



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

Assignment June 2019

Semester – 2

Post Graduate Diploma in Rural Management (PGDRM)

Advance Diploma in Rural Management (ADRM)

Diploma in Rural Management (DRM)

Course Code	Name of the Course	Date of Submission
RM 05	Marketing and Retail Management	5 th May 2019
RM 06	Finance and Accounting for Management	5 th May 2019
RM 07	HRM and OB	5 th May 2019
RM 08	Information Technology for Business	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.

RM 05 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.

RM 06 Finance and Accounting for Management

Assignment Questions

Group-A (1x10=10 Marks)

1. Define the following. Answer all the questions.
 - a. Liquidity ratio
 - b. Profitability ratio
 - c. Return on investment
 - d. Profit maximisation
 - e. Current assets
 - f. Real accounts
 - g. Fixed assets
 - h. Wealth maximization
 - i. Nominal accounts
 - j. Earnings per share

Group-B (5x4= 20 Marks)

2. Answer any four in 50 words for each
 1. What is the importance of Trial Balance?
 2. What are need and objectives of Depreciation?
 3. Describe wealth maximization.
 4. Distinguish between Accounting Principles & Accounting Concepts?
 5. Discuss the meaning and format of Journal.
 6. Narrate the objectives of ratio analysis.

Group-C (10x4=40 Marks)

3. Answer any four in 200 words for each
 5. What do you understand by principles of finance?
 6. Briefly discuss the different tools of financial statement analysis.
 7. Discuss Owned Capital with its advantages and disadvantages.
 8. Discuss International Sources of Finance with its advantages and disadvantages
 9. Prepare ledger and trial balance the following transactions in 2018
May 1 Purchased goods worth Rs.300 from Vimal and Rs.500 from Kamal on credit.
May 3 Sale of goods worth Rs.1,000 to Balram and Rs.700 to Dhanram.
May 5 Cash of Rs.900 received from Ramasamy and Rs.800 from Krishnasmy.
May 7 Paid Rs.800 to Pradeep and Rs.500 to kuldeep.

1. Soraj Mart furnishes the following information: Transactions during the month of September, 2018 are as under :

- 01.9.2018 Business started with cash Rs. 1,50,000.
- 01.9.2018 Goods purchased form Manisha Rs. 36,000.
- 01.9.2018 Stationery purchased for cash Rs. 2,200.
- 02.9.2018 Open a bank account with SBI for Rs. 35,000.
- 02.9.2018 Goods sold to Priya for Rs. 16,000.
- 03.9.2018 Received a cheque of Rs. 16,000 from Priya.
- 05.9.2018 Sold goods to Nidhi Rs. 14,000.
- 08.9.2018 Nidhi pays Rs. 14,000 cash.
- 10.9.2018 Purchased goods for Rs. 20,000 on credit from Ritu.
- 14.9.2018 Insurance paid by cheque Rs. 6,000.
- 18.9.2018 Paid rent Rs. 2,000.
- 20.9.2018 Goods costing Rs. 1,500 given as charity
- 24.9.2018 Purchased office furniture for Rs. 11,200.
- 29.9.2018 Cash withdrawn for household purposes Rs. 5000.
- 30.9.2018 Interest received cash Rs.1,200.
- 30.9.2018 Cash sales Rs.2,300.
- 30.9.2018 Commission paid Rs. 3,000 by cheque.
- 30.9.2018 Telephone bill paid by cheque Rs. 2,000.
- 30.9.2018 Payment of salaries in cash Rs. 12,000.

Journalise the transactions and prepare ledgers.

Group-D (15x2=30 Marks)

4. Answer any two in 250 words for each

- a. What are the different important tasks & responsibilities of a financial manager?
- b. What is Accounting Concept? Discuss the different accounting concept.
- c. From the following Trial Balance of Mr. Ramesh, prepare Trading and Profit & Loss account for the year ended 31.03.2018 and a Balance Sheet as on that date:

Particulars	Amounts (Rs.)	Particulars	Amounts (Rs.)
Drawings	7500	Sales	720000
Insurance	1000	Capital	800000
General expenses	13000	Purchases Returns	5000
Debtors	55000	Creditors	65000
Furniture	110000	Loan	310000
Plant & machinery	350000		
Building	625000		
Stock (1.04.2017)	25000		
Carriage inwards	5000		
Carriage outwards	7500		
Salary & wages	90000		
Power & fuel	7000		
Productive wages	25000		
Sales Returns	4000		

Purchases	515000		
Cash in hand & at bank	60000		
Total	1900000	Total	1900000

At the end of the year it found that closing stock was Rs. 5,000, outstanding Salaries was Rs.8,000 and depreciation was Rs.12,000 on fixed assets.

- d. The following information has extracted from the annual reports of ABC Limited. Analyze the liquidity and profitability position of the company.

Balance Sheet	
(Rs. in crores)	
Liabilities	2014-15
Share Capital	12
Reserves & Surplus	28
Net Worth	40
Secured Loans	50
Unsecured Loans	12
Current Liabilities	28
Total Liabilities	130
Assets	2014-15
Fixed Assets	70
Investments	10
Current Assets	50
Total Assets	130

Profit & Loss Accounts	(Rs. in crores)
Particulars	2014-15
Sales	40
Other Income	16
Total Income	56
Raw Material Purchased	28
Other Expenses	14
Interest	4
Depreciation	2
Profit Before Tax	8
Tax	2.4
Profit After Tax	5.6

RM 07 Human Resources & Organisational Behaviour

Assignment Questions

Group-A (1x10=10 Marks)

2. 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)

3. 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)

4. 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)

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

RM 08 Information Technology for Management

Assignment Questions

Group-A (1x10=10 Marks)

1. Define the following and answer all the questions
- BIOS
 - RAM
 - ROM
 - CPU
 - Modem
 - FTP
 - DNS
 - HTML
 - Cookie
 - Email

Group-B (5x4= 20 Marks)

2. Answer any four in 50 words for each
- What is water mark in word document?
 - What is Macro in Microsoft Office?
 - What is transpose in excel?
 - Explain the different network topologies.
 - Why people use social media now a days?
 - Describe secondary memory? Discuss about various types of secondary memory?

Group-C (10x4=40 Marks)

3. Answer any four in 200 words for each
 - a. What are the various options under the view' tab of MS-Word?
 - b. Define social media? What are the different social media available now a days.
 - c. Explain the different functions of computers?
 - d. What do you understand by page header & footer in MS. Word?
 - e. What is Management Information System? Explain its application in business?
 - f. What are the control issues related to MIS?

Group-D (15x2=30 Marks)

4. Answer any two in 250 words for each
 - a. Outline the characteristics of a computerized MIS.
 - b. How can you ensure security of an information system?
 - c. What is a chart? What are the different types of charts available in MS. Excel?
 - d. Define slide transaction? What are the different slides animations can be added for the slide transactions?