



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

ASSIGNMENTS

ASSIGNMENT CODE:

CourseCode:PGDIM

(Theory)

SESSION:2020-21

PG Diploma in Management (PGDIM)

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. For a 4 credit course, there is one Assignment and for 6/8 credit course, there must be minimum 02(two) Assignments.

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:

For courses without having Practical

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.

For courses having Practical

1. Each Theory Assignment will carry 15% weightage and each Practical Assignment will carry 10% 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 the assignment or get fail mark in the assignment you have to re-submit in the next year.

SUBMISSION DATES FOR ASSIGNMENTS**July Session 2020**

Sl. No.	Course Code	Name of the Course	Last Date of Submission	Day (As per Calendar)
Theory				
1	MP-01	Understanding of Business and its Environment	28th February 2020	Sunday
2	MP-02	Management Principles and Applications	28th February 2020	Sunday
3	MP-03	Human Resources and Organisational Behaviour	28th February 2020	Sunday
4	MP-04	Marketing and Retail Management	28th February 2020	Sunday

NOTE: (For Group-A, Group-B and Group-C)

(it can be a single Question or can have two parts with appropriate mark distribution)

ASSIGNMENTS

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 Privatisation?
- 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 'Memorandum of Association'?
- g) What is meant by 'partner by estoppels'?
- h) What are the types of business environment?
- i) What is globalization?
- j) Write different types of companies.

Group 'B'

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

Marks:5 X 4 = 20

- a) Why understanding of business environment is considered important?
- b) What is the concept of 'partnership'?
- c) Why do you feel that the scope of business is vast?
- d) Explain the characteristics of modern business.

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 can you 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.

ASSIGNMENTS

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 span of management?
- g) What is management by exception?
- h) Define authority.
- i) Define leadership.
- j) What is Six Sigma?

Group 'B'

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

Marks:5 X 4 = 20

- a) Discuss the scope of management.
- b) Does management qualifies as a profession? Explain
- 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) Define leadership and discuss the relevance of trait theory of leadership
- d) Explain two factor theory of motivation of Herzberg

Group 'D'

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

Marks: 15 X 2 = 30

- a) Critically analyse the relevance of delegation of authority in organizations
- b) Discuss the barriers to effective communication and suggest strategies to improve the communication process in an organization.

ASSIGNMENTS

Human Resources and Organisational Behaviour (MP-03)

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 in-group from out-group.
- e) What is a situation test?
- f) What is the philosophy underlying worker's participation in management?
- g) Why people prefer to join in groups?
- h) What is reinforcement?
- i) Attribution theory depends on 3 factors, what are they?
- 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) What are the essential ingredients for a successful training evaluation?
- b) How do you identify the training needs of an enterprise?
- c) What are the benefits of Employee Empowerment?
- d) Discuss the different stages of group development.

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) What is an orientation process? Explain the different stages followed during orientation of a new employees.
- c) What purposes do training serve? Explain the ingredients of a good training programme for the employees at various levels.
- d) How the Employee Empowerment reduces the cost of the organization?.

Group 'D'

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

Marks: 15 X 2 = 30

- a) What do you mean by a group? How groups can contribute towards performance in organizations?
- b) If you are an HR manager of a Leasing Company, how would you organize an orientation programme for freshly recruited Sales Executives?

ASSIGNMENTS

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) What is sales concept?
- b) What is marketing myopia?
- c) What do you mean by service?
- d) Who is a wholesaler?
- e) What is penetration pricing?
- f) What is social media?
- g) What are consumer goods
- h) What is Branding
- i) What is sales promotion?
- j) Who is a retailer?

Group 'B'

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

Marks:5 X 4 = 20

- a) Can marketing be done without value proposition? Explain with an example.
- b) What is Merchandise Management? Explain with an example.
- c) What is Test Marketing? Explain with an example.
- d) What is Public Relations? Explain with an example.

Group 'C'

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

Marks: 10 X 4 = 40

- a) Explain the stages of New Product Development process.
- 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) How has marketing concepts evolved over the years? Explain with examples.
- b) Discuss the stages and characteristics of product life cycle with examples.