



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

**POST GRADUATE DIPLOMA IN MANAGEMENT
(PGDIM)**

Please read the instructions carefully before attempting assignment questions.

INSTRUCTIONS

Dear Learner,

Welcome to the Post Graduate Diploma Programme in Management 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 your 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. of Course	Name of the Course	Date of Submission	Day as per Calendar
1	Understanding of Business and its Environment	22 nd October 2017	Sunday
2	Management Principles and Practices	29 th October 2017	Sunday
3	Managing Human Resources	5 th November 2017	Sunday
4	Marketing and Retail Management	12 th November 2017	Sunday

MP-01: Understanding of Business and its Environment

ASSESSMENT QUESTIONS

[Full Marks: 100]

- 1. Long Type Question (500 words)** (2 X 20 Marks Each)
 - a) What is business Environment? Describe the importance of external and internal environment for the business firm.
 - b) How do you define social responsibility of business? State the responsibilities of business towards the community.

- 2. Short Type Questions (250 words)** (3 X 10 Marks Each)
 - a) How does demographic environment of business influence the business activities?
 - b) What are the effects of Globalisation of Indian economy?
 - c) Differentiate between “Sole-Proprietorship”, “Partnership firm” and “Company”.

- 3. Very Short Type Questions (100 words)** (6 X 5 Marks Each)
 - a) List out the various elements of non-economic environment of business
 - b) “The changes in business environment are quite unpredictable”. Justify the statement.
 - c) What do you mean by the term ‘ethics’?
 - d) What is consumer protection act?
 - e) State any two effects of liberalisation of Indian economy
 - f) What is company law?

MP-02: Management Principles and Practices

ASSESSMENT QUESTIONS

[Full Marks: 100]

1. Long Type Question (500 words) (2 X 20 Marks Each)

- a) Compare and contrast the classical theory and neo-classical theory of organization.
- b) What are the steps involved in the MBO process? Mention the benefits and limitations of MBO.

2. Short Type Questions (250 words) (3 X 10 Marks Each)

- a) “Planning involves a choice between alternative courses of action”. Comment.
- b) What are the principles in organising?
- c) Explain Decision-making process in an organisation.

3. Very Short Type Questions (100 words) (5 X 6 Marks Each)

- a) Define the steps involved in the process of effective control.
- b) What do you mean by motivation?
- c) Define the factors affecting leadership in an organisation.
- d) What is staffing?
- e) Distinguish between ‘authority’ and ‘responsibility’.

MP-03: Managing Human Resources

ASSESSMENT QUESTIONS

[Full Marks: 100]

1. Long Type Question (500 words) (2 X 20 Marks Each)

- a) Explain the types of Training and Management Development with examples from business and industry?
- b) Define Recruitment and Performance Appraisal. Mention the role of an HR Manager?

2. Short Type Questions (250 words) (3 X 10 Marks Each)

- a) What are all Statutory Provisions in Compensation Management?
- b) Define personality. Identify the factors that affect personality.
- c) What do you mean by Group? Mention the stages of group formation.

3. Very Short Type Questions (100 words) (5 X 6 Marks Each)

- a) What are the various forms of Workers' Participation in Management?
- b) What do you mean by organizational change?
- c) Define the factors affecting Compensation or Wages?
- d) What is collective bargaining?
- e) Why the study of Organisation behaviour considered important?

MP-04: Marketing and Retail Management

ASSESSMENT QUESTIONS

[Full Marks: 100]

1. Long Type Question (500 words)

(2 X 20 Marks Each)

- a) Explain the different stages of product life cycle using a diagram. Discuss how marketing strategies change during the different stages of product's life cycle.
- b) What is physical distribution? Discuss the different functions of distribution channel.

2. Short Type Questions (250 words)

(3 X 10 Marks Each)

- a) Briefly discuss the different stages of new product development.
- b) What is segmentation? Write a short note on different components of demographic segmentation.
- c) What are the factors affecting price determination?

3. Very Short Type Questions (100 words)

(6 X 5 Marks Each)

- a) What are the elements of promotion mix?
- b) Differentiate between advertising and personal selling.
- c) "Package is a silent salesman". Do you agree? Why?
- d) Discuss the advantages of branding.
- e) What is trade promotion? Give two examples.
- f) Differentiate between goods and service.