

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

**{BAVMSME}**

**Assignments**

**(January & July 2026)**

**BERE-143**

**TRADITIONAL & RURAL ENTERPRISES**



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 Traditional and Rural Enterprises(BERE-143)**. 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 2026 Session is 31st March 2026 and July 2026 Session is 30th September 2026 or as notified by the University from time to time on IGNOU homepage: [www.ignou.ac.in](http://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. Geetika S Johry & Dr. Rachna Agarwal (Programme Coordinators)

Email:[bamsme@ignou.ac.in](mailto:bamsme@ignou.ac.in) Ph: 011-29571646/ 1647

**Wish you Happy Learning!**

## ASSIGNMENT- BERE -143: Traditional and Rural Enterprises

**Maximum Marks: 100**

**Answer any five questions. Each question carries 20 marks**

- Q1. (a) What are the advantages of Innovations in Traditional Crafts?  
(b) How can digital technologies complement traditional crafts?  
(10+10)
- Q2. (a) Why should we use social media for advertising? Describe any *five* popular social media platforms used for advertising.  
(b) What are the advantages of Online market places for selling a product? List *four* popular e-commerce sites in India.  
(10+10)
- Q3. (a) Explain dairy production system. Describe major dairy production systems in India.  
(b) Describe *three* important schemes available for dairy enterprises under Micro, Small and Medium Enterprises (MSMEs).  
(10+10)
- Q4. (a) What are agriculture based enterprises? Explain agriculture based micro and small enterprises with suitable examples.  
(b) List *ten* popular micro and small enterprises based on organic farming.  
(10+10)
- Q5. (a) Explain the *three* major systems under which poultry farming is practiced.  
(b) Describe different sheep and goat production systems that are prevalent in India.  
(10+10)
- Q6. Write short notes on:  
a) E-wastes  
b) Livelihood options in Floriculture  
c) Challenges faced in Fruit and Vegetable Sectors  
d) 4R's principles of Waste Management  
(5x4=20)
- Q7. (a) Briefly describe five entrepreneurial opportunities for recycling of bio- products.  
(b) What are Hazardous Wastes? Why are they dangerous? Describe suitable disposal methods.  
(10+10)