



Enrollment No:

Name:

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Phone Number:

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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

Course Code	:	MER-013
Course Title	:	IT and Entrepreneurship
Assignment Code	:	MER-13/TMA/2025-26
Coverage	:	All Blocks

Maximum Marks: 100

Attempt all the questions

1. What do you understand by MIS? Explain the role of MIS at various management levels and the need for a corporate MIS Plan. 20
2. What do you mean by Data? Discuss the interrelationship and differentiations between data, information and knowledge. 20
3. Explain the main benefits that a company selling fast-moving consumer goods could derive by using Digital Marketing. Substantiate giving examples. 20
4. Discuss the situations in which a knowledge of law can help in the field of computers.
5. Describe use of technology in operations, marketing and financial management. 20