

**Bachelor of Arts (Vocational Studies) Micro, Small
and Medium Enterprises**

{BAVMSME}

BERE-144 - ENTREPRENEURIAL SECTORS

Assignments

(January & July 2025)



School of Vocational Education and Training,
Indira Gandhi National Open University
Maidan Garhi, New Delhi -110068

Dear Learner,

You will have to do one assignment with five questions for the **course on Entrepreneurial Sectors (BERE-144)**. The assignment carries 100 marks.

Irrespective of the year and session of the registration you are required to submit the latest assignments uploaded on the website.

Instructions:

1) The top of the first page of your response/assignment sheet should include the following:

- Name:
- Enrollment No. (Year & session):
- Course Title:
- Course Code:

2) Use A-4 size plain or ruled paper for your responses, write on both sides with margin

3) Write the question number with each answer.

4) You should write in your own handwriting and only handwritten assignments are accepted.

5) Read the assignments carefully. Go through the self-learning material on which they are based. Make some points regarding each question and then rearrange these in a logical order.

6) Last date for submitting the assignments **for and Jan 2025 Session is 15th April 2025 and July 2025 Session is 30th September 2025 or as notified by the University from time to time on IGNOU homepage: www.ignou.ac.in**

7) **If you fail in any of the assignments or are unable to submit it by scheduled date, then you need to write the fresh assignments of the next academic year/session**

8) **Assignments are to be submitted to your Study Center allotted by your respective regional center for evaluation purpose. Remember to keep a copy of assignment.**

9) Please contact the Course Coordinator/ Programme Coordinators for any academic help / clarification: Dr. Rachna Agarwal & Dr. Geetika S Johry (Programme Coordinators)

Email: bamsme@ignou.ac.in Ph: 011-29571646/ 1647

Wish you Good Luck!

ASSIGNMENT- BERE -144: Entrepreneurial Sectors

Maximum Marks: 100

Answer any five questions. Each question carries 20 marks

Q1. (a) 1. Describe briefly what you understand by resource identification in the entrepreneurship development process.

(b) What are the various resource utilization strategies adopted by businesses? (10+10)

Q2. a) What are the societal advantages of establishing MSMEs?

b) What are the challenges faced in setting up MSMEs? Mention possible ways to overcome them. (10+10)

Q3. a) How would Integrating entrepreneurship with Urban development help in the Economic Growth?

b) What government initiatives and policies are in place to support MSMEs in semi-urban areas, and how can MSMEs access these? (10+10)

Q4. (a) What are the probable options for setting up new ventures in semi-urban areas of India

(b) How can entrepreneurs identify and capitalize on market demands or gaps to establish successful ventures in semi-urban areas? (10+10)

Q5. a) How would you ensure energy conservation in green buildings? Write a short note on GRIHA.

b) What are the crucial primary resources required for the MSMEs in the manufacturing sector? (10+10)

Q6. Write short notes on:

a. PESTLE analysis

b. 5A's of Tourism

c. Entrepreneurial prospects and opportunities in semi-urban areas

d. Use of Social Media Platforms (4x5=20)

Q7. a) Discuss the main challenges faced by the enterprises in the tourism sector?

b) Define a Homestay and write the important characteristics of a Homestay. List the important facilities required for starting a homestay establishment. (10+10)