

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**.

TUTOR MARKED ASSIGNMENT(TMA)

COURSE CODE	:	MER-011
COURSE TITLE	:	START UP INCUBATION AND BUSINESS
ETHICS ASSIGNMENT CODE	:	MER-011/TMA 2026-27
COVERAGE	:	ALL BLOCKS

Max Marks: 100

Weightage in TEE: 30 %

Pass marks: 50%

Note: Attempt all the questions:

1. "A startup is not just a newly formed business but a temporary organization designed for high growth and innovation." In light of this statement, define a 'Startup' and discuss its fundamental characteristics.
(20 Marks)
2. "Successful incubation is the result of standardized good practices adapted to local contexts." In light of this statement, Outline the Good Business Incubation Practices. Specifically, discuss the importance of incentivized management and community integration using examples like SINE or UnLtd India.
(20 Marks)
3. "Business ethics is not merely about following the law but about a higher standard of conduct." In light of this statement, Define Business Ethics and discuss its core Characteristics.
(20 Marks)
4. "Case studies and biographies serve as powerful pedagogical tools in entrepreneurship education." In light of this statement, Discuss Case Study and a Biographical Study as methods of learning with relevant examples. How do these approaches help a student understand the practical complexities of starting a business?
(20 marks)
5. "Intangible assets and human resources are the backbones of modern startups." In light of this statement, Discuss the significance of IPR-Based Compliance (Intellectual Property Rights) and Compliances under Labour Laws. How do these legal protections safeguard the interests of both the startup and its employees?
(20 Marks)