

**MMPC-018**

**Master of Business Administration (MBA)/ Master of Business Administration (Online) MBA(OL) / Master of Business Administration (Banking and Finance) (MBF)/ Master of Business Administration(Financial Management) (MBAFM)/ Master of Business Administration(Human Resource Management) (MBAHM)/ Master of Business Administration(Marketing Management) (MBAMM) Master of Business Administration(Operations Management) (MBAOM)**

**ASSIGNMENT**

**For**

**January 2025 and July 2025 Sessions**

**MMPC-018: Entrepreneurship**

**(Last date of submission for January 2025 session is 30<sup>th</sup> April, 2025 and for July 2025 sessions is 31<sup>st</sup> October, 2025)**



**School of Management Studies  
INDIRA GANDHI NATIONAL OPEN UNIVERSITY  
MAIDAN GARHI, NEW DELHI – 110 068**

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MMPC-018</b>
<b>Course Title</b>	<b>:</b>	<b>Entrepreneurship</b>
<b>Assignment Code</b>	<b>:</b>	<b>MMPC-018/TMA/JAN/2025</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2025 session is 30<sup>th</sup> April, 2025 and for July 2025 session is 31<sup>st</sup> October, 2025.**

1. Distinguish between the following with the help of examples:-
  - (a) Entrepreneur vs. Manager
  - (b) Entrepreneur vs. Intrapreneur
  
2. What are the special features of Micro, Small and Medium Enterprises (MSMEs)? Explain how MSMEs are contributing towards growth of GDP of India.
  
3. What is Market Research? Explain the statistical methods of Marketing Research stating its advantages and disadvantages.
  
4. How is Business Process designed? What are the steps involved in Business Process Design? Briefly explain the key elements of business process.
  
5. How is Social Constructionists different from Social Engineers? Distinguish between both with the help of suitable examples.