

CERTIFICATE IN ENTREPRENEURSHIP (CIE)

**ASSIGNMENTS (CIE- 01to 05)
2015**



School of Management Studies

INDIRA GANDHI NATIONAL OPEN UNIVERSITY

MAIDAN GARHI, NEW DELHI – 110 068

Dear Student,

As explained in the Programme Guide, you have to do Tutor Marked Assignment in this Programme for each course.

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.

This assignment is valid for two admission cycles (**January 2015 and July 2015**).

You have to submit the assignment of all the courses **to The Coordinator of your Study Centre**. For appearing in **June Term-end Examination**, you must submit assignment to the Coordinator of your study centre **latest by 31st March**. Similarly for appearing in **December Term-end Examination**, you must submit assignments to the Coordinator of your study centre **latest by 30th September**.

<p>Note : In case you receive the study material and assignments late, you can submit the assignment responses within one month after receiving the study material.</p>
--

CIE- 01: INTRODUCTION TO ENTREPRENEURSHIP ASSIGNMENT

Course Code	:	CIE-01
Course Title	:	Introduction to Entrepreneurship
Assignment Code	:	CIE-01/TMA/2015
Coverage	:	All Blocks

Note: Attempt all the questions and send them to the Coordinator of the Study Centre you are attached with.

1. Briefly explain the dual factor theory given by Fredrick Herzberg.
2. List and explain steps involved in assessing risk taking behavior through Ring Toss Game.
3. Explain the need and importance of Entrepreneurship.
4. What do you understand by Woman Entrepreneurship? Explain with the help of recent examples.
5. Discuss the impact of globalization on Indian Industry.

CIE- 02: BUSINESS OPPORTUNITY IDENTIFICATION

ASSIGNMENT

Course Code	:	CIE-02
Course Title	:	Business Opportunity Identification
Assignment Code	:	CIE-02/TMA/2015
Coverage	:	All Blocks

Note: Attempt all the questions and send them to the Coordinator of the Study Centre you are attached with.

1. What do you understand by Business Opportunity Evaluation? Explain giving examples.
2. How are techno - commercial aspects considered while identifying business opportunities? Explain.
3. Describe the 4P's of Marketing Mix and explain how market assessment is conducted?
4. How is growth phase different from maturity phase of product life cycle? Explain with the help of an example.
5. Write short notes on the following:
 - a) Project Execution Time
 - b) Stratified Random Sampling
 - c) Export - Oriented Industries
 - d) Product Differentiation

CIE- 03: ENTERPRISE CREATION AND LEGAL REQUIREMENTS

Course Code	:	CIE- 03
Course Title	:	Enterprise Creation and Legal Requirements
Assignment Code	:	CIE-03/TMA/ 2015
Coverage	:	All Blocks

Note: Attempt all the questions and send them to the Coordinator of the Study Centre you are attached with.

1. What are the different forms of Business Entities? Discuss the advantages and disadvantages of a partnership firm and a sole proprietorship firm.
2. What is Working Capital? Discuss the components and characteristics of working capital. What are the various sources of financing working capital?
3. What is Micro Finance? Discuss the activities of micro finance institutions in India and explain the modalities of getting loans through Micro Finance Institutions.
4. What is a Business Plan? Explain the process of preparing a business plan. Discuss in detail the information required to prepare a Business Plan.
5. What is Cost of Production? Explain the various components of the total cost of a manufactured product.

CIE- 04: ENTERPRISE MANAGEMENT

Course Code	:	CIE- 04
Course Title	:	Enterprise Management
Assignment Code	:	CIE-04/TMA/ 2015
Coverage	:	All Blocks

Note: Attempt all the questions and send them to the Coordinator of the Study Centre you are attached with.

1. a) What do you understand by the term 'Marketing'?
b) Differentiate between Marketing and Selling.

2. What is a product? Identify the different classifications of product giving suitable examples.

3. Explain the pricing strategy and discuss the pricing policy to be adopted.

4. Define Customer Relationship Management (CRM). Why is it essential for any organization to build customer relationship?

5. Write short notes on the following:
 - a) Business and Economic Law
 - b) Communication process
 - c) Value Added Tax (VAT)
 - d) Major Distribution Channels.

CIE- 05: COMPUTERS FOR ENTREPRENEURS

Course Code	:	CIE- 05
Course Title	:	Computers for Entrepreneurs
Assignment Code	:	CIE-05/TMA/ 2015
Coverage	:	All Blocks

Note: Attempt all the questions and send them to the Coordinator of the Study Centre you are attached with.

1. What do you understand by the term “Operating System”? Discuss in details various parts of a computer.

2. Write short notes on the following:
 - 1) Compiler
 - 2) Powerpoint Interface
 - 3) Inventory Control

3. What are the Internet tools? Explain them in details.

4. What are the different features of Excel that provide the ease of work? Differentiate between a Workbook and a Worksheet.

5. What is a Ledger in Tally? Can we create a sample ledger in Tally? Explain.