



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

# Assignment June 2019

## Semester – 3

### Post Graduate Diploma in Management (PGDIM)

### Advance Diploma in Management (ADIM)

Course Code	Name of the Course	Date of Submission
MP 09	Logistics & Supply Chain Management	5 <sup>th</sup> May 2019
MP 10	Strategic Management	5 <sup>th</sup> May 2019
MP 11	Entrepreneurship Development	5 <sup>th</sup> May 2019
MP 12	Ethics, Governance & Social Responsibility	5 <sup>th</sup> 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 09 Logistics & Supply Chain Management**  
**Assignment Questions**

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

1. Define the following and answer all the questions
  - a. Vendor managed inventory
  - b. Logistics
  - c. Order processing
  - d. Materials handling
  - e. Scheduled buying
  - f. Warehousing
  - g. Inventory
  - h. Transportation
  - i. Seasonal buying
  - j. Tender

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

2. Answer any four in 50 words for each
  - a. What do you understand by 'Fourth Party Logistics'?
  - b. What do you understand by 'Finished goods' in supply chain?
  - c. What do you mean by "Hybrid Strategy" in case of aggregate planning?
  - d. What do you mean by 'Bullwhip effect'?
  - e. What do you understand by "letter of Credit"?
  - f. What do you mean by 'collaboration'?

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

3. Answer any four in 200 words for each
  - a. Explain various challenges of supply chain management.
  - b. Write short notes on "Economic Order Quantity".
  - c. Describe various advantages of aggregate planning.
  - d. Describe the advantages of MRP for Supply Chain Management Department.
  - e. Explain in detail various documents required during the process of Procurement.
  - f. Briefly describe various inventory cost with examples.

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

4. Answer any two in 250 words for each

- a. Why supply chain is important for the organization? Explain.
- b. Describe various modern tools of procurement.
- c. Discuss the advantage and disadvantages of ERP system.
- d. What is warehousing? Describe various functions of warehousing.

**MP 10 Strategic Management**  
**Assignment Questions**

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

1. Define the following and answer all the questions
  - a. Strategic intent
  - b. Strategy
  - c. Joint Venture
  - d. Acquisition
  - e. Amalgamation
  - f. Merger
  - g. Goal
  - h. Objective
  - i. Competitive advantage
  - j. Vertical integration

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

2. Answer any four in 50 words for each
  - a. Cost Benefit analysis
  - b. Diversification
  - c. SWOT Analysis
  - d. Product life cycle matrix
  - e. Economic environment
  - f. Corporate Reconstructing

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

3. Answer any four in 200 words for each
  - a. What do you mean by portfolio strategy? How can a company review its portfolio?
  - b. What is vision and mission statement? How do they help in articulating strategy?
  - c. List the Environmental factors that can affect an organisation's Strategy. How would you analyse Competitive Environment?
  - d. Discuss Porter's five forces model. How does it help managers to identify the opportunities and threats confronting a company?
  - e. Business is marketing and Marketing is warfare. Explain.
  - f. Explain Strategic Business Unit with example.

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

4. Answer any two in 250 words for each
  - a. The strategic management process encompasses three phases-strategy formulation, implementation, and evaluation and control. Discuss.
  - b. Do a SWOT Analysis for Door Darshan , the National TV channel in Indian market and analyse the various strategic approaches Door Darshan can adopt to stay competitive in the market.
  - c. Explain BCG matrix. Mention its strategic implications in analysing the products of Dabur India Limited.
  - d. Distinguish between business strategy and corporate strategy. Identify the key elements considered to develop and formulate such strategies.

**MP 11 Entrepreneurship Development**  
**Assignment Questions**

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

1. Answer all the questions
  - a. Entrepreneur
  - b. Entrepreneurship
  - c. Intrapreneur
  - d. Innovation
  - e. Incubation
  - f. Business plan
  - g. Feasibility
  - h. Business model
  - i. Product
  - j. Service

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

2. Answer any four in 50 words for each
  - a. What do you mean by a start-up?
  - b. Highlight the role of an entrepreneur in Indian society.
  - c. What are the benefits of being an entrepreneur?
  - d. What is the meaning of industrial policy?
  - e. Who is an Entrepreneur?
  - f. What is ease of doing business?

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

3. Answer any four in 200 words for each
  - a. Identify the factors those put adverse effect on the growth of entrepreneurship.
  - b. Describe how an entrepreneur can generate wealth as per economic development dimensions are concerned.
  - c. What is an incubator? Define the role of an incubator.
  - d. What is the nature and importance of the management team for a start-up?
  - e. What do you mean by small scale industry?
  - f. Define sole proprietorship and discuss its advantages and disadvantages.

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

4. Answer any two in 250 words for each
- a. Write the difference between 'micro', 'small' and 'medium' enterprise in the manufacturing sector.
  - b. What is theory of Effectuation? Discuss the five elements of it and its significance for entrepreneurship.
  - c. Discuss the Five major component of Entrepreneurial leadership.
  - d. 'Entrepreneurship is a process' justify the statement and discuss the steps involved in creating an entrepreneurial firm.

## **MP 12 Ethics, Governance & Social Responsibility**

### **Assignment Questions**

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

1. Define the following and answer all the questions
  - a. Moral
  - b. Value
  - c. Culture
  - d. Stakeholder
  - e. Rational behavior
  - f. Behaviour
  - g. Ethical dilemma
  - h. Conduct
  - i. Company
  - j. Corporate

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

2. Answer any four in 50 words for each
  - a. What do you mean by 'Business ethics'?
  - b. What are the major factors that highlight the importance of business ethics?
  - c. What are the objectives of Corporate Governance?
  - d. Explain the benefits of Corporate Governance
  - e. Write short notes on Compliance and ethics ("C&E") programmes.
  - f. Give some examples of Unethical Business Practices

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

3. Answer any four in 200 words for each
  - a. Explain the CSR approaches in detail.
  - b. What is the importance of Employee Code of Conduct?
  - c. What is corporate governance? What are the recent developments in India in corporate governance?
  - d. Explain the models on Corporate Governance
  - e. How will you implement the Ethics Programme in the Workplace?
  - f. What are the ethical issues in International Business?

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

4. Answer any two in 250 words for each
- a. What are the characteristics of ethical culture at workplace?
  - b. Explain the features of Companies Act - 2013 with regard to CSR activities.
  - c. Explain the various committees appointed by SEBI related to corporate governance and their recommendations.
  - d. Mention a few best practices in the field of CSR in Indian context.