

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 ASSIGNMENTS (TMA)

COURSE CODE	:	MER-012
COURSE TITLE	:	BUSINESS RESEARCH METHODS AND APPLICATIONS
ASSIGNMENT CODE	:	MER-012/TMA/2026 -27
COVERAGE	:	ALL BLOCKS

Max Marks: 100

Weightage in TEE: 30 %

Pass marks: 50%

Note : Attempt all the questions:

Q.1 Discuss the types of measurement scales used to measure attitude, with examples. (20 Marks)

Q.2 a) What do you mean by a problem, explain the various point to be considered while selecting a problem. (10+10 Marks)

b) How do you select an appropriate scaling technique for a research study? Explain the issues involved in it.

Q.3 Briefly comments on the following: (4x5 Marks)

- a) "The review of literature helps in identifying 'research gaps' in a specific field of study."
- b) "Research design acts as a blueprint for the collection, measurement, and analysis of data."
- c) "A pilot study is a small-scale dress rehearsal for the main research project."
- d) "A good report must combine clear thinking, logical organization and sound Interpretation ".

Q.4 Write short notes on the following:

- a) Comparative Method of Research
- b) Structure of a Report
- c) Components of Time Series
- d) Characteristics of a Binomial Distribution

(4x5 Marks)

Q.5 Distinguish between the following:

- a) Observation and Experiment
- b) Schedule and Questionnaire
- c) Census and Sample
- d) Research Problem and Research Questions

(4x5 Marks)