

**Bachelor of Business Administration in Retailing
(BBARIL)**

**ASSIGNMENTS
2026-27**

[Valid from 1st July, 2026 to 30th June, 2027]

Fifth Semester



**School of Management Studies
Indira Gandhi National Open University
Maidan Garhi, New Delhi -110 068**

Tutor Marked Assignment (TMA)

ASSIGNMENTS – 2026-27

Dear Students,

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

We are sending the assignments for **BRL-111, BRL- 112, 113, 114** and **BCOS-185**.

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.

1. Those students who are appearing in December 2026 Term End Examination they have to submit latest by in 15 October 2026.
2. Those students who are appearing in June 2027 Term End Examination they have to submit latest by in 15 March 2027.

You have to submit the assignment of all the courses to the Coordinator of your Study Centre.

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	BCOS – 185
COURSE TITLE	:	ENTREPRENEURSHIP
ASSIGNMENT CODE	:	BCOS – 185/TMA/2026-27
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempt all the questions.

Section – A

(Attempt all the questions. Each question carries 10 marks.)

- Q.1** What do you understand by 'Entrepreneurship'? Explain the need for entrepreneurship development in India and discuss the role of entrepreneurship in economic development. **(10)**
- Q.2** What are Entrepreneurial Competencies? Identify and explain the key behavioural traits and skills that distinguish a successful entrepreneur from a traditional manager. **(10)**
- Q.3** What is a Feasibility Study? Explain the importance of conducting a market feasibility analysis and describe its key components. **(10)**
- Q.4** Explain the various sources of funds available to an entrepreneur for financing a new venture. Distinguish between financial and non-financial resource mobilisation. **(10)**
- Q.5** Explain the concept of Micro, Small and Medium Enterprises (MSMEs). Discuss the problems faced by small-scale industries and explain the role of institutional support systems in overcoming these challenges. **(10)**

Section – B

(Attempt all the questions. Each question carries 6 marks.)

- Q.6** Explain the concept of Entrepreneurial Eco-system. What are the key elements of a supportive entrepreneurial environment that help new ventures grow? **(6)**
- Q.7** Distinguish between Innovation and Invention. How do creativity and innovation contribute to entrepreneurial success? **(6)**
- Q.8** What is a Business Plan? Explain the essential elements that must be included in a well-prepared project report for a new venture. **(6)**
- Q.9** Discuss the measures deployed by the government to strengthen the start-up ecosystem in India. **(6)**
- Q.10** Explain the ASPIRE scheme launched by the Ministry of MSME. How does it support entrepreneurship development and promote innovation among small enterprises? **(6)**

Section – C

(Attempt all the questions. Each question carries 10 marks.)

Q.11 Write short notes on the following: (5×2)

- a)** SWOT Analysis
- b)** Women Entrepreneurs

Q.12 Distinguish between: (5×2)

- a)** Entrepreneur and Manager
- b)** Business Idea and Business Opportunity