



DR. B. R. AMBEDKAR OPEN UNIVERSITY

ROAD NO. 46, JUBILEE HILLS, HYDERABAD – 500 033. T.S.

Dear Student,

We are enclosing *TWO* assignments in each course, for *ALL* the *FIVE* courses of **First Semester**, of **First Year, P. G. Diploma in Marketing Management Programme (2022-23 Batch)**. Please note the following points, while answering these assignments:

1. Writing and submitting the 'Assignments' are *compulsory* for the students of PGDMM Programme. They have a weightage of 30% in each course.
2. You have to submit *BOTH* the assignments together *compulsorily*. You will not be allowed to appear for the year-end examinations of any course, unless you submit both the assignments in time, pertaining to that course.
3. Each assignment carries a *maximum of 15 marks* and you have to score a minimum of 40% marks, i.e., 6 out of 15, to qualify in that assignment. If you fail to score the minimum marks in any assignment, you have to necessarily resubmit that particular uncleared assignment along with the Next Batch. Repetition of the same assignment Question Paper will not be allowed.
4. The maximum marks for each course at the semester-end examination are 70 and you have to score a minimum of 40% marks, i.e., 28 out of 70 marks.
5. Division will be awarded on the basis of the aggregate marks obtained in assignments as well as in the semester-end examinations.
6. Last date of submission for the assignments is:

BOTH (FIRST AND SECOND) ASSIGNMENTS: *All the Five Courses*
31-08-2023

****ASSIGNMENTS SUBMITTED AFTER THE DUE DATE WILL NOT BE ACCEPTED****

7. If, under unavoidable circumstances, you fail to submit the assignments within the stipulated time, your results will be declared only after the submission and evaluation of all the assignments.
8. If any student fails to submit all the assignments within the stipulated time, he/she has to answer the set of assignments that are sent to the Batch in currency/progress at that time.

9. You have to submit your assignments in the Department of Business Management either by Register Post / Courier / in person, to the following address:

TO
THE HEAD, DEPARTMENT OF BUSINESS MANAGEMENT
DR. B. R. AMBEDKAR OPEN UNIVERSITY
PROF. G. RAM REDDY MARG, ROAD NO.46, JUBILEE HILLS
HYDERABAD – 500 033 (T.S.)
PHONE NO.: 040-23680441

10. The *first and front page* of your *Assignment response sheet* should be in the following format.

ASSIGNMENT RESPONSE SHEET

Student's Admission No. :
Name of the Student :
Address :
Mobile No. :
E-mail Id. :
Name of the Programme (Tick) : PGDFM / PGDMM / PGDHRM / PGDOM
Year and Semester :
Course Code and Title :
Assignment No. : I & II
Study Centre (Name & Code) :

Signature of the Student :
(with Date)

11. Please go through the relevant course units thoroughly, before answering your assignments.
12. In case the assignment is in figurative/problem-solution model, you have to answer it in the required/pertinent format. You should give *working notes* also, wherever necessary.
13. Before submitting the assignments, check them carefully to make sure that you have attempted all the main points of all the questions asked to answer.
14. You are required to use only *foolscap/A4-size paper* for your responses. Allow '*an inch*' margin on the left, in order to facilitate the evaluator to record his comments.
15. You have to answer the assignments in your own words.

16. Do not copy from the response sheets of other students. If copying is noticed, the assignments of all such students will be rejected.
17. Write each assignment in a separate set of papers/sheets.
18. The assignment response sheets should be neatly presented with your own hand writing one side of the sheet. **Typed or Computerized assignments will not be accepted.**
19. You have to prepare your responses in duplicate (one - *original* and another - *a photocopy*), submit the original hand written one at the Department of Business Management and retain the second photocopy one with yourself as a record, for your future reference.
20. Further correspondence, if any should be made only to the below addressee:

THE DIRECTOR
Learner Support Service Division
Dr. B.R. Ambedkar Open University
Prof. G. Ram Reddy Marg,
Road No. 46, Jubilee Hills,
HYDERABAD – 500 033. (T.S.)

Sd/-
HEAD
DEPT OF BUSINESS MANAGEMENT

**DR. B.R. AMBEDKAR OPEN UNIVERSITY
DEPARTMENT OF BUSINESS MANAGEMENT**

P.G.DIPLOMA IN MARKETING MANAGEMENT (PGDMM) PROGRAMME

(BATCH: 2022-23)

FIRST YEAR :: FIRST SEMESTER

COURSE – 101: MANAGEMENT PROCESS AND BEHAVIOUR

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) Define the term 'Management'. Explain the Nature and Scope of Management.
b) Discuss the importance of Management and the practices followed in USA and JAPAN.
2. a) What is span of control? Explain essentials of delegations of authority.
b) Describe the Process and Techniques of decision making.
3. a) Describe different channels of communication with suitable examples.
b) Explain the theories of Leadership with their animations.

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) "Conflict is a normal process" – Discuss
b) What are the Key foundations of Organizational Behavior?
2. a) Explain the causes and consequences of Stress.
b) Define organizational culture and discuss the various dimensions of organizational culture.
3. Analyze the case given below and answer the questions following it:

Mr. Ravi had recently joined as the Managing Director of a car manufacturing company which at present is incurring heavy losses. Mr. Ravi has been entrusted with the formidable task of rejuvenating the company. He faces many challenges to achieve this task, such as controlling costs and expenses, increasing the productivity and boosting the morale of the employees so that they unhesitatingly cooperate to achieve the set standards of output.

Mr. Ravi, in his previous company, also a car manufacturing company, as the Deputy Managing Director, have proved to be a proficient manager and a talented leader who had successfully inspired his employees to increase productivity. He was commended for this maximum concern for both the workers and production and also for bringing an integration and harmony between the needs of employees and of their production.

In the new company also, Mr. Ravi continued his policies of participative management and his high concern for production and people. To revive the company back to health, he effected some major changes. First of all, he decentralized the organization so that subordinates could exercise their discretion and initiate in decision-making and their imagination and creativity in performing other managerial functions. Furthermore, he empowered junior managers to sanction expenditure up to an approved limit without seeking prior approval of higher management. The communication system was also improved to facilitate free flow of upward and downward communication.

Mr. Ravi also adopted several measures to cut costs and wasteful expenditure. He banned donations to charitable institutions but increased the amount being spent on the welfare activities of employees. Will Mr. Ravi's leadership style prove effective in ensuring a bright future of the company? Some employees are of the view that things are being done but they might not be effective in the long run. Others disagreed with them and said: "O.K..we'll give it a try".

Questions:

- a) Is Mr. Ravi a Theory X or a Theory Y Manager? Give reasons for your answer.
- b) Will you advise Mr. Ravi to change his presumptions about the nature of the people at work? Give reasons.
- c) In terms of the 'Management Grid' developed by Blake and Mouton, how would you describe Mr. Ravi's leadership style? Is it the best style in the managerial grid? Give reasons.

**P.G.DIPLOMA IN MARKETING MANAGEMENT (PGDMM) PROGRAMME
(BATCH: 2022-23)**

**FIRST YEAR :: FIRST SEMESTER
COURSE – 102: MANAGERIAL ECONOMICS**

**ASSIGNMENT – I (MARKS: 15)
ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS**

1. a) Explain the nature and scope of Managerial Economics.
b) What are the objectives of firm? Discuss the theories of firm.
2. a) How do you clarify different types of demand elasticity?
How do you measure the price elasticity of demand?
b) Explain the purposes and types of old forecasting.
3. What are the optimizations of employment of input factors in the long-run? Specify the reasons for economics and Diseconomies of scale.

**ASSIGNMENT – II (MARKS: 15)
ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS**

1. a) Identify different types cost concepts used in the process of cost analysis.
b) Define the term 'profit' and describe the theories of profit (including CVP).
2. a) What are the different types of market structures?
Explain the pricing decisions under different market conditions.
b) Describe the pricing methods and strategies.
3. a) M/s. Mahindra Techno (I) Pvt. Ltd. Develops customized software and general utility software viz., 'MTL'. The company normally generates 3,000 units of 'MTL' per month at a total cost of Rs. 27,50,000. However, it can support at full capacity the clientele of 3,500 units per month at a total cost of Rs. 30,00,000.

Calculate:

- i. Average cost per unit of 'MTL' under normal working conditions;
 - ii. Average variable cost per unit;
 - iii. Total fixed cost; and
 - iv. Average fixed cost per unit under normal working conditions.
- b) A small company from Andaman and Nicobar Islands offers to purchase 500 units per month at a price of Rs.750 per unit of 'MTL' under a brand name of 'ANTIL'.
- i. Would you advice that the offer be accepted?
 - ii. What minimum price should M/s. Mahindra Techno (I) Pvt. Ltd. quote under this situation?

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**DR. B.R. AMBEDKAR OPEN UNIVERSITY
DEPARTMENT OF BUSINESS MANAGEMENT**

**P.G.DIPLOMA IN MARKETING MANAGEMENT (PGDMM) PROGRAMME
(BATCH: 2022-23)**

**FIRST YEAR :: FIRST SEMESTER
COURSE – 103: QUANTITATIVE ANALYSIS FOR RESEARCH**

ASSIGNMENT – I (MARKS: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

- a) Define the term ‘Statistics’. Explain the functions of statistics in brief.
b) If the demand and supply curve for smart-televisions are: $D = 10000 - 600P$, $S = 56 + 6P$. Where, P is the price of smart-televisions, what is the quantity of smart-televisions that would be bought and sold at equilibrium?
2. Calculate: i) Mean, ii) Median, and iii) Mode, from the below given data:

Marks	0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-80	80-90	90-100
Frequency	4	16	30	56	66	52	44	18	9	5

3. You are required to calculate Bowley’s Coefficient of Skewness from the below given data:

Class	0-10	10-20	20-30	30-40	40-50	50-60	60-70
frequency	30	36	54	72	22	39	27

ASSIGNMENT – II (MARKS: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. Fit a straight line trend for the given series. Also estimate: (i) the value of production in the year 2024, and (ii) the year in which production would be 122 tons (Approx).

Year	: 2014	2015	2016	2017	2018	2019	2020
Production (in tons)	: 90	108	115	125	120	135	165

2. The number of monthly breakdowns of a machine is a random variable having a Poisson distribution with mean equal to 3.6. Find the probability that this machine will function for a month: (i) without a breakdown, and (ii) with at least one breakdown.
3. a) Write a note on ‘Statistical Fallacies’.
b) Among 252 off-springs for a certain cross breed puppies as red, black and white with puppies of 138, 36 and 78 respectively. Accordingly to the genetic model, these numbers should be in the ratio of 5:2:3. Is this data consistent with the model at precision of 0.05? Substantiate your answer with required workings.

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**P.G.DIPLOMA IN MARKETING MANAGAMENT (PGDMM) PROGRAMME
(BATCH: 2022-23)**

**FIRST YEAR :: FIRST SEMESTER
COURSE – 104: BUSINESS ENVIRONMENT**

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) Explain various external and internal factors that influence the business policies.
b) What is SWOT analysis? Explain its advantages and limitations.
2. a) Explain the structure and pattern of Indian Industrial development.
b) Discuss the measures initiated by Govt. towards LPG.
3. a) Analyse the impact of political environment on business decision making.
b) Analyse the important provisions of FEMA and the role played by RBI in managing Foreign exchange reserves in India.

ASSIGNMENT –II

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. a) Explain the factors influencing demographic trend.
b) Analyse the impact of technology and social factors on business.
2. a) Evaluate different industrial policies and their impact on Indian Economy.
b) Explain the objectives and Instruments of Monetary policy in India.
3. Critically examine India's foreign trade position before and after covid-19.

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**P.G.DIPLOMA IN MARKETING MANAGEMENT (PGDMM) PROGRAMME
(BATCH: 2022-23)**

**FIRST YEAR :: FIRST SEMESTER
COURSE – 105: MARKETING MANAGEMENT**

**ASSIGNMENT – I (MARKS: 15)
ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS**

1. Explain briefly the concept of 'Marketing' with some indigenous examples. Also explain the goals of marketing.
2. a) Describe any one 'Marketing Organization' of your choice.
b) Explain briefly about 'Marketing Research' and 'Marketing Information System'.
3. a) Write a brief note on 'classification of consumers'.
b) What is meant by 'Cognitive Dissonance'?

**ASSIGNMENT – II (MARKS: 15)
ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS**

1. a) Explain the Concept of 'Product Life Cycle' with a pertinent example.
b) What is meant by 'Packaging'? What are the various types of packaging?
2. a) Write a brief note on 'Internet Advertising'.
b) Explain the procedure for recruiting and selecting sales force.
3. Analyze the following case and answer the questions asked at the end:

M/s. Raj Fort Biscuits, Hyderabad, are in the field for little over seven years. During this time, they have consistently increased their sales. This was possible mainly due to good quality of biscuits, a good distribution network and promotion policy. The company has shown innovative ability by bringing out variety of biscuits to cater to various tastes in the consumer market.

A study made on the biscuit industry by the Indian Biscuit Manufacturers' Association highlighted that out of the total consumption of biscuits; almost 22% are consumed by children below the age of 11. The management of Raj Fort Biscuits decided to develop special biscuits to cater to this market segment. After working out different possibilities, it was finally decided that biscuits made in different bird shapes would be introduced which would certainly appeal to the younger generation. As such, samples were prepared. The company carried out a small exercise in test marketing the biscuits in their home town. A sample size of 200 was selected for this purpose. Majority of the sample consumers showed their interest and informed that the children have liked the products.

With a lot of publicity, the company introduced this new range of biscuits in four metropolitan cities of Bombay, Madras, Calcutta and New Delhi besides Hyderabad. The results for first six months were encouraging. However, from the seventh month, the sales started declining. In the twelfth month, the total sales of this type of biscuits were reported only at 26% of the peak reached. The quality was maintained. The price right from the beginning was 10% higher than the other types for same weight.

Questions:

1. What caused the downward trend of sales for bird shaped biscuits?
2. What remedial actions would you suggest to maintain the sales at a particular level?
