



ଓଡ଼ିଶା ରାଜ୍ୟ ମୁକ୍ତ ବିଶ୍ୱବିଦ୍ୟାଳୟ  
**Odisha State Open University**  
Established by an Act of Government of Odisha

# Assignment December 2018

## Semester – 2

### **Diploma in Entrepreneurship Development (DED)**

<b>Course Code</b>	<b>Name of the Course</b>	<b>Date of Submission</b>
DED-05	Small Business Management	25 <sup>th</sup> November 2018
DED-06	Institutional Support System	25 <sup>th</sup> November 2018
DED-07	Business Communication and Ethics in Business	25 <sup>th</sup> November 2018

**Please read the instructions carefully before attempting assignment questions.**

## INSTRUCTIONS

Dear Learner,

Greetings from Odisha State Open University.

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 to the 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, 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.
2. 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.
3. Your assignment, after evaluation, will be returned to you with comments by the evaluator.
4. 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, enrollment no. and study centre code on 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 be of 100 marks but it will carry 25% weightage
2. Similarly, the Term End Examination will be of 100 marks but will carry 75% weightage.
3. You have to score minimum pass mark i.e. 40% in each assignment.
4. In case you do not submit assignment or get fail mark in assignment you have to re-submit in the next year.

## DED-05: Small Business Management

### Assignment Questions

#### Group-A (1x10=10 Marks)

1. Answer all the questions.
  - a. Which among the following is not included in the selection of enterprise location?
    - i. Selection of region
    - ii. Selection of the locality or community
    - iii. Selection of the exact site
    - iv. Selection of the employees
  - b. Which among the following is not a type of organization?
    - i. Sole proprietorship
    - ii. Partnership
    - iii. Limited Liability Company
    - iv. Soul proprietorship
  - c. Which of the following is an advantage of sole proprietorship form of business?
    - i. Total control of the competitor
    - ii. Unlimited tax benefit
    - iii. Total control over the supplier
    - iv. Total control of the owner
  - d. Which among the following is not a disadvantage of joint partnership form of business?
    - i. Potential for Conflict between Partners
    - ii. Unlimited Personal Liability
    - iii. Legal Liability
    - iv. A Simple Form of Business
  - e. MBO stands for \_\_\_\_\_.
    - i. Mission By Objective
    - ii. Marketing, Buying, and Operations
    - iii. Management By Objective
    - iv. Management, Business, and Office
  - f. Which Ministry looks after small and medium enterprises in India?
    - i. Ministry of Labor and employment
    - ii. Ministry of skill and entrepreneurship

- iii. MSME
- iv. DIPP
- g. Under the Start-up India Initiative, A Start-up is defined as any business, in operation for \_\_\_\_\_ from its start, become eligible for government-sponsored funding, tax and other benefits.
  - i. 10 years
  - ii. 7 years
  - iii. 5 years
  - iv. 3 years
- h. MSME stands for \_\_\_\_\_.
  - i. Micro, Small and Medium Enterprises
  - ii. Micro, Small and Medium Entrepreneurs
  - iii. Mega, Small and Medium Enterprises
  - iv. Mega, Small and Medium Entrepreneurs
- i. Niche market is \_\_\_\_\_?
  - i. A local market
  - ii. An exclusive market for certain goods or services
  - iii. A wholesale market
  - iv. An exclusive market for products and services intended for mass consumption
- j. According to the MSME Act 2006, a small enterprise engaged in manufacturing will have maximum investment up to:
  - i. ₹15 Crores
  - ii. ₹25 Crores
  - iii. ₹2 Crores
  - iv. ₹5 Crores

**Group-B (5x4= 20 Marks)**

2. Answer any four in 50 words for each
- a. What do you mean by Small-scale industry?
  - b. What do you mean by material index?
  - c. What do you mean by strategic intent?
  - d. What are the possible objectives of SWOT analysis?
  - e. Differentiate between acquisition and takeover.
  - f. What do you mean by Human Resource planning?

**Group-C (10x4=40 Marks)**

3. Answer any four in 200 words for each
  - a. Differentiate among the Limited Liability Company (LLC) and a Corporation.
  - b. How small enterprises contribute to Indian economy?
  - c. What are the advantages and problems of large scale industry?
  - d. Differentiate between mission and vision of a company.
  - e. Write the differences between objectives and goals.
  - f. Perform SWOT analysis of a brand or company of your choice with explanation.

**Group-D (15x2=30 Marks)**

4. Answer any two in 250 words for each
  - a. Elaborate on the process of creating Vision, Mission, Objectives and Goals. How to derives Objectives and goals for an organization and convert them to tasks for implementation?
  - b. Elaborate the benefits provided by the Stand-up India scheme. Elaborate on the need for such schemes in the context of the Indian economy.
  - c. Explain Porter's Five Forces Model with example.
  - d. What is performance appraisal? Explain various types of performance appraisal techniques.

## DED-06: Institutional Support System

### Assignment Questions

#### Group-A (1x10=10 Marks)

1. Answer all the questions.
  - a. .... is the financial and promotional assistance provided by the Govt. to the industries for boosting up industrial development in all regions particularly in backward areas.
    - i. Seed capital
    - ii. incentive
    - iii. subsidy
    - iv. none of these
  - b. ....is the place where the required facilities and factory accommodation are provided by the government to the entrepreneurs to establish their industries there.
    - i. industry
    - ii. industrial estate
    - iii. company
    - iv. none of these
  - c. The initial capital that is required to obtain loans from the financial institutions is called .....
    - i. Seed capital
    - ii. incentive
    - iii. subsidy
    - iv. none of these
  - d. A micro manufacturing enterprise is one in which the investment in plant and machinery does not exceed.....
    - i. Rs. 5 lakhs.
    - ii. Rs. 10 lakhs.
    - iii. Rs. 20 lakhs.
    - iv. None of these.
  - e. A small manufacturing enterprise is one in which the investment in plant and machinery should not exceed.....
    - i. Rs. 25 lakhs.

- ii. Rs. 1 crore.
  - iii. Rs. 5 crores.
  - iv. None of these.
- f. A micro service is one in which the investment in plant and machinery does not exceed.....
- i. Rs. 5 lakhs.
  - ii. Rs. 10 lakhs.
  - iii. Rs. 25 lakhs.
  - iv. None of these.
- g. A small service enterprise is one in which the investment in plant and machinery does not exceed.....
- i. Rs. 25 lakhs.
  - ii. Rs. 1 crore.
  - iii. Rs. 2 crores.
  - iv. None of these.
- h. The investment in plant and machinery in ancillary units should not exceed.....
- i. Rs. 25 lakhs.
  - ii. Rs. 2 crores.
  - iii. Rs. 5 crores.
  - iv. Rs. 10 crores.
- i. A single lump sum which is given by a govt. to an entrepreneur to cover the cost is known as.....
- i. Subsidy.
  - ii. Concession.
  - iii. Bounties.
  - iv. None of these.
- j. A bonus or financial aid which is given by a govt. to an industry to help it compete with other units in home market or in a foreign market is known as.....
- i. Subsidy.
  - ii. Concession.
  - iii. Bounties.
  - iv. None of these.

**Group-B (5x4= 20 Marks)**

2. Answer any four in 50 words for each
  - a. What is venture capital?
  - b. What is medium term finance?
  - c. What is licensing?
  - d. What is offshore fund?
  - e. What is work place design?
  - f. What is an ancillary unit?

**Group-C (10x4=40 Marks)**

3. Answer any four in 200 words for each
  - a. How merger is different from acquisition? Explain.
  - b. What are the advantages and disadvantages of Joint Venture?
  - c. Explain decision support system and budgeting system.
  - d. What is an incubator? Define the role of an incubator.
  - e. What do you mean by small scale industry?
  - f. Write the merits and demerits of licensing and franchising.

**Group-D (15x2=30 Marks)**

4. Answer any two in 250 words for each
  - a. Explain the sources of finance for industry / business.
  - b. Are merger and acquisition is beneficial? Examine from the view points of the involved parties, government and economy as such.
  - c. Elaborate the classification of banks. Explain the functions of commercial banks.
  - d. How do you visualize regarding the advancement of e-commerce for rest of the 21st century? Explain.



**DED-07: Business Communication and Ethics in Business**

**Assignment Questions**

**Group-A (1x10=10 Marks)**

1. Answer all the questions
  - a. \_\_\_\_\_ is a process of sharing ideas, information, thoughts etc....
    - i. Community
    - ii. Communication
    - iii. Caring
    - iv. None
  - b. Time is also a non-verbal form of communication. This referred to as \_\_\_\_\_.
    - i. Proxemics
    - ii. Chronemics
    - iii. Haptics
    - iv. None
  - c. The term \_\_\_\_\_ is derived from the Greek word Ethos, which means character.
    - i. Ethics
    - ii. Ecstasy
    - iii. Ether
    - iv. None
  - d. \_\_\_\_\_ have the right to be informed about the quantity, quality, purity, standard or grade and price of the goods.
    - i. Consumer
    - ii. Employee
    - iii. Media
    - iv. None
  - e. \_\_\_\_\_ are defined as the acts, customs, and institutions that a group of people regard in a favourable way.
    - i. Ethics
    - ii. Morals
    - iii. Values
    - iv. Character

- f. \_\_\_\_\_ questions in a telephone interview are used to test the subject knowledge of the candidate.
- i. Technical
  - ii. General
  - iii. Behavioural
  - iv. None
- g. In a \_\_\_\_\_ based GD, candidates may be given a situation, or a context to analyze and discuss.
- i. Fact
  - ii. case study
  - iii. controversy
  - iv. None
- h. In \_\_\_\_\_ communication, the recipient receives information in the form of spoken or written words.
- i. Visual
  - ii. Verbal
  - iii. Non-verbal
  - iv. None
- i. The law is a series of \_\_\_\_\_ designed to express the needs of the people.
- i. Duties and responsibilities
  - ii. Workplace ethics
  - iii. Rules and regulations
  - iv. None
- j. \_\_\_\_\_ means service and consumer's satisfaction should get more attention than profit-maximization.
- i. Integrity
  - ii. Service Motive
  - iii. Consumerism
  - iv. Consumer protection

**Group-B (5x4= 20 Marks)**

2. Answer any four in 50 words for each
- a. What do you mean by informal communication?
  - b. What do you mean by ethics?.

- c. What do you mean by soft skills?
- d. Mention five meeting etiquette.
- e. Mention guidelines for effective group discussion.
- f. Give some examples of unethical business practices.

**Group-C (10x4=40 Marks)**

3. Answer any four in 200 words for each
- a. What is the importance of body language in a business presentation?
  - b. What are different types of interview?
  - c. Why do we need a dress code for offices? Explain.
  - d. What are soft skills? How are soft skills related to personality development?
  - e. Distinguish between job interview and exit interview.
  - f. What could be the possible ethical issues in business?

**Group-D (15x2=30 Marks)**

4. Answer any two in 250 words for each
- a. What are the 7 Cs of Effective Communication? Explain with examples.
  - b. How can the barriers to communication be removed? Explain with examples.
  - c. What are the characteristics of ethical culture at workplace?
  - d. “It is desirable but not practically possible to always be ethical”. Do you agree? Explain.