



**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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<b>Course Code</b>	<b>:</b>	<b>MER-014</b>
<b>Course Title</b>	<b>:</b>	<b>Innovation and Strategic Management</b>
<b>Assignment Code</b>	<b>:</b>	<b>MER-14/TMA/2025-26</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Maximum Marks: 100**

### **Attempt all the questions**

1. Describe principles of best practices and innovation. Explain a few best practices followed in different types of innovations. 10+10
2. Define Strategy. Why is important in entrepreneurship? Distinguish between business level and functional strategies. 10+10
3. Explain processes of Mergers and Acquisitions (M&A). What are the factors encourage the top management to go in for M & A? 10+10
4. Explain techniques required to be followed for enhancing and maintaining creativity of brainstorming and synerctics.
5. Describe the features of an innovative culture in an organization and explain the methods of creating an innovative culture 20