

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

{BAVMSME}

Assignments

(January & July 2026)

BERE-144 - ENTREPRENEURIAL SECTORS



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 Entrepreneurial Sectors (BERE-144)**. 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 15th April 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

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. Rachna Agarwal & Dr. Geetika S Johry (Programme Coordinators)

Email: bamsme@ignou.ac.in Ph: 011-29571646/ 1647

Wish you Good Luck!

ASSIGNMENT- BERE -144: Entrepreneurial Sectors

Maximum Marks: 100

Answer any five questions. Each question carries 20 marks

Q1. (a) How does entrepreneurship promote Urbanization ? Explain with examples.

(b) Describe some Entrepreneurial opportunities in Urban India. Give examples. (10+10)

Q2. Explain the need for market analysis. Describe the steps that should be taken to conduct a comprehensive market analysis. (20)

Q3. (a) Describe the role of technology and innovation in optimizing business operations.

(b) List the techniques that spark creativity and innovative business concepts. (10+10)

Q4. How do environmental changes impact the usage of non-renewable sources of energy? (20)

Q5. Write short notes on the following:

(i) Criteria of urban area as per census of India

(ii) Resource utilization for entrepreneurs

(iii) Use of Social Media platforms for MSMEs

(iv) Key urban manufacturing sectors

(4×5=20)

Q6. (a) What do you understand by the term ‘Smart Cities’? Describe the strategies adopted for the development of smart cities.

(b) Briefly discuss any *four* startups practising sustainable green building construction. (10+10)

Q7. (a) Describe the various MSME options for Transportation, Accommodation and Tourism sectors.

(b) Describe the stepwise registration process for MSMEs in the tourism sector. (10+10)