

**MAER**  
**1<sup>st</sup> to 4<sup>th</sup>**  
**Semester**

**Master of Arts**  
**(Entrepreneurship)(MAER)**

**Assignments**  
**(MER 001-015)**



**School of Vocational Education & Training**  
**Indira Gandhi National Open University**  
**Maidan Garhi, New Delhi -110 068**

## 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**.

## TUTOR MARKS ASSIGNMENT

---

<b>COURSE CODE</b>	<b>:</b>	<b>MER-001</b>
<b>COURSE TITLE</b>	<b>:</b>	<b>BUSINESS ENVIRONMENT</b>
<b>ASSIGNMENT CODE</b>	<b>:</b>	<b>MER-001/TMA</b>
<b>COVERAGE</b>	<b>:</b>	<b>ALL BLOCKS</b>

---

**Maximum Marks: 100**

**Attempt all the questions:**

1. What is the concept of Business environment? Explain the emerging scenario of business environment in India.
2. “The scope and coverage of labour legislation are very wide and overlapping.” Elucidate the statement with a brief overview of labour legislation in India.
3. Distinguish between the following:
  - (i) Primary capital market and Secondary capital market
  - (ii) Speculative Transaction and Investment transaction
  - (iii) Budla system and Equity derivative
  - (iv) Micro Environment and Macro Environment
4. Write short notes on the following:
  - (i) Nature of Indian Economic Planning
  - (ii) Small Scale industries
  - (iii) Economic Reforms
  - (iv) Environment Scanning
5. Comment on the following statements:
  - (i) The two most powerful institutions in society today are business & government.
  - (ii) Issue of shares & debentures by a company is governed only by the guidelines issued in that respect of SEBI.
  - (iii) There is need for strengthening the hands of SEBI with more legal & judicial powers.
  - (iv) Barring a few countries, India ranks lowest in the world in matter of per capital income.

## TUTOR MARKED ASSIGNMENT

---

<b>COURSE CODE</b>	<b>:</b>	<b>MER-002</b>
<b>COURSE TITLE</b>	<b>:</b>	<b>FUNDAMENTALS OF ENTREPRENEURSHIP</b>
<b>ASSIGNMENT CODE</b>	<b>:</b>	<b>MER-002/TMA</b>
<b>COVERAGE</b>	<b>:</b>	<b>ALL BLOCKS</b>

---

**Maximum Marks: 100**

**Attempt all the questions:**

1. Write the concept of Entrepreneurship ? Explain the growth of Entrepreneurship in India.
2. What do you mean by Panchayat Udyog. Discuss the role of Panchayat Udyog in Rural Industrialisation.
3. Distinguish between the following:
  - a. Entrepreneur and Professional Manager
  - b. Corporate and Social Entrepreneurship
  - c. Male and Female Entrepreneurs
  - d. Rural and Urban Entrepreneurship
4. Write short notes on the following:
  - a. SGSY
  - b. MSMEs
  - c. Mergers and Acquisition
  - d. Nurturing Rural Entrepreneurship
5. Comment on the following statements:
  - a. Entrepreneurs need MIS.
  - b. Public intervention is not synonymous with state intervention.
  - c. Indian Village is a "Sink of localism" and "a den of narrow mindedness".
  - d. Government is encouraging women significantly to become Entrepreneur.

## TUTOR MARKED ASSIGNMENT

---

<b>Course Code</b>	<b>:</b>	<b>MER-003</b>
<b>Course Title</b>	<b>:</b>	<b>Business Ideation and Opportunity</b>
<b>Identification Assignment Code</b>	<b>:</b>	<b>MER-003/TMA</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

---

**Maximum Marks:100**

**Attempt all the questions:**

1.      **(a)** Describe the sources of Business Ideas which an entrepreneur can explore.  
**(b)** What are the aspects which need to be considered during the idea screening process & why it is necessary to screen business idea?
  
2.      **(a)** What are the seven steps in the Opportunity Identification Process? Explain briefly.  
**(b)** Illustrate, what is demand driven or market driven opportunities. Give 5 examples for the same.
  
3.      Write short note on the following:  
**(a)** Importance of Market Analysis  
**(b)** Techniques of Capital Budgeting  
**(c)** Stages of Production Planning and Control  
**(d)** Project Report Submission and Presentation
  
4.      **(a)** Explain the steps in the process of environmental analysis.  
**(b)** What is entrepreneurship and barriers faced by women in developing entrepreneurship?
  
5.      **(a)** Comment on the following statements:  
          **(i)** Nobody is perfect but team can be.  
          **(ii)** A market is waiting for you.  
  
**(b)** Describe the dynamics of motivation with special reference to entrepreneurial motivation.

## TUTOR MARKED ASSIGNMENT

---

<b>COURSE CODE</b>	<b>:</b>	<b>MER-004</b>
<b>COURSE TITLE</b>	<b>:</b>	<b>Business Development and Entrepreneurial Competencies</b>
<b>ASSIGNMENT CODE</b>	<b>:</b>	<b>MER-004/TMA</b>
<b>COVERAGE</b>	<b>:</b>	<b>ALL BLOCKS</b>

---

**Maximum Marks: 100**

**Attempt all the questions:**

1.       (a) How should we identify entrepreneurial competencies ? Explain..  
          (b) What do you understand by the term entrepreneurial competency? How is the term relevant to entrepreneurship development?
  
2.       (a) Discuss any two cases of successful women entrepreneurs.  
          (b) Describe some errors which are noticed in Business Plan Formulation.
  
3.       Write short note on the following:  
          (a)     Start-Up Challenges  
          (b)     Drawbacks of SWOT Analysis  
          (c)     Job vs. Entrepreneurship: The Five Factors Test  
          (d)     Importance of Feasibility Studies
  
4.       (a) Explain different techniques used to assess Entrepreneurs.  
          (b) What are the different support schemes available from the Government of India for entrepreneurs at various stages of their enterprise?
  
5.       Explain the process of designing and managing the support services in entrepreneurship.

## TUTOR MARKS ASSIGNMENT

---

<b>COURSE CODE</b>	<b>:</b>	<b>MER-005</b>
<b>COURSE TITLE</b>	<b>:</b>	<b>IPR and Technology Commercialisation</b>
<b>ASSIGNMENT CODE</b>	<b>:</b>	<b>MER-005/TMA</b>
<b>COVERAGE</b>	<b>:</b>	<b>ALL BLOCKS</b>

---

This assignment is based on **Block 1& 2** of the course.

- All questions are compulsory.
- Please answers in your **own words**; do not copy from the course material.
- **Answer any ten questions**

**(Marks: 10×10= 100)**

1. How does the present IP system strike a balance between the rights of an inventor and the rights of other individuals and the Society in general?
2. What is Domain name? How do domain name dispute arise? Discuss in detail.
3. Discuss various stages involved in the processing of an application for acquisition of a patent for an invention. Discuss the scope for bringing down the cost for acquiring a patent.
4. Write a note on WIPO Internet domain name dispute resolution.
5. How does patent system contribute to technology development?
6. What are the tools of Technology Transfer?
7. How will you formulate a patent licensing strategy, explain it with an example or case study.
8. What are the ways of filing an application to obtain a patent?
9. Remedies available in case of IPR infringement?
10. Discuss the role of IP Appellate Board.
11. Discuss the criminal remedies for Intellectual Property infringements.

## TUTOR MARKED ASSIGNMENT

---

<b>Course Code</b>	<b>:</b>	<b>MER-006</b>
<b>Course Title</b>	<b>:</b>	<b>Management of New and Small Enterprises</b>
<b>Assignment Code</b>	<b>:</b>	<b>MER-006/TMA</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

---

**Maximum Marks 100**

**Note:** Attempt *any five* questions and submit this assignment to the coordinator of your study center.

1. Differentiate Selling and marketing with an example and explain the need for market assessment.
2. What are the factors which influence the selection of site of an enterprise? Explain the procedure for making location decisions.
3. Explain the tax structure applicable to sole proprietorship, partnership and company's form of business organization.
4. Enlist and discuss the factors which explain plant location.
5. How human factors affect in handling employees of MSME?
6. Describe briefly the services and benefits extended to employees in MSME?
7. Write short notes on the following:
  - (a) Growth Strategies
  - (b) Break even analysis
  - (c) Handling Employees Grievances



## TUTOR MARKED ASSIGNMENT

---

<b>Course Code</b>	:	<b>MER-007</b>
<b>Course Title</b>	:	<b>Government Initiatives and MSME Development</b>
<b>Assignment Code</b>	:	<b>MER-007/TMA</b>
<b>Coverage</b>	:	<b>All Blocks</b>

---

**Maximum Marks 100**

**Note:** Attempt all the questions and submit to the coordinator of your study centre.

- Q.1 (a)** ‘There are various statutory and non – statutory bodies working under the aegis of the Ministry of MSME to promote entrepreneurship.’ Discuss (10 Marks)
- (b)** Discuss the role MSMEs play in the economic development of a developing country like India. (10 Marks)
- Q.2** What is MSMED act, 2006? Discuss the key provisions of the Act. (20 Marks)
- Q.3** Define MSMEs and explain the role of MSMEs in entrepreneurship development. (20 Marks)
- Q.4** Throw light on the five important functions of management, give suitable example to support your answer. (20 Marks)
- Q.5** Define asset management in details. (20 Marks)

## TUTOR MARKED ASSIGNMENT

---

<b>Course Code</b>	:	<b>MER-008</b>
<b>Course Title</b>	:	<b>Finance and Accounting</b>
<b>Assignment Code</b>	:	<b>MER-008/TMA</b>
<b>Coverage</b>	:	<b>All Blocks</b>

---

**Maximum Marks 100**

**Note:** Attempt all the questions and submit this to the coordinator of your study centre.

- Q1.** Accounting is closely associated with control". Explain the statement and discuss the role of accounting feedback in the process of control. What do you understand by Internal Audit? How do the functions of an internal auditor differ from that of External Auditor?
- Q2.** You are required to prepare a Schedule of Changes in Working Capital and a Statement showing Sources and Application of Funds for XYZ Ltd. The following is the condensed Balance sheet of XYZ Ltd. at the beginning and at the end of the year 2021

<b>Particulars</b>	<b>As at 1-1-2021</b>	<b>As at 31-12-2021</b>
<b>Assets</b>		
Cash and bank balances	50,000	40,000
Sundry debtors	77,000	73,000
Short-term investments	1,10,000	84,000
Prepaid expenses	1,000	2,000
Stock-in-trade	92,000	1,06,000
Freehold land and sheds	1,00,000	1,00,000
Plant and machinery	72,000	80,000
	<b><u>5,02,000</u></b>	<b><u>4,85,000</u></b>
<b>Liabilities and Capital</b>		
Sundry creditors	1,03,000	96,000
Outstanding expenses	13,000	22,000
5% Debentures	90,000	70,000
Depreciation fund	40,000	44,000
Reserve for contingencies	60,000	50,000
Profit and loss account	16,000	23,000
Share capital	1,80,000	1,80,000
	<b><u>5,02,000</u></b>	<b><u>4,85,000</u></b>

Additional information available is:

- (a) Dividend was paid @ 10%.

- (b) During the year old machinery costing Rs. 12,000 was sold for Rs. 4,000, on which accumulated depreciation was Rs. 6,000 and a new machinery of Rs. 20,000 was purchased. The factory sheds are fully depreciated.
- (c) 5% Debentures of face value of Rs. 100 each worth Rs. 20,000 were redeemed by purchase from the open market at Rs. 96 each.
- (d) Rs. 10,000 was debited to the contingency reserve for settlement of previous tax liability.
- (e) Investment worth Rs. 26,000 were sold at book value.

- Q3.** Explain the technique of Marginal Costing and Absorption Costing. Taking a suitable example prepare a Profit and Loss Account according to Marginal Costing and Absorption Costing.
- Q4.** A firm has sales of Rs. 75, 00,000 variable cost of Rs. 42, 00,000 and fixed cost of Rs. 6,00,000. It has a debt of Rs. 45, 00,000 at 9% and equity of Rs. 55, 00,000.
- (i) What is the firm's ROI?
  - (ii) Does it have favorable financial leverage?
  - (iii) If the firm belongs to an industry whose asset turnover is 3, does it have high or low Asset leverage?
  - (iv) What are the operating, financial and combined leverages of the firm?
  - (v) If the sales drop to Rs. 50,00,000, what will be the new EBIT?
  - (vi) At what level the EBT of the firm will be equal to zero?
- Q5.** Discuss the concept of Working Capital. As a financial manager which factors would you take into consideration while estimating working capital needs of your firm.

## TUTOR MARKED ASSIGNMENT

---

<b>COURSE CODE</b>	<b>:</b>	<b>MER-009</b>
<b>COURSE TITLE</b>	<b>:</b>	<b>MARKETING MANAGEMENT</b>
<b>ASSIGNMENT CODE</b>	<b>:</b>	<b>MER-009/TMA</b>
<b>COVERAGE</b>	<b>:</b>	<b>ALL BLOCKS</b>

---

**Maximum Marks: 100**

**Attempt any five questions:**

1. What do you mean by Buyer Behavior? Discuss various social and Cultural factors which influence the buyer behavior?
2. What are the objectives of Pricing? Discuss the basic methods of Price Determination.
3. **Write short notes on the following:**
  - (a) Marketing Environment
  - (b) Marketing Information System (MIS)
  - (c) Difference between Biographical and Case Study
  - (d) Product Life Cycle (PLC)
4. **Differentiate between the following**
  - (a) Consumer goods and Industrial goods
  - (b) Selective and Intensive Distribution
  - (c) Advertising and Publicity
  - (d) Selling and Marketing
5. **Comment briefly on the following statement:**
  - (a) “Rural marketing in India offer huge opportunities and throw challenges to marketers.”
  - (b) “The basic purpose of marketing research is to facilitate decision making process.”
  - (c) “The rate of failure of new products is very high.”
  - (d) “Market Communication plays an important role in a company’s overall marketing program.”
6. What is the meaning of Marketing Logistics? And define ‘Marketing LogisticsTasks.’

### TUTOR MARKS ASSIGNMENT

---

<b>COURSE CODE</b>	<b>:</b>	<b>MER-010</b>
<b>COURSE TITLE</b>	<b>:</b>	<b>ORGANISATIONAL MANAGEMENT AND LABOUR RELATIONS</b>
<b>ASSIGNMENT CODE</b>	<b>:</b>	<b>MER-010/TMA/2022</b>
<b>COVERAGE</b>	<b>:</b>	<b>ALL BLOCKS</b>

---

**Maximum Marks: 100**

**Attempt all the questions:**

1. Define organization structure. Why is it important? (20)
2. “Communication is the lifeline of a business organisation”. Elaborate. (20)
3. What is a system? Explain MIS in detail? (20)
4. “Effective Manager needs skills to plan, control, organise, lead, and finally to take decisions”. In each case, a manager must exercise a unique set of skills, Explain. (20)
5. Write short notes on **any two** of the following:
  - a) Advantages and Disadvantages of group decision making
  - b) Approaches for Team Building
  - c) Causes of Stress
  - d) Concepts and Need of HRIS(10 X 2= 20)

## **TUTOR MARKS ASSIGNMENT**

---

<b>COURSE CODE</b>	<b>:</b>	<b>MER-011</b>
<b>COURSE TITLE</b>	<b>:</b>	<b>STARTUP INCUBATION AND BUSINESS ETHICS</b>
<b>ASSIGNMENT CODE</b>	<b>:</b>	<b>MER-011/TMA</b>
<b>COVERAGE</b>	<b>:</b>	<b>ALL BLOCKS</b>

---

**Maximum Marks: 100**

**Attempt all the questions:**

1. Explain the advantage & disadvantages of venture capital. Discuss its importance for entrepreneurial decision making. (20)
  
2. Explain the following terminology's of Business Incubation.
  - a) Physical Business Incubation
  - b) Outreach Business Incubation
  - c) Angel Investor and Investment Industry
  - d) Enabled Environment(20)
  
3. What do you understand by venture capital? Explain its concept & Significance with the help of examples. (20)
  
4. What is Startup Company? Explain its features. Describe the various types of start-up. (20)
  
5. Define Business Ethics. What are the essential characteristics of business ethics? (20)

## TUTOR MARKED ASSIGNMENT

---

<b>Course Code</b>	<b>:</b>	<b>MER – 012</b>
<b>Course Title</b>	<b>:</b>	<b>Business Research Methods and Applications</b>
<b>Assignment Code</b>	<b>:</b>	<b>MER - 012 /TMA</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

---

**Maximum Marks: 100**

**Attempt all the questions**

- Q. 1      What is Research Design? List the various components of a research design?
- Q. 2      a) Explain the concept of skewness. How does it help in analyzing the data?  
            b) What is reporting? What are the different stages in the preparation of a report?
- Q. 3      Briefly comments on the following:  
            a) “The research has to provide answers to the research questions raised.”  
            b) “Visual presentation of data makes comparison easy.”  
            c) “The analysis of time series is of great utility not only to research workers but also to economists, businessmen and scientists, etc.”  
            d) “The interpretation of data is a very difficult task and requires a high degree of skill, care, judgment, and objectivity.”
- Q. 4      Write short notes on the following:  
            a) Essentials of a good sample  
            b) Coding of data  
            c) Normal Distribution  
            d) Characteristics of a good report
- Q. 5      Distinguish between the following:  
            a) Pilot testing and Pre-testing of the Questionnaire  
            b) Price Indices and Value Indices  
            c) Frequency distribution and Probability distribution  
            d) Large samples and Small samples

### **TUTOR MARKS ASSIGNMENT**

---

<b>COURSE CODE</b>	<b>:</b>	<b>MER-013</b>
<b>COURSE TITLE</b>	<b>:</b>	<b>IT AND ENTREPRENEURSHIP</b>
<b>ASSIGNMENT CODE</b>	<b>:</b>	<b>MER-013/TMA</b>
<b>COVERAGE</b>	<b>:</b>	<b>ALL BLOCKS</b>

---

**Maximum Marks: 100**

**Attempt all the questions:**

1. How Knowledge differs from intelligence? What do you understand by the term Artificial Intelligence (AI)? List the various technologies and their corresponding illustrative solutions.
2. What is meant by LAN? What are the characteristics of LAN?
3. Define Computer Virus. List the characteristics of Computer Virus and highlight the measures that must be taken for the protection and treatment of computer system from computer virus.
4. What is the difference between Network Topology and Network Structure? Explain with the help of diagrams.
5. What is meant by Computer Hardware and Computer Software? Explain the components of Computer Hardware.



## TUTOR MARKS ASSIGNMENT

---

<b>COURSE CODE</b>	<b>:</b>	<b>MER-014</b>
<b>COURSE TITLE</b>	<b>:</b>	<b>INNOVATION AND STRATEGIC MANAGEMENT</b>
<b>ASSIGNMENT CODE</b>	<b>:</b>	<b>MER-014/TMA</b>
<b>COVERAGE</b>	<b>:</b>	<b>ALL BLOCKS</b>

---

**Maximum Marks: 100**

**Attempt all questions:**

1. Write short notes on the following:
  - a) Innovation and creativity
  - b) Process Innovation
  - c) Industry 4.0
  - d) Green Innovation

(20)
2. Give any two examples of innovative practices followed by eminent companies to promote creativity and innovation.

(20)
3. Describe the Agile approach of innovation project management.

(20)
4. What do you mean by Innovation? Explain the benefits of Experiential Learning?

(20)
5. What is corporate level strategy? Why is it important for a diversified firm?

(20)

## TUTOR MARKS ASSIGNMENT

---

<b>COURSE CODE</b>	<b>:</b>	<b>MER-015</b>
<b>COURSE TITLE</b>	<b>:</b>	<b>SOCIAL ENTREPRENEURSHIP</b>
<b>ASSIGNMENT CODE</b>	<b>:</b>	<b>MER-015/TMA</b>
<b>COVERAGE</b>	<b>:</b>	<b>ALL BLOCKS</b>

---

**Maximum Marks: 100**

**Attempt all the questions:**

1. Write short notes of any *four* of the following:
  - a) Environmental Kuznets Curve
  - b) BRAC
  - c) BASIX
  - d) Gramin Bank
  - e) SEWA

(20)
2. “Social Entrepreneur not having profit maximization objective. Hence, does not require any finances of their project.” Justify the statement.

(20)
3. Discuss the achievements of SEWA movement.

(20)
4. Discuss three basic theories of Corporate Social Responsibility.

(20)
5. What does social enterprise mean? Differentiate between Social Enterprise and Commercial enterprise.

(20)