



ଓଡ଼ିଶା ରାଜ୍ୟ ମୁକ୍ତ ବିଶ୍ୱବିଦ୍ୟାଳୟ

Odisha State Open University

Established : 2015

Temporary Campus : G.M. University, Sambalpur

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ସମ୍ବଲପୁର, ଓଡ଼ିଶା

ସ୍ଥାପିତ : ୨୦୧୫

ଅସ୍ଥାୟୀ ଶିବିର : ଜି.ଏମ୍. ବିଶ୍ୱବିଦ୍ୟାଳୟ, ସମ୍ବଲପୁର

ASSIGNMENT – 1 to 4

SESSION: 2015-16

DIPLOMA IN MANAGEMENT

(DIM)

Please read the instructions carefully before attempting assignment questions.

INSTRUCTIONS

Dear Learner,

Welcome to the Diploma Programme in Journalism and Mass Communication 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 your 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

SEMESTER-I			
Paper	Name of the Paper	Date of Submission	Day (as per Calendar)
I	Principles and Practice of Management	22 nd May 2016	Sunday
II	Human Resource Management	12 th June 2016	Sunday
III	Managerial Economics	3 rd July 2016	Sunday
IV	Marketing Management	24 th July 2016	Sunday

ASSIGNMENT-1

Principles and Practice of Management (Total Marks: 100)

Answer the following questions:

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|-------|--|----------|
| Q. 01 | Critically examine the nature and scope of management with its relative importance in the present day changing business environment context. | Mark: 20 |
| Q. 02 | Compare and contrast between scientific school of management and administrative school of management. Which school of thought you prefer most and why? | Mark: 20 |
| Q. 03 | Explain various functions of management and examine how they are inter-related in achieving the ultimate organizational goals and objectives. | Mark: 20 |
| Q. 04 | What do you mean by MBO? Describe its process and also mention the purpose and limitations of MBO. | Mark: 20 |
| Q. 05 | Identify a popular industry leader you have known (or read) about, and critically examine its directing functions in terms of growth and success. | Mark: 20 |

ASSIGNMENT-II

Human Resource Management (Total Marks: 100)

Answer the following questions:

- Q. 01 Define Human Resource Management and highlight the evolution and growth of HRM to its present status. Mark: 20
- Q. 02 Differentiate between Personnel Management and HRM. Discuss the various challenges faced by HR managers with suitable examples from industry of your choice. Mark: 20
- Q. 03 Why Manpower Planning is considered so important in the present day context? Discuss the various steps involved in manpower planning process. Mark: 20
- Q. 04 Critically analyze the various methods of training and development with its relative benefits and limitations. Mark: 20
- Q. 05 Write Short Notes on: Mark: 20
- i. Selection process
 - ii. Industrial relations

ASSIGNMENT-III

Managerial Economics (Total Marks: 100)

Answer the following questions:

- | | | |
|-------|---|----------|
| Q. 01 | Discuss the role and scope of managerial economics for scientific decision-making in business management. | Mark: 20 |
| Q. 02 | What do you mean by determinant of demand? Elaborate the various methods of demand forecasting. | Mark: 20 |
| Q. 03 | Explain in detail how price elasticity of demand can be measured for consumer durable products with examples from electronics industry. | Mark: 20 |
| Q. 04 | What is meant by production analysis? Describe the characteristics of production analysis in detail. | Mark: 20 |
| Q. 05 | Write short notes on:
i. Law of variable proportion
ii. Marginal revenue | Mark: 20 |

ASSIGNMENT-IV

Marketing Management (Total Marks: 100)

Answer the following questions:

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|-------|--|----------|
| Q. 01 | Discuss the evolution of marketing highlighting its current status and scope. | Mark: 20 |
| Q. 02 | Why market segmentation is considered important? Explain the benefits and limitations of market segmentation. | Mark: 20 |
| Q. 03 | What is the difference between advertising and sales promotion? Examine these two concepts with hypothetical examples from industry. | Mark: 20 |
| Q. 04 | Identify the different stages of product life cycle along with strategies adopted at different phases. | Mark: 20 |
| Q. 05 | Write short notes on:
i. Product positioning
ii. Publicity and Public relations | Mark: 20 |