of information in the control process. (20 Marks)
3. Explain the following terms with example;
(a) Inventory (b) Current Liabilities
(c) Reserves and Surplus (d) Contingent liabilities (20 Marks)
4. What is working capital and what factors affect the size of working capital in enterprise. (20 Marks)
5. Describe the concepts and components of working capital, explain its Significance and need of working capital. (20 Marks)

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	MER-009
COURSE TITLE	:	MARKETING MANAGEMENT
ASSIGNMENT CODE	:	MER-009/TMA/2023-24
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempts all the questions:

- 1)
 - a) Summarise impact of government regulations affecting marketing practices in rural India. (10+10 Marks)
 - b) Compare and contrast the concept of micromarketing with that of mass customisation.

- 2) What is Marketing Research? Explain the steps involved in the Marketing Research with examples. (5+15 Marks)

- 3) Write short notes on the following: (4x5 Marks)
 - a) Price determination
 - b) Market Communication
 - c) Personal selling process
 - d) Social marketing

- 4) Differentiate between the following: (4x5 Marks)
 - a) Market skimming and penetration pricing strategies.
 - b) Marketing research and marketing information system.
 - c) Selling and marketing.
 - d) Micro and macro environmental variables.

- 5) Comment briefly on the following statement: (4x5 Marks)
 - a) “Marketing help to create awareness about the product among the consumers and helps them in decision making”.
 - b) “Advertising is nothing but salesmanship in print”.
 - c) “An educated buyer makes a better buyer”.
 - d) “Marketing mix strategies should be different at various stages in the Product Life Cycle PLC”.

TUTORMARKS ASSIGNMENT

COURSE CODE	:	MER-010
COURSE TITLE	:	ORGANISATIONAL MANAGEMENT AND LABOUR RELATIONS
ASSIGNMENT CODE	:	MER-010/TMA/2023-24
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempts all the questions:

1. Describe Organisation structure with an example. (20 Marks)
2. Discuss level of Managers and Managerial skills at various levels. (20 Marks)
3. What do you mean by leadership effectiveness? Enumerate five most important functions of leadership. (20 Marks)
4. Discuss causes and consequences of stress. (20 Marks)
5. What is the significance of information system in Human Resource Management? Describe various approaches to managing information at the macro level. (20 Marks)

TUTORMARKS ASSIGNMENT

COURSE CODE	:	MER-011
COURSE TITLE	:	START UP INCUBATION AND BUSINESS ETHICS
ASSIGNMENT CODE	:	MER-011/TMA 2023-24
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempts all the questions:

1. What is Startup India Hub? Discuss the purpose of Startup India? (20 Marks)
2. Describe Good Business Incubation Practices with examples. (20 Marks)
3. Discuss origin and benefits of Virtual Incubators. (20 Marks)
4. What do you mean by Venture Capital? Discuss the advantages of Venture Capital. (20 Marks)
5. Write Case Study on *any two* of the following:
 - (a) Ola
 - (b) Swiggy
 - (c) Paytm
 - (d) Oyo(20 Marks)

TUTORIAL MARKS ASSIGNMENT

COURSE CODE	:	MER-012
COURSE TITLE	:	BUSINESS RESEARCH METHODS AND APPLICATIONS
ASSIGNMENT CODE	:	MER-012/TMA/2023 -24
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note : Attempts all the questions:

Q. Discuss the types of measurement scales used to measure attitude, with examples. (20 Marks)

Q.2 a) What do you mean by a problem, explain the various point to be considered while selecting a problem. (10+10 Marks)

b) How do you select an appropriate scaling technique for a research study? Explain the issues involved in it.

Q.3 Briefly comments on the following: (4x5 Marks)

- a) " A representative value of a data set is a number indicating the central value of that data".
- b) " A good report must combine clear thinking, logical organization and sound Interpretation ".
- c) "Visual presentation of statistical data has become more popular and is often used by the researcher".
- d) " The research has to provide answers to the research questions raised."

Q.4 Write short notes on the following:

- a) Comparative Method of Research
- b) Structure of a Report
- c) Components of Time Series
- d) Characteristics of a Binomial Distribution (4x5 Marks)

Q.5 Distinguish between the following:

- a) Observation and Experiment
- b) Schedule and Questionnaire
- c) Census and Sample
- d) Exact Tests and Approximate Tests (4x5 Marks)

TUTORMARKS ASSIGNMENT

COURSE CODE	:	MER-013
COURSE TITLE	:	IT AND ENTREPRENEURSHIP
ASSIGNMENT CODE	:	MER-013/TMA 2023-24
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempts all the questions:

1. Discuss the role of CPU, CU and ALU. (20 Marks)
2. Describe the components of Intelligence. (20 Marks)
3. Discuss communicating and networking for Better Reporting and Decision making in Bank. (20 Marks)
4. Discuss cyber law with their importance in business. Give some suggestions to protect from cyber crime. (20 Marks)
5. Differentiate between GSM and GPRS, explain the services offered by GPRS. (20 Marks)

TUTORIAL MARKS ASSIGNMENT

COURSE CODE	:	MER-014
COURSE TITLE	:	INNOVATION AND STRATEGIC MANAGEMENT
ASSIGNMENT CODE	:	MER-014/TMA/ 2023-24
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempts all the questions:

1. Explain the process of Innovation and its advantages in Business. (20 Marks)
2. Discuss experiential learning and its importance in Business. (20 Marks)
3. Write short notes on any two of the following:
 - (a) Green Process of Innovation capacity.
 - (b) New Product Development Competency.
 - (c) Product Life Cycle Management (PLM) Capability. (20 Marks)
4. Describe the Key elements for Entrepreneur to nurture Innovation. (20 Marks)
5. Distinguish corporate level strategy and business level strategy, State three benefits of Strategy. (20 Marks)

TUTORIAL MARKS ASSIGNMENT

COURSE CODE	:	MER-015
COURSE TITLE	:	SOCIAL ENTREPRENEURSHIP
ASSIGNMENT CODE	:	MER-015/TMA/2023-24
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempts all the questions:

1. Differentiate Between
 - (a) Social Bricoleur and Social constructionist.
 - (b) Social Entrepreneurship and Business Entrepreneurship(20 Marks)

2. Discuss any two theories of CSR. (20 Marks)

3. Describe various development of Sustainable Development. (20 Marks)

4. Write Case Studies on promotion of Livelihood. (20 Marks)

5. Discuss Challenges and contribution of Social Entrepreneurship/Entrepreneurs in India. (20 Marks)