

# Vardhaman Mahaveer Open University, Kota



## Management Programme

### Home Assignments

#### DIM

MP-101, 102, 103, 104, 105

#### PGDIM / MBA-I Year

MP-101, 102, 103, 104, 105

MP-106,107,108,109,110,111

Session : 2013-14

Department of Management

Vardhaman Mahaveer Open University, Kota

Rawatbhata Road,

Kota – 324021

# MANAGEMENT PROGRAMME

## HOME ASSIGNMENTS FOR 2013-14 SESSION INSTRUCTIONS FOR STUDENTS

Dear Student,

As you are aware that in the Open University system the evaluation is made at two levels: Internal Evaluation and Term End Examination. For internal evaluation 20 percent marks have been assigned. The University gives two assignments for each course which will be Tutor Marked Assignments (T.M.A.). These assignments are based on course books supplied to you. Each assignment carries maximum of 20 marks. Following rules may please be followed for Internal Assignments:

1. The assignments will not be re-validated at any stage except for the factual errors, if any.
2. The assignments can not be re-submitted for improvement for a grade.
3. In case a student is unable to submit the assignments within the stipulated time or unable to score minimum qualifying MARKS he/she will have to wait for the assignment for the next batch of students and submit the same with the next batch. The candidate will have to request to Director (M.P.D.), V.M. Open University, Kota for new set of Home Assignments.
4. If it is found that assignments are prepared by copying from assignments of other students or the study material of the University as it is, the assignments will not be evaluated and zero marks will be awarded.
5. The Marks of the best assignment will be considered for final results.

**Please read all the instructions carefully before attempting the assignments.**

1. Write your Scholar Number, Name, Full address, Name of the Course, Name of the Study Centre, Assignment Number, Date and Academic Session on the first page of your response sheet. Write the above information on each assignment as per the pattern given hereunder:

### Management Programme (MP)

Last Date of Submission .....

Course Code .....

Academic Session .....

Study Centre .....

Regional Centre .....

Assignment Code .....

Scholar No. ....

Name .....

Complete Home Address .....

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2. Use only full – scape paper for your response sheets.
3. Tie all the papers carefully. Different assignments should be tied separately.
4. Write the question number with each answer.
5. Write in brief and precise.
6. Write answer in your own handwriting.
7. Conceptual clarity and analytical ability will be awarded suitably.
8. The completed assignments should be sent the Director (Regional Centre) allotted to you within the stipulated time.
9. Last Date of submission: Before one month from the date of commencement of Term-end Examination.

## **Assignments for DIM / PGDIM / MBA- I Year**

**Course Title – Management & Organisational Behaviour**

**Course Code : MP-101**

Maximum Marks : 20

First Assignment Code – MP-101/2013/I

Coverage : Units 1 to 10

**Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.**

Q.1 Examine the meaning, nature and scope of Management.

**OR**

Discuss the Managerial Functions at different Organisational levels.

Q.2 Discuss the Scientific Management Theory and Classical Theory of Management.

**OR**

Discuss the process of Strategic Planning

Q.3 Examine the process and different methods of Control.

**OR**

Discuss the techniques of Decision Making and factors affecting effective decision Making.

Q.4 Write Short notes on: (Any two)

(i) M.B.O.

(ii) Matrix Organisation

(iii) Personality Dimensions

(iv) Mintzberg's Managerial Role Model

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Maximum Marks : 20

Second Assignment Code – MP-101/2013/II

Coverage : Units 11 to 19

**Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.**

Q.1 Discuss various types of O.D. Interventions.

**OR**

Discuss the meaning of Perception. Explain the errors and biases in Attributions.

Q.2 Discuss the causes of conflict and suggest how to resolve the conflict.

**OR**

Discuss the Classical Conditioning and Operant Conditioning theories of Learning.

Q.3 Discuss the different theories of Motivation in short.

**OR**

Explain the process of group formation and importance of informal organization.

Q.4 Write Short notes on: (Any two)

(i) Bureaucratic and Democratic Leadership Styles.

(ii) Sources of stress

(iii) Creating and sustaining culture

(iv) Managerial Grid

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Maximum Marks : 20

First Assignment Code – MP-102/2013/I

Coverage : Units 1 to 10

**Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.**

Q.1 Discuss meaning and applications of Managerial Economics.

**OR**

Discuss the Types of Demand.

Q.2 Examine the significance and methods of Demand Forecasting.

**OR**

Discuss the concept and types of Elasticity of Demand. Explain the degree of Elasticity of Demand.

Q.3 Explain price-output determination under monopolistic market conditions.

**OR**

Discuss the concept of Production Function as a Graph.

Q.4 Discuss in short(Any Two)

(i) Ramsey Pricing

(ii) Peak-load Pricing

(iii) Economies of scale

(iv) Oligopoly

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Maximum Marks : 20

Second Assignment Code – MP-102/2013/II

Coverage : Units 11 to 19

**Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.**

Q.1 Examine the economic theory of a firm.

**OR**

Discuss the Behavioural Theory of Firm

Q.2 Discuss important theories of Profit.

**OR**

Discuss the Marris's Theory of Managerial Enterprise

Q.3 Examine the National Income Aggregates

**OR**

Baumols' Model of Sales Revenue Maximisation.

Q.4 Describe the obstacles for economic growth of a country.

**OR**

Discuss the causes and effects of inflation

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Maximum Marks : 20

First Assignment Code – MP-103/2013/I

Coverage : Units 1 to 8

**Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.**

Q.1 Discuss the basic Accounting Concepts and Accounting Conventions.

**OR**

Discuss the meaning, functions, objectives, branches and limitations of Accounting.

Q.2 Discuss different types of Accounts and Rules for their Journal entries with the help of suitable examples.

**OR**

Discuss the Methods of Costing, Classification of Costing and Codification of Costing

Q.3 Write a note on Break Even Analysis.

**OR**

Discuss the techniques of Decision Making for costing of a firm.

Q4. Write short notes on(Any Two)

(i) Double entry System

(ii) Marginal Cost

(iii) Capital Vs. Revenue Items

(iv) Purchase Day Book

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Maximum Marks : 20

Second Assignment Code – MP-103/2013/II

Coverage : Units 9 to 15

**Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.**

Q.1 Discuss the concept of process costing and elaborate the process of preparation of Process Accounts.

**OR**

Discuss the techniques of Decision making.

Q.2 Discuss various types of variances with the help of suitable illustrations.

**OR**

Explain the concept, nature, scope and functions of management Accounting.

Q.3 Describe important ratios for financial Analysis.

**OR**

Discuss the meaning and objectives of Funds Flow Statement. Enumerate different sources and use of funds.

O4. Write short notes on: (Any Two)

(i) Variance Analysis Cycle

(ii) Budget Control Process

(iii) Profitability ratios

(iv) Preparation of Cash Flow statement

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Maximum Marks : 20

First Assignment Code – MP-104/2013/I

Coverage : Units 1 to 10

**Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.**

Q.1 Discuss various types of software.

**OR**

Discuss the advantages and components of Windows

Q.2 Examine the evolution of Computers.

**OR**

Discuss different formatting tools Windows.

Q.3 What is an electronic spreadsheet? Discuss its usefulness.

**OR**

Describe the process of creating database.

Q4 Write short notes on: (Any Two)

(i) Elements of MS-Word Windows

(ii) UNIX Operating System

(iii) Advantages of Windows

(iv) FORMAT and LEVEL Model

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Maximum Marks : 20

Second Assignment Code – MP-104/2013/II

Coverage : Units 10 to 20

**Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.**

Q.1 Examine different types of Internet connections.

**OR**

Explain different steps to insert clip Art and other working with Graphics in MS- Powerpoint

Q.2 Examine the role of Information Technology in the modern world.

**OR**

Discuss in detail the steps related to different aspects of Form Designing .

Q.3 What is artificial Intelligence? Examine applications of Artificial Intelligence.

**OR**

Discuss the different Video conferencing Software. Elucidate the impact of Video Conferencing.

Q4. Write Short Notes on : (Any Two)

(i) Features and Forms of e-commerce.

(ii) Fourth Generation Language and Virtual Reality

(iii) Search Engines

(iv) Protocols and Wireless Internet Connections

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Maximum Marks : 20

First Assignment Code – MP-105/2013/I

Coverage : Units 1 to 9

**Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.**

Q.1 Discuss the meaning objectives, characteristics and importance of Ethics.

**OR**

Discuss the concept, significance, participants of Corporate Governance  
Discuss the different Committees on Corporate Governance in India.

Q.2 Examine the concept, importance and models of Corporate Social Responsibility. Discuss the criticism and concerns of Corporate Social Responsibility.

**OR**

Discuss the Managerial Wisdom of Lord Krishna. Elucidate the Managerial Insights from the Bhagwat Gita and Arthashastra.

Q.3 Explain the concept of Toward s an Indian Model of Corporate Development. Discuss the Foundations of Indian Management.

**OR**

Describe the ethics in Finance..

Q4 Write short notes on: (Any Two)

- (i) Ethical Issues in Business World
  - (ii) Indian Ethos and Indianity
  - (iii) Lessons from Bhagvad Gita
  - (iv) Framework of Leadership
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Maximum Marks : 20

Second Assignment Code – MP-105/2013/II

Coverage : Units 9 to 14

**Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.**

Q.1 Examine the Ethical Issues in HRM. Discuss the difficulties in Ethical Decision Making.

**OR**

Discuss the Code for Advertisers suggested by ASCI

Q.2 Examine the Essentials of Gandhi's leadership Style.

**OR**

Discuss the Triguna and Panchkoshas Models for Self Management. .

Q.3 Discuss the concept of Management of organisation

**OR**

Discuss the Organisational Character and Competence Matrix.

Q4. Write Short Notes on : (Any Two)

(i) Gandhi and Societal Management.

(ii) Theory K of Management Leadership

(iii) Indian Scriptures and ethical Organisations

(iv) Competencies of Competent Organizations..

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## Assignments for PGDIM/MBA-I Year

**Course Title – Marketing Management**

**Course Code : MP-106**

Maximum Marks : 20

First Assignment Code – MP-106/2013/I

Coverage : Units 1 to 10

**Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.**

Q.1 Examine the concept, scope and significance of Marketing.

**OR**

Discuss the different types of Marketing philosophies in detail.

Q.2 Discuss the EKB Model of Consumer Behaviour for formulating marketing strategies.

**OR**

Discuss the elements of internal and external Marketing Environment.

Q.3 Discuss PLC with special reference to Marketing Strategies.

**OR**

Discuss segmentation, targeting and positioning strategies.

Q.4 Develop appropriate Branding strategies for :

(i) Mobile phones                      (ii) Toilet Soaps

**OR**

Discuss the Marketing Research Process.

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Maximum Marks : 20

Second Assignment Code – MP-106/2013/II

Coverage : Units 11 to 19

**Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.**

Q.1 Discuss the objectives and different types of Advertising.

**OR**

Examine the process of setting the price. Discuss the different pricing strategies.

Q.2 Examine the elements of marketing communication.

**OR**

Discuss the classification of Intermediaries. Discuss the factors considered in evaluation of Channel Intermediaries.

Q.3 Discuss the emerging trends in Marketing.

**OR**

Discuss the marketing strategies for a toothpaste brand.

Q.4 Write a note on evaluation of event marketing strategy.

**OR**

Discuss the term consumerism and the agencies for Consumer Protection.

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Maximum Marks : 20

First Assignment Code – MP-107/2013/I

Coverage : Units 1 to 9

**Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.**

Q.1 Discuss the functions of a Finance Manager.

**OR**

Discuss the Profit and Wealth Maximization Decision Criterion.

Q.2 Examine the motives and importance of holding cash.

**OR**

Examine the financing and control of Working capital.

Q.3 Examine principal propositions and mechanism of Modigliani and Miller (MM) Model.

**OR**

Discuss the methods of computation of Cost of Capital

Q.4 Discuss the meaning, importance and limitations of Cost Volume Profit Analysis.

**OR**

Discuss the calculation of EPS. Discuss EBIT-EPS chart and limitations of EBIT and EPS analysis.

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Maximum Marks : 20

Second Assignment Code – MP-107/2013/II

Coverage : Units 10 to 16

**Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.**

Q.1 Distinguish between operating leverage and financial leverage. Describe their respective usefulness.

**OR**

Describe Equity shares. Explain Right issue of Equity Shares.

Q.2 Discuss the sources of long range finance of a Firm.

**OR**

Discuss the concept of Present Value.

Q.3 Critically examine the various methods of evaluation of Capital Budgeting Proposals.

**OR**

Discuss Probability Approach of Risk evaluation.

Q.4 Discuss the Models of dividend in practice.

**OR**

Discuss Gordon's Dividend Capitalization Model with the help of an example.

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Maximum Marks : 20

First Assignment Code – MP-108/2013/I

Coverage : Units 1 to 8

**Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.**

Q.1 Examine activities in the domain of Human Resource Management.

**OR**

Discuss the classification of HRM functions and describe them in detail.

Q.2 Discuss the process and methods of Job Analysis.

**OR**

Discuss the process of HRP and the problems in implementing HRP.

Q.3 Examine the wage policy and practices in Indian context.

**OR**

Discuss the recruitment and selection process of a sales executive in an automobile

Company.

Q.4 Discuss the Career Planning Process. What are the requisites of effective Career Planning.

**OR**

Discuss the different methods of Training and Development. Identify the methods which are relevant a Middle level Manager of Production Department of an electronic goods company.

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Maximum Marks : 20

Second Assignment Code – MP-108/2013/II

Coverage : Units 9 to 17

**Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.**

Q.1 Discuss the problems of Trade Unions with reference to India.

**OR**

Describe the meaning and methods of Job Evaluation

Q.2 Describe Grievance Handling Procedure in different organizations.

**OR**

Discuss the meaning principles and essentials of Industrial Discipline. Elucidate the strategies for a good disciplinary system.

Q.3 Discuss major provisions of Social Security in India.

**OR**

Explain term Collective Bargaining. Discuss different forms and levels of Collective Bargaining.

Q.4 Examine the scope of Human Resource Research.

**OR**

Describe Corporate Social responsibility. Discuss different CSR activities undertaken by MNC's in India

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**Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.**

Q.1 Examine the factors to be considered for selection of a location facility.

**OR**

Discuss the concept of Work Study in detail.

Q.2 Discuss important types of processes and factors of consideration for choosing a particular type of process.

**OR**

Examine the concept of Economic Order Quantity.

Q.3 Discuss the Procedure and Techniques of Work Management.

**OR**

Explain the meaning of Material Requirement Planning. Discuss steps, utility and inputs and outputs of MRP Systems

Q.4 Describe the concept, importance and evolution of Supply Chain Management.

**OR**

Discuss different Inventory Control Systems.

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Maximum Marks : 20

Second Assignment Code – MP-109/2013/II

Coverage : Units 10 to 18

**Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.**

Q.1 Explain the concept and significance of scheduling activities.

**OR**

Discuss the concept of demand. Elucidate the principles of forecasting and different forecasting methods.

Q.2 Explain the concept of Customer Relationship Management and discuss customer retention strategies.

**OR**

Explain the meaning of Total Quality Management. Discuss the key concept and planning and implementation of TQM.

Q.3 Give an overview of Six Sigma.

**OR**

Discuss different elements applicable to ISO: 9001, 9002 and 9003.

Q.4 Write a note on Total Productive Management.

**OR**

Discuss the meaning importance and types of Maintenance Management. Explain methods of failure analysis of Equipments.

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Maximum Marks : 20

First Assignment Code – MP-110/2013/I

Coverage : Units 1 to 8

**Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.**

Q.1 Discuss the concept of Entrepreneur and Entrepreneurship. Discuss the role of an Entrepreneur.

**OR**

Discuss the internal and external environment of Entrepreneurship.

Q.2 Describe the different characteristics of an Entrepreneur.

**OR**

Discuss the meaning of EDP. Discuss different phases and evaluation of EDP.

Q.3 Describe the meaning and objectives and characteristics of Small Scale Business. Elucidate the contribution of SSB's to Indian Economy based on recent data.

**OR**

Discuss the steps involved in Establishing a Small Business.

Q.4 Explain the Porter's Five Forces Model. Discuss process of feasibility and environmental Analysis.

**OR**

Discuss the case study of any two successful entrepreneurs of Rajasthan.

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Maximum Marks : 20

Second Assignment Code – MP-110/2013/II

Coverage : Units 9 to 16

**Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.**

Q.1 Explain the concept of Working Capital Management for a Small Scale Enterprise..

**OR**

Discuss the meaning and functions of Operations Management. Discuss the key decisions taken in Operations Management of a Bakery.

Q.2 Explain the marketing strategies of a MSME. Discuss the development and problems of Marketing Mix of a Small Scale Unit

**OR**

Discuss training, leading and motivating employees in a MSME.

Q.3 Give an overview of The Micro & Medium Enterprise Development Act, 2006.

**OR**

Discuss meaning of a Family Business and explain the “3-Circle” Model of Family Business.

Q.4 Write a note on the strategic orientation to build the efficient Operation System for the MSME.

**OR**

Discuss the measures and fiscal incentives for Promotion and Development of SSI's

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Maximum Marks : 20

First Assignment Code – MP-111/2013/I

Coverage : Units 1 to 6

**Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.**

Q.1 Discuss the characteristics of International Companies. Discuss the decisions in International business and identify reasons for growth of international Business.

**OR**

Discuss the different elements of International Business Environment.

Q.2 Identify the different modes of entering International markets..

**OR**

Examine the different structures of Multinational corporations in India with examples.

Q.3 Discuss the role of Government and Companies in Negotiations..

**OR**

Explain the process of managing negotiations in International Business.

Q.4 Explain the International laws and their impact on Business firms.

**OR**

Discuss the different International Trade Policies.

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Maximum Marks : 20

Second Assignment Code – MP-111/2013/II

Coverage : Units 6 to 12

**Note : Attempt all the Questions within limits of 500 words each. Each question carries equal marks.**

Q.1 Explain the important Regional Trading Groups in the world.

**OR**

Discuss the Trade Relations among SAARC countries.

Q.2 Explain the Process of Global strategic Management.

**OR**

Discuss in detail the different entities of International Finance.

Q.3 Give an overview of role of World Bank in International Business.

**OR**

Write a detailed note on UNCTAD.

Q.4 Write a note on Export Promotion Institutions in India..

**OR**

Discuss the International Marketing Strategies related to 4P's.

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