



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

ASSIGNMENT – 09 to 12

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 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

Course Code	Name of the Course	Date of Submission	Day as per Calendar
MP-09	Logistics and Supply Chain Management	22 nd October 2017	Sunday
MP-10	Strategic Management	29 th October 2017	Sunday
MP-11	Entrepreneurship Development	5 th November 2017	Sunday
MP-12	Ethics, Governance and Social Responsibility	12 th November 2017	Sunday

MP-09: Logistics and Supply Chain Management

ASSESSMENT QUESTIONS

[Full Marks: 100]

- 1. Long Type Question (500 words)** (2 X 20 Marks Each)
 - a) Describe the major logistics functions. And also explain the three phases of customer service with a suitable illustration.
 - b) What are the factors that are critical for the success of the ERP implementation in organisations?

- 2. Short Type Questions (250 words)** (3 X 10 Marks Each)
 - a) Discuss the differences between private, public and bonded warehouses.
 - b) Explain the concept of Supply Chain Management with an example.
 - c) Mention the decision phases in procurement management.

- 3. Very Short Type Questions (100 words)** (6 X 5 Marks Each)
 - a) What are the functions of Warehousing?
 - b) What are the main seven elements of MRP?
 - c) What do you mean by value-added network?
 - d) Write about the related technologies of ERP.
 - e) State the distinct elements of logistics system.
 - f) What is cross docking?

MP-10: Strategic Management

ASSESSMENT QUESTIONS

[Full Marks: 100]

1. Long Type Question (500 words)

(2 X 20 Marks Each)

- a) Explain the various phases of strategic management process with a suitable illustration.
- b) What are the features of strategy? Discuss the benefits and limitations of strategic management.

2. Short Type Questions (250 words)

(3 X 10 Marks Each)

- a) What do you mean by a mission statement? What are its important characteristics?
- b) Explain the concept of SWOT analysis with suitable examples.
- c) Mention the 5-Forces model as propounded by Michael Porter.

3. Very Short Type Questions (100 words)

(6 X 5 Marks Each)

- a) What are the functions of strategic management?
- b) Explain the various elements of McKinsey's 7-S Framework in brief.
- c) What do you mean by business objectives?
- d) Write about BCG model and its relevance to business.
- e) What do you mean by value chain analysis?
- f) Differentiate between 'goal' and 'target'.

MP-11: Entrepreneurship Development

ASSESSMENT QUESTIONS

[Full Marks: 100]

- 1. Long Type Question (500 words)** (2 X 20 Marks Each)
 - a) Define entrepreneurship. Explain the role of entrepreneurs in the growth of an economy.
 - b) What are the characteristic features of successful entrepreneurs? Discuss the success cases of new age business entrepreneurs.

- 2. Short Type Questions (250 words)** (3 X 10 Marks Each)
 - a) “Small is beautiful” Discuss the statement in the context of small business in Indian economy.
 - b) Outline the new start-up policy of the Govt. of Odisha in brief.
 - c) What are the advantages and problems of large scale industry in India?

- 3. Very Short Type Questions (100 words)** (6 X 5 Marks Each)
 - a) Identify the factors that put adverse effects on the growth of entrepreneurship in India.
 - b) Explain the various functions of RBI.
 - c) What are the various steps for starting a small business?
 - d) What are the benefits of being an entrepreneur?
 - e) Distinguish between Small Scale and Cottage Industries.
 - f) What is Innovation?

MP-12: Ethics, Governance and Social Responsibility

ASSESSMENT QUESTIONS

[Full Marks: 100]

1. Long Type Question (500 words)

(2 X 20 Marks Each)

- a) Explain the role and significance of business ethics in organisations with example.
- b) Define corporate governance. Highlight the principles of good corporate governance.

2. Short Type Questions (250 words)

(3 X 10 Marks Each)

- a) What do you mean by 'best practices'? Give an example of best practice on social responsibility of business.
- b) Outline the code of ethics in conducting businesses successfully in India.
- c) Describe how TATA Group offers its corporate social responsibility.

3. Very Short Type Questions (100 words)

(6 X 5 Marks Each)

- a) "Corporate governance holds the key to prosperity". Give reasons.
- b) Explain three functions of corporate governance committee in brief.
- c) What are the various types of social responsibility of business? Give examples.
- d) What are the benefits of corporate governance?
- e) Distinguish between corporate governance and public governance.
- f) What are the arguments against social responsibility?