



ଓଡ଼ିଶା ରାଜ୍ୟ ମୁକ୍ତ ବିଶ୍ୱବିଦ୍ୟାଳୟ, ସମ୍ବଲପୁର, ଓଡ଼ିଶା
Odisha State Open University, Sambalpur, Odisha
Established by an Act of Government of Odisha.

ASSIGNMENT – 1 to 4

SESSION: 2017-18

**DIPLOMA IN ENTREPRENEURSHIP DEVELOPMENT
(DED)**

Please read the instructions carefully before attempting assignment questions.

INSTRUCTIONS

Dear Learner,

Welcome to the Diploma Programme in Entrepreneurship Development offered by Odisha State Open University, Sambalpur.

You are required to submit one assignment per course within the stipulated time in order to become eligible to appear in the term-end examination. The assignments will be evaluated by the counselors at your Study Centre. Please submit your assignment response to Coordinator of the Study Centre. Before you attempt the assignments, please go through the course materials carefully. Please read the instructions pertaining to an assignment before you start writing your answer. Do not copy from the course material or from any other source. You are advised to read the material carefully, understand the same and write answers in your own language and style so that you will get good marks/grades.

Purpose of Assignments:

1. Assignments are part of the continuous evaluation process in Open and Distance Learning (ODL) system. Due weightage is given to the marks/grades you obtain in assignments. This will help you for better performance in the term-end examination. If you secure good grades/marks in assignments, your overall performance will improve.
2. Assignments are also a part of the teaching-learning process in ODL. Your assignment, after evaluation, will be returned back to you with specific and general comments by the evaluator. This will help you to know your strength as well as your weakness. Thus, it will establish a two-way communication between learner and evaluator.

How to write assignments:

1. Write your name, programme code, course title, enrolment no. and study centre code in the top sheet of the assignment answer booklet.
2. Write the answers in your handwriting. Give sufficient margin in the left side of each page so that the evaluator will give comments on each paragraph/page.
3. Do not cross the word limit given in each question.
4. Your handwriting should be neat and readable.

Weightage for each assignment:

1. Each assignment will carry 25% weightage and term-end examination will carry 75% weightage.
2. Each assignment will be of 100 marks. But it will carry 25% weightage.
3. You have to score minimum pass mark i.e. 40% in each assignment. In case you do not submit assignment or get fail mark in assignment you have to re-submit in the next year.

SUBMISSION DATES FOR ASSIGNMENTS

Sl. No.	Course Code	Name of the Course	Date of Submission	Day as per Calendar
1	DED-01	Introduction to Entrepreneurship	22 nd October 2017	Sunday
2	DED-02	Management Concepts and Organisational Behaviour	29 th October 2017	Sunday
3	DED-03	Development of Entrepreneur Skills	5 th November 2017	Sunday
4	DED-04	Business Opportunity Identification	12 th November 2017	Sunday

DED-01: Introduction to Entrepreneurship

ASSIGNMENT QUESTIONS

[Full Marks: 100]

1. GROUP-A (2 X 20 Marks Each)

- a) Define Entrepreneurship. Distinguish between Entrepreneur and Manager. Identify the important characteristics of an Entrepreneur.
- b) Describe the evolution and growth of rural entrepreneurship in India with examples.

2. GROUP-B (3 X 10 Marks Each)

- a) Explain the different models of entrepreneurship in brief.
- b) Define Women Entrepreneur. Explain the various problems faced by women entrepreneurs in India?
- c) Make a critical evaluation of social entrepreneurship in India.

3. GROUP-C (6 X 5 Marks Each)

- a) Briefly highlight the growth of entrepreneurship in India.
- b) How does an entrepreneur develop creativity?
- c) What do you mean by entrepreneurial culture?
- d) Explain the concept of need for achievement as propounded by McClelland.
- e) What is the significance of sociological theory of entrepreneurship.
- f) Identify the various essential factors of entrepreneurial society.

DED-02: Management Concepts and Organisational Behaviour

ASSIGNMENT QUESTIONS

[Full Marks: 100]

1. GROUP-A (2 X 20 Marks Each)

- a) Critically examine the contributions made by the classical school of thought.
- b) “Almost every position in any business is a decisional centre.” Do you agree?

2. GROUP-B (3 X 10 Marks Each)

- a) Why planning is considered important? Explain the planning process done by managers in industry.
- b) What are the different approaches to leadership? Which approach in particular you like most and why?
- c) Why people form groups? Explain the concept of group dynamics.

3. GROUP-C (6 X 5 Marks Each)

- a) Briefly explain the concept of transaction analysis with examples.
- b) State the contributions of behavioural school of thought in management.
- c) Discuss the advantages of managerial decision-making.
- d) What are the different types of controlling techniques?
- e) Why study of organisational behaviour is considered important?
- f) What are the different approaches to organisational development?

DED-03: Development of Entrepreneur Skills

ASSIGNMENT QUESTIONS

[Full Marks: 100]

1. GROUP-A (2 X 20 Marks Each)

- a) Explain how creativity and innovation help in developing new business ideas?
- b) What do you mean by 'competency'? Discuss the entrepreneurial competencies in detail.

2. GROUP-B (3 X 10 Marks Each)

- a) State different types of entrepreneurial skill.
- b) Discuss two idea generation methods with examples.
- c) How does an entrepreneur manage innovation function?

3. GROUP-C (6 X 5 Marks Each)

- a) Discuss the entrepreneurial qualities of Azim Premji.
- b) State the problems of rural entrepreneurs.
- c) What are sources of business ideas?
- d) What are the tools for defining problems?
- e) What are six thinking hats? How it is different from Delphi method?
- f) Why Jamshedji N.Tata is ranked as a visionary pioneer?

DED-04: Business Opportunity Identification

ASSIGNMENT QUESTIONS

[Full Marks: 100]

1. GROUP-A (2 X 20 Marks Each)

- a) How does environmental scanning help in identifying business opportunities?
- b) You want to start a small scale manufacturing unit. Prepare a project report.

2. GROUP-B (3 X 10 Marks Each)

- a) What are elements of marketing mix?
- b) What is a business plan? How PERT and Cess are used in business plan?
- c) Examine different methods of market survey.

3. GROUP-C (6 X 5 Marks Each)

- a) Briefly explain industrial policy and skills development policy of Government of Odisha.
- b) How do you classify market?
- c) What are the common mistakes by entrepreneurs in project formulation?
- d) What are the tools and techniques of market assessment?
- e) What are the challenges of new venture strategies, particularly in Odisha?
- f) Discuss different methods of market survey.