

MAER

1st to 15th

Master of Arts (Entrepreneurship) (MAER)

**Assignments (MAER 001-015)
(For July, 2026 and January, 2027)**



**School of Vocational Education & Training
Indira Gandhi National Open University
Maidan Garhi, New Delhi-110068**



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 or as intimated by the University**.

TUTORIAL MARKED ASSIGNMENT

COURSE CODE : MER-003

COURSE TITLE : BUSINESS IDEATION AND OPPORTUNITY IDENTIFICATION

ASSIGNMENT CODE : MER-003/TMA/2026-27

COVERAGE : ALL BLOCKS

Max Marks: 100

Weightage in TEE: 30 %

Pass marks: 50%

Note: Attempts all the questions:

1. What are the motivational factors which influence women to become entrepreneurs. (20 Marks)
2. Describe the following:
 - (i) Assess whether you have or not the basic requirements needed to be a successful entrepreneur.
 - (ii) Clearly explain any business idea that comes to your mind. (10+10=20 Marks)
3. Describe the design planning aspects of plant location, plant layout and production planning and control of a business. (20 Marks)
4. Describe the business opportunity & explain the process involved into it. (20 Marks)
5. How entrepreneur scan the opportunity; Discuss. (20 Marks)