



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

Assignment June 2019

Semester – 1

Post Graduate Diploma in Management (PGDIM)

Advance Diploma in Management (ADIM)

Diploma in Management (DIM)

Course Code	Name of the Course	Date of Submission
MP 01	Understanding of Business and its Environment	5 th May 2019
MP 02	Management Principles and Practices	5 th May 2019
MP 03	Managing Human Resources and Organizational Behaviour	5 th May 2019
MP 04	Marketing and Retail Management	5 th May 2019

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, enrolment 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.

MP 01 Understanding of Business and its Environment

Assignment Questions

Group-A (1x10=10 Marks)

1. Define the following and answer all the questions
 - a. Intermediaries
 - b. Micro environment
 - c. Macro environment
 - d. Customer
 - e. Business
 - f. Economic environment
 - g. Technological environment
 - h. Political environment
 - i. Value chain
 - j. Quality

Group-B (5x4= 20 Marks)

2. Answer any four in 50 words for each
 - a. Why is division of labour important?
 - b. What is corporate citizenship?
 - c. What do you mean by 'discharge of contract'?
 - d. Define the term goods. What are the different types of goods?
 - e. Define the term quasi contract with example.
 - f. What do you mean by micro environment of business?

Group-C (10x4=40 Marks)

3. Answer any four in 200 words for each
 - a. How can a local business go global? Explain with example.
 - b. What do you understand by a sole proprietorship firm? Explain its merits and limitations.
 - c. Discuss the registration process of a partnership firm.
 - d. Examine the different skills required by a manager in the modern organizations.
 - e. Explain the concept of 'division of labour / specialisation'. Why it is considered to be important?
 - f. Should Businesses have social objectives? If so, explain why or why not?

Group-D (15x2=30 Marks)

4. Answer any two in 250 words for each
- a. What is business? Explain the nature and characteristics of modern business with example.
 - b. Why is it important to choose an appropriate form of organization? Discuss the factors those determine the choice of form of organization.
 - c. Explain the various types of companies as specified in the Companies Act, 2013.
 - d. Discuss the different modes of discharge of a contract. Also state the consequences under each method.

MP 02 Management Principles and Applications
Assignment Questions

Group-A (1x10=10 Marks)

1. Answer all the questions
 - a. Authority
 - b. Unity of command
 - c. Planning
 - d. Organizing
 - e. Staffing
 - f. Directing
 - g. Controlling
 - h. Motivation
 - i. Leadership
 - j. Charisma

Group-B (5x4= 20 Marks)

2. Answer any four in 50 words for each
 - a. "Delegation is the key to administrative effectiveness". Elucidate.
 - b. How does morale boost the productivity?
 - c. What do you mean by decentralization of power and authority?
 - d. Mention the differences between verbal and non-verbal communication.
 - e. Write the difference between theory X and theory Y.
 - f. Discuss the trait theory of leadership.

Group-C (10x4=40 Marks)

3. Answer any four in 200 words for each
 - a. What is decision-making? What are its basic characteristics?
 - b. Discuss the contributions of Fayol towards Management discipline.
 - c. Discuss the contributions of Taylor towards Management discipline.
 - d. Examine the different skills required by a manager in the modern organizations.
 - e. Explain the concept of 'division of labour / specialisation'. Why it is considered to be important?
 - f. What are the differences between Maslow and ERG theory of motivation?

Group-D (15x2=30 Marks)

4. Answer any two in 250 words for each
 - a. 'Management is the trinity of art, science and profession'. Explain with example.
 - b. Discuss the important characteristics of 'Management by Objectives'.
 - c. What do you understand by the term 'Levels of Management'? Describe the different levels of management.
 - d. Describe any two theories related to motivation.

MP 03 Human Resources & Organisational Behaviour
Assignment Questions

Group-A (1x10=10 Marks)

1. Define the following and answer all the questions
 - a. Wage
 - b. Collective bargaining
 - c. Recruitment
 - d. Change
 - e. Performance appraisal
 - f. Human resource development
 - g. On the job training
 - h. Group dynamics
 - i. Compensation
 - j. Participative management

Group-B (5x4= 20 Marks)

2. Answer any four in 50 words for each
 - a. Define learning. Mention the different approaches to learning
 - b. Distinguish between training and development.
 - c. What do you mean by socialisation process in an organisation?
 - d. Write a note on group cohesion.
 - e. Why employee empowerment is considered important in modern organisations?
 - f. What do you mean by workers participation in management

Group-C (10x4=40 Marks)

3. Answer any four in 200 words for each
 - a. 'We do not see things as they are, we see things as we are.' Explain in the context of organizational behaviour.
 - b. Identify the factors those affect personality. Briefly describe the various theories on personalities.
 - c. Why attitude is considered to be most important? Explain in detail how attitudes are formed?
 - d. Examine the compensation management practices with suitable examples from industry.

- e. Discuss about the latest trends of human resource management in industries.
- f. Briefly describe the socialization process.

Group-D (15x2=30 Marks)

- 4. Answer any two in 250 words for each
 - a. Critically examine the role and functions of Human Resource manager in organisations of 21st century.
 - b. Distinguish between recruitment and selection. What are the different steps involved in the selection process?
 - c. Explain various types of Training with examples from business and industry?
 - d. Imagine yourself as the HR manager of an organization and prepare the human resource development plan for the financial year 2019-2020.

MP 04 Marketing and Retail Management

Assignment Questions

Group-A (1x10=10 Marks)

1. Define the following (answer all)
 - a. Product
 - b. Price
 - c. Place
 - d. Promotion
 - e. People
 - f. Process
 - g. Physical Evidence
 - h. Segmentation
 - i. Targeting
 - j. Positioning

Group-B (5x4= 20 Marks)

2. Answer any four in 50 words for each
 - a. What is production concept?
 - b. Write the differences between marketing and selling concept.
 - c. What do you mean by service marketing?
 - d. What is niche marketing?
 - e. What is relationship marketing?
 - f. What are the objectives of sales promotion

Group-C (10x4=40 Marks)

3. Answer any four in 200 words for each
 - a. What is marketing environment? Explain internal and external environment.
 - b. What are the two important sets of determinants of buyer behaviour? Comment on either one set of those determinants.
 - c. Discuss various methods of pricing.
 - d. What is marketing? Discuss clearly the evolution of modern concept of marketing?
 - e. Critically evaluate the trends in marketing practices in the present global environment?
 - f. 'Advertisement and Sales Promotions are inevitable in marketing'. Do you agree?

Explain.

Group-D (15x2=30 Marks)

4. Answer any two in 250 words for each
 - a. 'Retail is all about detail'. Do you agree? Comment with example.
 - b. State and explain the stages of the product life cycle.
 - c. Describe the possible decision making process of buying a car.
 - d. Discuss the major market segmentation variables for water purifier and its benefits.