



**Enrollment No:** .....

**Name:**

.....

**Phone Number:**

.....

**Programme Code:**

**Course Code:**

**Course Title:**

**Assignment Number:**

**Study Centre Code:**

**Submission Date:**

**Signature:**



**School of Vocational Education and Training (SOVET)  
Indira Gandhi National Open University Maidan Garhi  
New Delhi-110068**

**Master of Arts (Entrepreneurship) (MAER)**

**Assignments 2025-2026**

**For July 2025 and January 2026 admission cycle**





**School of Vocational Education and Training  
Indira Gandhi National Open University**

**Master of Arts  
(Entrepreneurship)  
ASSIGNMENTS–2025-2026**

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 all the **fifteen courses** together in this booklet.

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 assignments as per the schedule. Before attempting the assignments, you should carefully read the instructions given in the Programme Guide.

These assignments are valid for two admission cycles (**July 2025 and January 2026**).

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 October** or as per university guidelines provided from time to time on IGNOU website.

## TUTORMARKED ASSIGNMENT

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**COURSECODE : MER-003**  
**COURSE TITLE : BUSINESS IDEATION & OPPORTUNITY IDENTIFICATION**  
**ASSIGNMENT CODE: MER-03/TMA/2025-2026**  
**COVERAGE : ALL BLOCKS**

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**Maximum Marks: 100**

**Attempt all the questions:**

1. “Any business enterprise has to start from an idea which is called the business idea.” In light of the above statement throw light on the Enterprise ideas in micro enterprise with the help of examples.  
20
2. “The production, planning and control processes enable an entrepreneur to put the production process in the right order.” Explain the stages with the help of a diagram. 20
3. What are the guidelines which should be kept in mind when it comes to the selection of an income generated activity? 20
4. Describe the sources of Business Idea Generation. 20
5. Discuss the checklist for identifying potential business opportunities. 20.