



ଓଡ଼ିଶା ରାଜ୍ୟ ମୁକ୍ତ ବିଶ୍ୱବିଦ୍ୟାଳୟ
Odisha State Open University

Established : 2015
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ସମ୍ବଲପୁର, ଓଡ଼ିଶା

ସ୍ଥାପିତ : ୨୦୧୫
ଅସ୍ଥାୟୀ ଶିବିର : ଜି.ଏମ୍. ବିଶ୍ୱବିଦ୍ୟାଳୟ, ସମ୍ବଲପୁର

ASSIGNMENT – 1 to 4

ACADEMIC SESSION: 2016-17

DIPLOMA IN MANAGEMENT

(DIM)

Please read the instructions carefully before attempting assignment questions.

INSTRUCTIONS

Dear Learner,

Welcome to the Diploma Programme in Management 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 counsellors 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 you 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

| Course No. | Course Title | Date of Submission | Day as per Calendar |
|--------------------|---|-------------------------------------|----------------------------|
| SEMESTER –I | | | |
| DIM - 01 | Understanding of Business and its Environment | 23rd October 2016 | Sunday |
| DIM - 02 | Management Principles and Applications | 23rd October 2016 | Sunday |
| DIM - 03 | Managing Human Resources | 30th October 2016 | Sunday |
| DIM-04 | Marketing and Retail Management | 30th October 2016 | Sunday |

DIPLOMA IN MANAGEMENT

(DIM)

Course 01: Understanding of Business and its Environment

ASSIGNMENT QUESTIONS

[Full Marks: 100]

1. GROUP-A

(2 X 20 Marks Each)

- a) What is business Environment? Describe the importance of external and internal environment for the business firm.
- b) How do you define social responsibility of business? State the responsibilities of business towards the community.

2. GROUP-B

(3 X 10 Marks Each)

- a) How does demographic environment of business influence the business activities?
- b) What are the effects of Globalisation of Indian economy?
- c) Differentiate between “Sole-Proprietorship”, “Partnership firm” and “Company”.

3. GROUP-C

(6 X 5 Marks Each)

- a) List out the various elements of non-economic environment of business
- b) “The changes in business environment are quite unpredictable”. Justify the statement.
- c) What do you mean by the term ‘ethics’?
- d) What is consumer protection act?
- e) State any two effects of liberalisation of Indian economy.
- f) What is company law?

**DIPLOMA IN MANAGEMENT
(DIM)**

Course 02: Management Principles and Applications

ASSIGNMENT QUESTIONS

[Full Marks: 100]

- 4. GROUP-A (2 X 20 Marks Each)**
- a) Which are the important managerial skills and why? Discuss the skills required for efficiently and effectively discharging the responsibilities at various levels of management.
 - b) Critically analyse Maslow and Herzberg's theories of motivation and their approach. Out of these which theory of motivation is most applicable for India?
- 5. GROUP-B (3 X 10 Marks Each)**
- d) What are the 14 management principles laid down by Henri Fayol? Of these, select 4 principles and justify yourself.
 - e) Discuss the benefits and limitations of MBO. How can MBO be made more effective in an organisation?
 - f) Discuss the various tools and techniques of managerial control in modern organisations.
- 6. GROUP-C (6 X 5 Marks Each)**
- g) Explain why planning is considered to be most important for organisations.
 - h) Examine basic principles of organising with suitable examples.
 - i) Distinguish between centralisation and de-centralisation.
 - j) Highlight the scope and importance of communication.
 - k) State what are the effects of globalisation on Indian economy?
 - l) What are the different styles of leadership?

DIPLOMA IN MANAGEMENT

(DIM)

Course 03: Managing Human Resources

ASSIGNMENT QUESTIONS

[Full Marks: 100]

1. GROUP-A

(2 X 20 Marks Each)

- a) Critically examine the role and functions of Human Resource manager in organisations of 21st century.
- b) Distinguish between recruitment and selection. What are the different steps involved in the selection process?

2. GROUP-B

(3 X 10 Marks Each)

- a) Identify the factors that affect personality. Briefly describe the various theories on personalities.
- b) Why attitude is considered to be most important? Explain in detail how attitudes are formed?
- c) Examine the compensation management practices with suitable examples from industry.

3. GROUP-C

(6 X 5 Marks 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) Explain the concept of participative management in industries.
- e) Why employee empowerment is considered important in modern organisations?
- f) Distinguish between performance appraisal and performance

DIPLOMA IN MANAGEMENT

(DIM)

Course 04: Marketing and Retail Management

ASSIGNMENT QUESTIONS

[Full Marks: 100]

1. GROUP-A **(2 X 20 Marks Each)**

- a) Explain the different stages of product life cycle using a diagram. Discuss how marketing strategies change during the different stages of product's life cycle.
- b) What is physical distribution? Discuss the different functions of distribution channel.

2. GROUP-B **(3 X 10 Marks Each)**

- a) Briefly discuss the different stages of new product development.
- b) What is segmentation? Write a short note on different components of demographic segmentation.
- c) What are the factors affecting price determination?

3. GROUP-C **(6 X 5 Marks Each)**

- a) What are the elements of promotion mix?
- b) Differentiate between advertising and personal selling.
- c) "Package is a silent salesman". Do you agree? Why?
- d) Discuss the advantages of branding.
- e) What is trade promotion? Give two examples.
- f) Differentiate between goods and service.