

Dear Learner,

Please read the section on assignments in the Programme Guide/ Prospectus. A weightage of 30 percent, as you are aware, has been earmarked for continuous evaluation, **which would consist of one tutor-marked assignment** for this course. The assignment is in this booklet, and it consists of three parts, Part A, B and C. The total marks of all the parts are 100.

Instructions for Formatting Your Assignments

Before attempting the assignment please read the following instructions carefully:

- 1) On top of the first page of your answer sheet, please write the details exactly in the following format:

Roll No.
NAME:
ADDRESS:.....
.....
.....

COURSE CODE:
COURSE TITLE:
ASSIGNMENT NO.:
STUDY CENTRE:..... Date:

PLEASE FOLLOW THE ABOVE FORMAT STRICTLY TO FACILITATE EVALUATION AND TO AVOID DELAY.

- 2) Use only foolscap size writing paper (but not of very thin variety) for writing your answers.
- 3) Leave 4 cm margin on the left, top and bottom of your answer sheet.
- 4) Your answers should be precise.
- 5) Solve Part A, Part B and Part C of this assignment, and **submit the complete assignment answer sheets within the due date.**
- 6) **The assignment answer sheets are to be submitted to your Study Centre. Answer sheets received after the due date shall not be accepted. We strongly suggest that you retain a copy of your answer sheets.**
- 7) Before you attempt the assignments, please read the instructions carefully provided in the Common Prospectus. It is important that you write the answers to all the TMA questions in your own words. Your answers should be within the approximate range of the word-limit set for a particular section. Remember, writing answers to assignment questions will improve your writing skills and prepare you for the term-end examination.
- 8) Submission of the completed assignments:

Session	Last date of submission	Place of submission
For June Term End Examination 2026	30 th April 2026	Coordinator of the student's Study center

For December Term End Examination 2026	30 th October 2026	
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9) You must obtain a receipt from the Study Centre for the assignments submitted and retain it. Keep a photocopy of the assignments with you.

The study Centre will return the assignments to you after they are evaluated. Please insist on this. The Study Centre has to send the marks to the Student Evaluation Division at IGNOU, New Delhi.

10) You cannot fill the examination form for this course until you have submitted this assignment.

We wish you good luck.

BTMC 134: ENTREPRENEURSHIP AND SMALL BUSINESS

Tutor Marked Assignments

Course Code: BTMC-134

Total Marks: 100

(2026)

Section A

Answer the following questions in about 500 words each.

1. Define entrepreneurship. Discuss the role of entrepreneurship in capital formation and employment generation. 20
2. Analyze the role and significance of Micro, Small, and Medium Enterprises (MSMEs) in the Indian economy. Discuss how they can contribute to reduce the concentration of economic power. 20

Section B

Answer the following questions in about 250 words each.

3. Explain the process of Idea Generation and identify the internal and external sources of business ideas. 10
4. Explain how entrepreneurial competencies can be developed through training. 10
5. Describe the 'Lean Start-up' methodology and its core principles. 10

Section C

Answer the following in about 100 words each.

6. Define Creativity and its importance for entrepreneurs. 6
7. Differentiate between Market Feasibility and Market Research. 6
8. What do you understand by 'Valuation' of a start-up. 6
9. Outline prominent Government Initiatives for the promotion of MSMEs in India 6
10. What are the various Digital Marketing opportunities for small businesses. 6