

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-014

COURSE TITLE : INNOVATION AND STRATEGIC MANAGEMENT

ASSIGNMENT CODE : MER-014/TMA/ 2026-2027

COVERAGE : ALL BLOCKS

Max Marks: 100

Weightage in TEE: 30 %

Pass marks: 50%

Note: Attempts all the questions:

1. Define 'creative process'. Critically discuss various elements of creative process. 20
2. Discuss experiential learning and its importance in Business. (20 Marks)
3. Differentiate between the following by giving examples: 20 Marks
(a) Strategy vs. Policies (b) Strategy vs. Tactics
4. Describe the Key elements for Entrepreneur to nurture Innovation. (20 Marks)
5. Distinguish corporate level strategy and business level strategy, State three benefits of Strategy. (20 Marks)