



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

ASSIGNMENTS

SESSION:2019-20

Post Graduate Diploma in Management (PGDIM)

Advance Diploma in Management (ADIM)

Diploma in Management (DIM)

First Semester

S.N.	Course Code	Course Title	Last Date of Submission
1	MP-01	Understanding of Business and its Environment	Sunday, 20 th October 2019
2	MP-02	Management Principles and Applications	Sunday, 20 th October 2019
3	MP-03	Human Resources and Organisational Behaviour	Sunday, 20 th October 2019
4	MP-04	Marketing and Retail Management	Sunday, 20 th October 2019

Please read the instructions carefully before attempting assignment questions.

INSTRUCTIONS FOR DOING ASSIGNMENTS

Dear Learner,

You are required to submit your assignment response within the stipulated time in order to become eligible to appear in the term-end examination. The assignments will be evaluated by the counsellors at your Study Centre. Please submit your assignment response to the Coordinator of your Study Center.

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 the ODL system. 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 two-way communication between learner and evaluator.

How to Write Assignments:

Please read the instructions for writing the response of an assignment before you start writing your answer.

1. Write your name, programme code, the course title, enrolment no. and study centre name with code in the top sheet of the assignment answer booklet. The format is given below.

PROGRAMME TITLE: _____

ENROLMENT No.: _____ NAME: _____

ADDRESS: _____

COURSE CODE: _____ COURSE TITLE: _____

ASSIGNMENT CODE: _____ STUDY CENTRE: _____

DATE: _____ SIGNATURE: _____

2. Before attempting the assignments, please go through the course materials carefully, understand the same and write answers in your own language and style.
3. Write the answers in your own handwriting. Give sufficient margin in the left side of each page so that the evaluator will give comments on each paragraph/page.
4. Your handwriting should be neat and readable.

Weightage for each Assignments:

1. Each Theory 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% or P (Pass) Grade in 10-point scale for each assignment. In case you do not submit the assignment or get fail mark in the assignment you have to re-submit in the next year.

Understanding of Business and its Environment (MP-01)

Full Mark – 100

(Answer all the questions, which is Compulsory)

GROUP- 'A'

Q. No. 1 Answer within one word or one sentence each

Marks: 1 × 10= 10

- a) What is globalization?
- b) What do you mean by work specialization?
- c) Mention various sectors of Indian economy?
- d) Explain the term 'free consent'.
- e) What do you mean by limited company?
- f) What is an 'Article of Association'?
- g) What is meant by 'partner by estoppels'?
- h) What do you mean by an environment in the business?
- i) What is globalization?
- j) Distinguish between trade and commerce.

Group 'B'

Q.No 2.Short answer-type Questions (Word Limit:100 Words)

Marks:5 X 4 = 20

- a) How can a local business go global? Explain.
- b) State any two effects of liberalization of Indian economy.
- c) Explain the characteristics of modern business.
- d) What is the concept of 'partnership'?

Group 'C'

Q.No 3. Medium answer-type Questions (Word Limit: 200 Words)

Marks: 10 X 4 = 40

- a) Distinguish between economic activities and non-economic activities.
- b) Enlist the documents required for the incorporation of the company.
- c) Examine the purpose of the Central Consumer Protection Council in India.
- d) Briefly state the important provisions of Consumer Protection Act, 1986.

Group 'D'

Q.No 4.Long answer-type Questions (Word Limit: 300Words)

Marks: 15 X 2 = 30

- a) Identify the distinguished characteristic features of modern business with suitable examples. How SMART principles can be applied to set business objectives?
- b) 'A promoter is neither a trustee nor an agent of the company but he stands in a fiduciary position towards it.' Discuss.

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Management Principles and Applications (MP-02)

Full Mark – 100

(Answer all the questions, which is Compulsory)

GROUP- 'A'

Q. No. 1 Answer within one word or one sentence each

Marks: 1 × 10 = 10

- a) How Peter F. Drucker defines "Management"?
- b) What is professionalisation?
- c) What is code of conduct?
- d) What is conceptual skill?
- e) What is joint decision making?
- f) What is principle of flexibility?
- g) What is unity of command?
- h) What is fringe benefit?
- i) Who is a spokesperson?
- j) What is human skill?

Group 'B'

Q.No 2.Short answer-type Questions (Word Limit:100 Words)

Marks:5 X 4 = 20

- a) Give a short note on inspirational leaders.
- b) Why there is need of scalar chain?
- c) How communication system affects centralisation and decentralisation?
- d) What are uncontrollable environmental factors?

Group 'C'

Q.No 3. Medium answer-type Questions (Word Limit: 200 Words)

Marks: 10 X 4 = 40

- a) Examine the different skills required by a manager in the modern organizations.
- b) "Delegation is the key to administrative effectiveness". Elucidate
- c) Leaders are managers but all managers are not leaders.Comment.
- d) What do you see as the purposes of management control in work organizations?

Group 'D'

Q.No 4.Long answer-type Questions (Word Limit: 300Words)

Marks: 15 X 2 = 30

- a) Discuss Henry Mintzberg's classification of different roles performed by managers in business organizations.
- b) "Almost every position in any business is a decisional centre." Do you agree? Give reasons with examples.

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Human Resources and Organisational Behaviour (MP-04)

Full Mark – 100

(Answer all the questions, which is Compulsory)

GROUP- 'A'

Q. No. 1 Answer within one word or one sentence each

Marks: 1 × 10= 10

- a) How is socialization different from orientation?
- b) What is job rotation?
- c) What is a Cue Stimuli?
- d) Differentiate Training from Development.
- e) What are the key elements of a job description?
- f) Why punishment is a control device?
- g) Why people prefer to join in groups?
- h) What is reinforcement?
- i) What is the philosophy underlying worker's participation in management?
- j) What are the key elements of a job description?

Group 'B'

Q.No 2.Short answer-type Questions (Word Limit:100 Words)

Marks:5 X 4 = 20

- a) Identify those factors that affect perception
- b) How do you identify the training needs of an enterprise?
- c) How does job rotation help in acquiring new skills and knowledge?
- d) What are the benefits of employee empowerment?

Group 'C'

Q.No 3. Medium answer-type Questions (Word Limit: 200 Words)

Marks: 10 X 4 = 40

- a) Explain the force-field diagram model of change by Kurt Lewin.
- b) How the employee empowerment reduces the cost of the organization? Discuss
- c) Briefly explain the Theories of Learning.
- d) What is an orientation process? Explain the different stages followed during orientation of a new employees.

Group 'D'

Q.No 4.Long answer-type Questions (Word Limit: 300Words)

Marks: 15 X 2 = 30

- a) What do you mean by compensation structure? Explain the need for designing the compensation policy.
- b) Define Organizational Development? Discuss Team Building as an intervention of organizational transformation.

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Marketing and Retail Management (MP-04)

Full Mark – 100

(Answer all the questions, which is Compulsory)

GROUP- 'A'

Q. No. 1 Answer within one word or one sentence each

Marks: 1 × 10= 10

- a) Define niche marketing.
- b) What is holistic marketing?
- c) What is Retail?
- d) What is segmentation?
- e) What is value proposition?
- f) What is penetration pricing?
- g) What is marketing myopia?
- h) What are consumer goods
- i) What is Branding
- j) What is sales promotion?

Group 'B'

Q.No 2.Short answer-type Questions (Word Limit:100 Words)

Marks:5 X 4 = 20

- a) What is Public Relations? Explain its usefulness with an example.
- b) Explain cost based pricing
- c) What is Marketing Mix? Explain its relevance to marketing.
- d) Define supply chain management.

Group 'C'

Q.No 3. Medium answer-type Questions (Word Limit: 200 Words)

Marks: 10 X 4 = 40

- a) Discuss the characteristics of each of the stages of the product life cycle.
- b) Give a note on Organized Vs. Unorganized Retailing
- c) Make a product classification based on use.
- d) Discuss those approaches to the study of marketing.

Group 'D'

Q.No 4.Long answer-type Questions (Word Limit: 300Words)

Marks: 15 X 2 = 30

- a) What is marketing mix? Explain the elements of the marketing mix with example
- b) Explain the significance of marketing environment in the changing business world.

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