

VARDHMAN MAHAVEER OPEN UNIVERSITY, KOTA  
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## **INTERNAL ASSIGNMENT**

# **Diploma in Tourism & Hotel Management Programme**

*Session : 2006 - 2007*



**VARDHMAN MAHAVEER OPEN UNIVERSITY**  
**Rawatbhata Road**  
**Kota - 324 010**

## **DIPLOMA IN TOURISM & HOTEL MANAGEMENT PROGRAMME (DTHM)**

Dear Student,

As a part of continuous evaluation, the home assignments are dispatched to you. Each course has three questions of 15 marks each. Out of them only three questions are to be attempted by you. The best two will be counted for final assessment of home assignments. Thus, the marks out of 30 will be calculated. Kindly observe the following instructions for home assignments :-

### ***Specific Instructions for Tutor Marked Assignments :***

1. Write your Scholar Number, Name, Full Address, Signature and Date on the top right hand corner of the first page of your response sheet.
2. Write the Programme Title, Course Code, Assignment Code and Name of your Study Centre on the left hand corner of the first page of your response sheet.
3. Read the assignment carefully and follow the specific instructions, if any, given on the assignments itself about the subject matter for its presentation.
4. Go through the units on which assignments are based. Make some points regarding the question and then rearrange those points in a logical order and draw up a rough outline of your answer. While answering an essay type question give adequate attention to introduction and conclusion. The introduction must offer brief interpretation of the question and the way how you propose to develop it. The conclusion must summarize your response to the question. Make sure that the answer is logical and coherent and has clear connection between sentences and paragraphs. The answer should be relevant to the question given in the assignment. Make sure that you have attempted all the main points of the question. Once you are satisfied with your answer, write down the final version neatly and underline the points you wish to emphasise. While solving numericals use proper format and give working notes wherever necessary.
5. Use only foolscap size paper for your response and tie all the pages carefully. Avoid using very thin paper. Allow a 4 cm. margin on the left and at least 4 lines in between each answer. This may facilitate the evaluator to write useful comments in the margins at appropriate places.
6. Write the response in your own handwriting. Do not print or type answer. Do not copy your answer from the units/blocks sent to you by the University. If you copy, you will get zero marks for the respective questions.
7. Do not copy from the response sheets of other students. If copying is noticed, the assignments of such students will be rejected.
8. Write each answer separately.
9. Write the question number with each answer.
10. The completed assignments should be sent to the Director, Regional Centre, allotted to you. Under any circumstances do not send the tutor marked response sheets to the headquarter for evaluation.
11. After submitting the assignment at the Regional Centre, get the receipt.
12. In case of change of Regional Centre, submit the assignments to the original centre, unless you get intimation for the changed centre.
13. Please submit the completed assignments within a month of receipt of assignments.

With good wishes,

**Convener**

# DIPLOMA IN TOURISM & HOTEL MANAGEMENT PROGRAMME

**Course Title : Hotel and General Management (THM - 01)**

**Assignment Code : THM - 01/2006**

Note : Answer all the three questions. Each question comes 15 marks. The marks of best two out of three will be counted.

THM - 01/1 Describe the importance of Management. (500 words)

OR

Describe the important theories of Leadership. (500 words)

THM - 01/2 Visit an approved hotel in your locality and comment on its planning aspects. (500 words)

OR

Write an essay on the Safety of a Hotel (500 words)

THM - 01/3 Write short notes on any three of the following (150 words each)

- (a) Hotel Interiors
- (b) Entrance Hall
- (c) Food Cost
- (d) Linen Room
- (e) Coordination
- (f) Decision Making

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**Course Title : Tourism Management (THM - 02)**

**Assignment Code : THM - 02/2006**

Note : Answer all the three questions. Each question comes 15 marks. The marks of best two out of three will be counted.

THM-02/1 Describe the socio-economic significance of tourism in Indian Economy. (500 words)

OR

What do you mean by Tourism. (500 words)

THM-02/2 Elaborate important Advertising Media. (500 words)

OR

Write a note on itinerary of a Package Tour. (500 words)

THM-02/3 Write short notes on any three (150 words each)

- (a) Travel Agency
- (b) Marketing Research for Tourism
- (c) Visa
- (d) RTDC
- (e) Limitations of Tourism

**Course Title : Tourism in India and Abroad (THM - 03)**  
**Assignment Code : THM - 03/2006**

Note : Answer all the three questions. Each question comes 15 marks. The marks of best two out of three will be counted.

THM - 03/1 Explain the Indian Forms of Dancing. (500 words)

OR

Write a detailed note on Indian Religions. (500 words)

THM-03/2 Write a note on the evolution and development of National Parks of India. (500 words)

OR

Describe the pattern of Tourism in Kashmir. (500 words)

THM-03/3 Describe any three of the following :- (150 words each)

- (a) German Spas
- (b) Culinary Art of Spain
- (c) Switzerland Tourist Point
- (d) Sweden Entertainment
- (e) Medical Tourism

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**Course Title : Marketing Management (THM - 04)**  
**Assignment Code : THM - 04/2006**

Note : Answer all the three questions. Each question comes 15 marks. The marks of best two out of three will be counted.

THM - 04/1 Describe the importance of Marketing. (500 words)

OR

Describe the requisite features of Business Environment. (500 words)

THM - 04/2 Describe the Marketing Research Process. (500 words)

OR

Write a detailed notes on Advertising. (500 words)

THM - 04/3 Write short notes on any three : (150 words each)

- (a) New Product Development
- (b) Market Testing
- (c) Sales Promotion
- (d) Distribution Logistics
- (e) Product Policy

**Course Title : Managing Men (THM - 05)**

**Assignment Code : THM - 05/2006**

Note : Answer all the three questions. Each question comes 15 marks. The marks of best two out of three will be counted.

THM - 05/1 Explain the meaning and importance of Human Resource Management. (500 words)

OR

Describe the meaning, objectives and techniques of Training. (500 words)

THM - 05/2 Explain briefly the problems related to workers participation in Management. (500 words)

OR

Briefly explain the main sub. Systems of HRD. (500 words)

THM - 05/3 Write short notes on any three : (150 words each)

- (a) Grievance Handling
- (b) Important Trade Unions of India
- (c) Labour Courts
- (d) References
- (e) Negotiation Skills
- (f) Wages

**Course Title : Project Report (THM - 06)**

**Assignment Code : THM - 06/2006**

**Guidelines for Project Report of Diploma in Tourism & Hotel Management Programme (DTHM) Course TH-06.**

The Project Report is aimed at evaluation of the practical knowledge of the student. It is to be submitted before commencement of Term End Examination.

The Project Report is to be prepared on any one of the topics suggested hereunder in consultation of the respective counsellors available at the concerned study centres.

Following important points should be considered while preparing the Project Report :-

1. The Project Report should be typed in about 20 pages in A4 Size (29X20 cm) in double space and is to be submitted in the bound form in single copy.
2. The external outlay should indicate title of the Project Report, student's name and scholar number, programme code, course code etc.
3. The student should submit a statement in the beginning certifying that the project work is an original and not copied from other sources including study material.
4. Kindly submit the Project Report latest by 31<sup>st</sup> May 2006 to Controller of Examinations, Vardhaman Mahaveer Open University, Rawatbhata Road, Kota-324010 by registered post or by hand.
5. Topics for Tourism and Hotel Management Project Report as follows:-
  1. National Parks of Rajasthan
  2. Star Hotels of Rajasthan
  3. Pushkar Festival
  4. Palace on Wheels
  5. Religions Tourism in Rajasthan
  6. Tourism Products of Hadauti Region
  7. Jaisalmer
  8. Birds of Rajasthan
  9. Rajasthani Paintings
  10. Jaipur Festival
  11. Folk Dances of Rajasthan
  12. Water Tourism in Rajasthan
  13. Costume Designs of Rajasthan
  14. Bikaner Tourist Destination
  15. Tourism Policy of Rajasthan

VARDHMAN MAHAVEER OPEN UNIVERSITY, KOTA  
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**M.B.A. - I Year**  
**Diploma in Management**

**Management Programme**  
**INTERNAL ASSIGNMENT**

*MS - 01 to MS - 07*

*Session : 2006 - 2007*



**VARDHMAN MAHAVEER OPEN UNIVERSITY**  
**Rawatbhata Road**  
**Kota - 324 010**

**VARDHMAN MAHAVEER OPEN UNIVERSITY, KOTA**  
**MANAGEMENT PROGRAMME**  
**HOME ASSIGNMENTS**  
**INSTRUCTIONS FOR STUDENTS**

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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 30 percent marks have been assigned. The University has decided to give three 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 15 marks. The best two assignments will be calculated for final allotment of marks for internal evaluation. Following rules may please be kept in mind for internal Assignments:

1. The assignments will not be re-evaluated at any stage except for the factual errors, of 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 grade 'D' he 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.

**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**

Academic Session \_\_\_\_\_ Last date Submission \_\_\_\_\_

Programme Code \_\_\_\_\_ Course Code & Time \_\_\_\_\_

Scholar No \_\_\_\_\_

Name \_\_\_\_\_

Complete Home Address \_\_\_\_\_

\_\_\_\_\_  
Name of the study Centre \_\_\_\_\_

Name of the Regional Centre \_\_\_\_\_

2. Use only full - scape paper for your responses.
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 date.
9. Last Date of submission: Before one month from the date of commencement of Term-end Examination.

**First Assignment Code - MS - 01/2006/I**

**Coverage : Blocks 1, 2 & 3**

**Note : Attempt all the Questions.**

- Q.1. Explain the responsibilities of a professional manager towards customers and Government.
  - Q.2. Discuss the decision making techniques and processes.
  - Q.3. What is difference between functional and dysfunctional conflicts.
- 

**Second Assignment Code - MS - 01/2006/II**

**Coverage : Blocks 4 & 5**

**Note : Attempt all the Questions.**

- Q.1. Explain the elements of the communication process.
  - Q.2. Discuss whether you need any central when everything is going as planned.
  - Q.3. What are the various ways in which you influence your colleagues and subordinates.
- 

**Third Assignment Code - MS - 01/2006/III**

**Coverage : All Blocks**

**Note : Attempt all the Questions.**

- Q.1. Distinguish between individual change and organisational change.
- Q.2. What are the merits and prerequisites of delegation.
- Q.3. Write short notes on :
  - (a) Decision making skills
  - (b) Benefits of Management by objectives.
  - (c) Group Leadership

**Course Title - Managing Men**

**Course Code : MS - 02**

**First Assignment Code - MS - 02/2006/I**

**Coverage : Blocks 1, 2 & 3**

**Note : Attempt all the Questions.**

- Q.1. What is Profession ? Is personnel a profession in India ? Discuss.
  - Q.2. Describe the major steps of Job Description.
  - Q.3. Distinguish between motivation and morale. What can motivate and demotivate workmen ?
- 

**Second Assignment Code - MS - 02/2006/II**

**Coverage : Blocks 4, 5 & 6**

**Note : Attempt all the Questions.**

- Q.1. Explain the various methods of Wage fixation.
  - Q.2. Discuss the causes and effects of grievances.
  - Q.3. Explain the functions of Works Committees.
- 

**Third Assignment Code - MS - 02/2006/III**

**Coverage : All Blocks**

**Note : Attempt all the Questions.**

- Q.1. Explain the objectives of Personnel Management.
- Q.2. Explain the limitations of Career Planning.
- Q.3. Write short notes on :
  - (a) Accuracy of Techniques
  - (b) Scope of Job Analysis
  - (c) Bonus

**First Assignment Code - MS - 03/2006/I**

**Coverage : Blocks 1, 2 & 3**

**Note : Attempt all the Questions.**

- Q.1. How are economic and non-economic environment interrelated ? Explain.
- Q.2. Discuss the functions of the Board for Industrial and Financial Reconstruction (BIFR).
- Q.3. What are the major factors in India's inflation problem ?
- 

**Second Assignment Code - MS - 03/2006/II**

**Coverage : Blocks 4 & 5**

**Note : Attempt all the Questions.**

- Q.1. Discuss the role and significance of foreign trade for a developing economy.
- Q.2. What are the four aspects of Globalisation ? Explain.
- Q.3. Critically examine the recommendations of the Tax Reference Committee.
- 

**Third Assignment Code - MS - 03/2006/III**

**Coverage : All Blocks**

**Note : Attempt all the Questions.**

- Q.1. Discuss the major causes for sickness in SSI Units.
- Q.2. Analyse the major trends in the growth of India's Foreign Trade.
- Q.3. Write short notes on :
- (a) Industrial Policy of 1977
  - (b) Sick Industrial Companies Act, 1985
  - (c) Foreign Investment Policy, 1991

**First Assignment Code - MS - 04/2006/I**

**Coverage : Blocks 1, 2 & 3**

**Note : Attempt all the Questions.**

- Q.1. Distinguish between Management Accounting and Financial Accounting.
  - Q.2. Fixed Assets are physical assets that provide operating capacity for a number of accounting periods. Explain.
  - Q.3. What benefits are gained from Marginal Costing ?
- 

**Second Assignment Code - MS - 04/2006/II**

**Coverage : Blocks 4 & 5**

**Note : Attempt all the Questions.**

- Q.1. What are stability Ratios ? Can they be classed as Fundamental Ratios ?
  - Q.2. How does the use of Financial Peverage affect the Break-even-point. Explain.
  - Q.3. How would you judge the efficiency of the Management of working capital in a business enterprise ? Explain.
- 

**Third Assignment Code - MS - 04/2006/III**

**Coverage : All Blocks**

**Note : Attempt all the Questions.**

- Q.1. Discuss the role of Accountants in modern business organisations.
- Q.2. How do you compute the Break-Even-Point ?
- Q.3. Write short notes on :
  - (a) Accounting Standards in India
  - (b) Operating Profit
  - (c) Dividend Policy

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| <b>Course Title - Management for Machines and Materials</b> <b>Course Code : MS - 05</b> |
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**First Assignment Code - MS - 05/2006/I**

**Coverage : Blocks 1, 2 & 3**

**Note : Attempt all the Questions.**

- Q.1. Describe four activities performed by the Operating Manager.
  - Q.2. Enumerate the basic types of plant layouts. How does a cellular layout differ from a process layout.
  - Q.3. Contrast job enlargement and job enrichment. Are then mutually exclusive ?
- 

**Second Assignment Code - MS - 05/2006/II**

**Coverage : Blocks 4, 5 & 6**

**Note : Attempt all the Questions.**

- Q.1. Distinguish between mass and batch production.
  - Q.2. Under what circumstances would you use PERT as opposed to CPM in Project Management ?
  - Q.3. Waste Management is complementary to Resource Management Comment.
- 

**Third Assignment Code - MS - 05/2006/III**

**Coverage : All Blocks**

**Note : Attempt all the Questions.**

- Q.1. List five symptoms of a poorly managed transport corporation.
- Q.2. Explain the techniques of work measurement.
- Q.3. Write short notes on :
  - (a) TERO Technology
  - (b) Functions of Inventory
  - (c) Stores Accounting Systems

**Course Title - Marketing for Managers**

**Course Code : MS - 06**

**First Assignment Code - MS - 06/2006/I**

**Coverage : Blocks 1, 2 & 3**

**Note : Attempt all the Questions.**

- Q.1. How marketing can in your opinion help in India's economic growth at the current juncture ?
  - Q.2. Why marketing mix is an important determinant of a firm's success ?
  - Q.3. Discuss the importance of sub-cultures in segmenting the Indian market for food products.
- 

**Second Assignment Code - MS - 06/2006/II**

**Coverage : Blocks 4, 5 & 6**

**Note : Attempt all the Questions.**

- Q.1. What is Product ? Explain the type of Products.
  - Q.2. Explain how the marketing mix has to be changed during the different stages of the product life cycle.
  - Q.3. What is a company sales forecast ? Why is it important ?
- 

**Third Assignment Code - MS - 06/2006/III**

**Coverage : All Blocks**

**Note : Attempt all the Questions.**

- Q.1. What is decision ? Explain the process of decision - making.
- Q.2. What are the brand strategy options open to a firm ? Discuss their relative strengths and weakness.
- Q.3. Write short notes on :
  - (a) Marketing Strategy
  - (b) Functional Organisation
  - (c) Indian Contract Act, 1972

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| <b>Course Title - Information Management and Computers Course Code : MS - 07</b> |
|--|

**First Assignment Code - MS - 07/2006/I**

**Coverage : Blocks 1, 2 & 3**

**Note : Attempt all the Questions.**

- Q.1. Employees in modern organisation are called "Knowledge Workers." Justify.
  - Q.2. Evaluate the role of computers in Management Decision-making.
  - Q.3. What is Graphical Method ? Explain its limitations.
- 

**Second Assignment Code - MS - 07/2006/II**

**Coverage : Blocks 4, 5 & 6**

**Note : Attempt all the Questions.**

- Q.1. How does the problem of degeneracy arise in a transportation Problem ?
  - Q.2. What do you understand by Programmed, Semi-programmed and Non-programmed Decisions.
  - Q.3. Write a simple programme in COBOL for preparing payroll of employees of your organisation.
- 

**Third Assignment Code - MS - 07/2006/III**

**Coverage : All Blocks**

**Note : Attempt all the Questions.**

- Q.1. Explain the difference between Random Access Memory and Serial Access Memory.
- Q.2. How does Network analysis help in large complex projects ?
- Q.3. Write short notes on :
  - (a) Data Base Management Systems
  - (b) Lead Time
  - (c) Least Cost Method

VARDHMAN MAHAVEER OPEN UNIVERSITY, KOTA  
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**M.B.A. - II Year**  
**Diploma in Management**

**Management Programme**  
**INTERNAL ASSIGNMENT**

*Compulsory MS - 08 to MS - 11, 91, 95*

*Session : 2006 - 2007*



DEPARTMENT OF MANAGEMENT  
**VARDHMAN MAHAVEER OPEN UNIVERSITY**  
Rawatbhata Road  
Kota - 324 010

**VARDHMAN MAHAVEER OPEN UNIVERSITY, KOTA**  
**MANAGEMENT PROGRAMME**  
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**Management Programme**

Academic Session \_\_\_\_\_ Last date Submission \_\_\_\_\_

Programme Code \_\_\_\_\_ Course Code & Time \_\_\_\_\_

Scholar No \_\_\_\_\_

Name \_\_\_\_\_

Complete Home Address \_\_\_\_\_

\_\_\_\_\_  
Name of the study Centre \_\_\_\_\_

Name of the Regional Centre \_\_\_\_\_

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6. Write answer in your own handwriting.
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**First Assignment Code - MS - 08/2006/I**

**Coverage : Blocks 1, 2 & 3**

**Note : Attempt all the Questions.**

- Q.1. Describe the main features of the Quantitative Approach to Management.
  - Q.2. Discuss the various sources of secondary data. Print out the precautions to be taken while using such data.
  - Q.3. What is Decision. Explain the certain Ken issues in Decision Theory.
- 

**Second Assignment Code - MS - 08/2006/II**

**Coverage : Blocks 4 & 5**

**Note : Attempt all the Questions.**

- Q.1. List the various reasons that make sampling so attractive in drawing conclusions about the populations.
  - Q.2. What is the practical utility of the control limit theorem in applied statistics.
  - Q.3. What do you understand by forecast control ? What could be the various methods to ensure that the forecasting system is appropriate ?
- 

**Third Assignment Code - MS - 08/2006/III**

**Coverage : All Blocks**

**Note : Attempt all the Questions.**

- Q.1. List at least two applications of statistics in each functional area of management.
- Q.2. What are the basic steps in establishing a relationship between variables from a given data ?
- Q.3. Write short notes on :
  - (a) Linear Functions
  - (b) Harmonic Mean
  - (c) Chi-square Statistic

**Course Title - Managerial Economics**

**Course Code : MS - 09**

**First Assignment Code - MS - 09/2006/I**

**Coverage : Blocks 1, 2 & 3**

**Note : Attempt all the Questions.**

- Q.1. What does Economic Theory contribute to Managerial Economics ?
  - Q.2. What is the role of time element in the context of demand forecasting ?
  - Q.3. Distinguish between Demand Analysis and Production Analysis ?
- 

**Second Assignment Code - MS - 09/2006/II**

**Coverage : Blocks 4, 5 & 6**

**Note : Attempt all the Questions.**

- Q.1. What do you mean by the "Barriers to Entry" ? Explain the factors that causes such Barriers.
  - Q.2. Prices tend to be rigid in an oligopoly market, despite fluctuations in demand and costs.
  - Q.3. How do Public Investment Decision differ from Private Investment Decisions ?
- 

**Third Assignment Code - MS - 09/2006/III**

**Coverage : All Blocks**

**Note : Attempt all the Questions.**

- Q.1. Explain the methodology of Managerial Economics.
- Q.2. Compare and contrast the Behavioural Theory with the Economic Theory of the Firm.
- Q.3. Write short notes on :
  - (a) Discounting
  - (b) Concept of Demand
  - (c) Capital Market in India

**First Assignment Code - MS - 10/2006/I**

**Coverage : Blocks 1, 2 & 3**

**Note : Attempt all the Questions.**

- Q.1. Discuss the major aspects of neoclassical viewpoint. Does it replace the classical theory ?
  - Q.2. Review the effects of environment and technology on organisation.
  - Q.3. What are the strengths and limitations of the traditional approaches to work organisation ?
- 

**Second Assignment Code - MS - 10/2006/II**

**Coverage : Blocks 4 & 5**

**Note : Attempt all the Questions.**

- Q.1. What are the dimensions which could be diagnosed through questionnaire ?
  - Q.2. Explain the method of observation and its limitations.
  - Q.3. Define Organisation Development and explain its objectives.
- 

**Third Assignment Code - MS - 10/2006/III**

**Coverage : All Blocks**

**Note : Attempt all the Questions.**

- Q.1. What is Matrix Organisation ? Explain about its Merits and Demerits.
- Q.2. What changes or modifications do you think can be brought about in your job to make it more interesting and to better your performance ?
- Q.3. Write short notes on :
  - (a) Taylor's Principles
  - (b) Scientific Management
  - (c) Role of Top Management in Organisation

**First Assignment Code - MS - 11/2006/I**

**Coverage : Blocks 1, 2 & 3**

**Note : Attempt all the Questions.**

- Q.1. Describe the Strategic Management Process. What Mechanisms you would like to suggest for ensuring that a right strategy is formulated ?
  - Q.2. What are the key provisions of the Indian Companies Act to regulate the functions of Board of Directors ?
  - Q.3. How can a business firm gain competitive advantage ? When is the concept of "Strategic Degree of Freedom" helpful in this context ?
- 

**Second Assignment Code - MS - 11/2006/II**

**Coverage : Blocks 4, 5 & 6**

**Note : Attempt all the Questions.**

- Q.1. Distinguish between Linear and Non-Linear Break - Even - Analysis.
  - Q.2. Growth is the most frequently used Corporate Strategy. Discuss.
  - Q.3. What is Strategy Implementation ? Why is the task of Implementation Complex and difficult ?
- 

**Third Assignment Code - MS - 11/2006/III**

**Coverage : All Blocks**

**Note : Attempt all the Questions.**

- Q.1. What functions the organisation structure performs ?
- Q.2. How would you determine whether a particular element is a strength or a weakness ?
- Q.3. Write short notes on :
  - (a) Benefits of Corporate Planning
  - (b) Concept of Synergy
  - (c) PIMS Model

**Course Title - Strategic Management**

**Course Code : MS - 91**

**First Assignment Code - MS - 91/2006/I**

**Coverage : Blocks 1 & 2**

**Note : Attempt all the Questions.**

- Q.1. What is Strategy and Strategic Management ? Explain how Strategic Management is essential for organisation ?
- Q.2. What factors affect the supply of good leaders ? Examine these factors in the Indian Context.
- Q.3. What are the components of universal inner structure of effective leaders ? Which ones you think are the most important and why ?
- 

**Second Assignment Code - MS - 91/2006/II**

**Coverage : Blocks 3 & 4**

**Note : Attempt all the Questions.**

- Q.1. What is meant by Technology ? What is its impact on Mankind ?
- Q.2. What essential element the R&D effort should have in order to make meaningful impact on the corporate strategy ?
- Q.3. What is social Audit ? Explain the futures of it.
- 

**Third Assignment Code - MS - 91/2006/III**

**Coverage : All Blocks**

**Note : Attempt all the Questions.**

- Q.1. Describe the benefits of Strategic Management.
- Q.2. Explain Mactro - Micro Social Indicator Audit and explain its limitations.
- Q.3. Write short notes on :
- (a) Holding Company
  - (b) Self - Development Diary
  - (c) Maximizing Technology Transfer Benefits

**First Assignment Code - MS - 95/2006/I**

**Coverage : Blocks 1 & 2**

**Note : Attempt all the Questions.**

- Q.1. Explain and distinguish with examples "Primary Data" and "Secondary Data."
  - Q.2. Define Secondary Data. Explain their Chief Sources.
  - Q.3. Discuss the advantages of sampling method over census method of data collections.
- 

**Second Assignment Code - MS - 95/2006/II**

**Coverage : Blocks 3 & 4**

**Note : Attempt all the Questions.**

- Q.1. Discuss the different aspects of classification of data.
  - Q.2. Distinguish between Parametric and Non-parametric tests.
  - Q.3. What are the purpose of Modelling ? Discuss.
- 

**Third Assignment Code - MS - 95/2006/III**

**Coverage : All Blocks**

**Note : Attempt all the Questions.**

- Q.1. Explain why the line manager must be conversant with research procedures.
- Q.2. Distinguish between Analysis of Variance and Analysis of Co-variance.
- Q.3. Write short notes on :
  - (a) Exploratory Research
  - (b) Techniques of Interview
  - (c) Q - Sort Techniques

VARDHMAN MAHAVEER OPEN UNIVERSITY, KOTA  
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**M.B.A. - III Year (HRM Area)**  
**P.G. Diploma in HRM**

**Management Programme**  
**INTERNAL ASSIGNMENT**

*MS - 21 to MS - 25*

*Session : 2006 - 2007*



DEPARTMENT OF MANAGEMENT  
**VARDHMAN MAHAVEER OPEN UNIVERSITY**  
Rawatbhata Road  
Kota - 324 010

**VARDHMAN MAHAVEER OPEN UNIVERSITY, KOTA**  
**MANAGEMENT PROGRAMME**  
**HOME ASSIGNMENTS**  
**INSTRUCTIONS FOR STUDENTS**

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|   |
|---|
| <b>Course Title - Social Processes and Behavioral Issues</b> <b>Course Code : MS - 21</b> |
|---|

**First Assignment Code - MS - 21/2006/I**

**Coverage : Blocks 1, 2 & 3**

**Note : Attempt all the Questions.**

- Q.1. What are the social effects of nation building and its processes after freedom was gained in 1947 ?
  - Q.2. Values have been described as the foundation of Individual Behaviour ? Discuss.
  - Q.3. Define Communication and explain its importance in an organisation.
- 

**Second Assignment Code - MS - 21/2006/II**

**Coverage : Blocks 4 & 5**

**Note : Attempt all the Questions.**

- Q.1. What are the characteristics of an effective work group. As a manager how would you attempt to develop effective group relationships and performance.
  - Q.2. Explain the characteristics which help in team effectiveness.
  - Q.3. Explain the dynamics of Power, Conflict and Inter-group Relations.
- 

**Third Assignment Code - MS - 21/2006/III**

**Coverage : All Blocks**

**Note : Attempt all the Questions.**

- Q.1. In what way do you see Indian history influencing your own organisation.
- Q.2. Explain how Integration was achieved between R&D and Marketing.
- Q.3. Write short notes on :
  - (a) Reinforcement
  - (b) Perception
  - (c) Styles of Conflict Management

**Course Title - Human Resource Development**

**Course Code : MS - 22**

**First Assignment Code - MS - 22/2006/I**

**Coverage : Blocks 1 & 2**

**Note : Attempt all the Questions.**

- Q.1. Discuss the HRD at C - Dot ?
  - Q.2. Explain the HRD Matrix ?
  - Q.3. Explain the process of Counselling.
- 

**Second Assignment Code - MS - 22/2006/II**

**Coverage : Blocks 3 & 4**

**Note : Attempt all the Questions.**

- Q.1. Explain the factors which considered as contributing to HRD Climate ?
  - Q.2. Discuss the importance of HRD in Defence and Police Administration ?
  - Q.3. Discuss the major areas of integration between HRD & IR Development ?
- 

**Third Assignment Code - MS - 22/2006/III**

**Coverage : All Blocks**

**Note : Attempt all the Questions.**

- Q.1. Explain the role of HRD in Service Sector ?
- Q.2. Discuss how HRD for workers is different than HRD for managers.
- Q.3. Write short notes on :
  - (a) Performance Appraisal
  - (b) Supervisory Control
  - (c) Industrial Relations

**Course Title - Human Resource Planning**

**Course Code : MS - 23**

**First Assignment Code - MS - 23/2006/I**

**Coverage : Blocks 1 & 2**

**Note : Attempt all the Questions.**

- Q.1. Discuss Labour Market Behaviour ?
  - Q.2. Explain the essentially three steps involved in process of Micro Forecasting ?
  - Q.3. Explain the relationship of wages and Job evaluation ?
- 

**Second Assignment Code - MS - 23/2006/II**

**Coverage : Blocks 3 & 4**

**Note : Attempt all the Questions.**

- Q.1. Describe the Essentials of Recruitment Policy ?
  - Q.2. Discuss the factors which should be considered before taking a management decision on establishing a computerised Human Resource Information ?
  - Q.3. Compare and contrast between Statutory Audit and Human Resource Audit ?
- 

**Third Assignment Code - MS - 23/2006/III**

**Coverage : All Blocks**

**Note : Attempt all the Questions.**

- Q.1. Define Job Analysis and its uses ?
- Q.2. Explain the methods of Performance Appraisal ?
- Q.3. Write short notes on :
  - (a) Direct Monetary Benefits to Education
  - (b) Job Ranking
  - (c) Selection Tests

**Course Title - Union Management Relations**

**Course Code : MS - 24**

**First Assignment Code - MS - 24/2006/I**

**Coverage : Blocks 1 & 2**

**Note : Attempt all the Questions.**

- Q.1. Discuss the Approaches to Industrial Relations ?
  - Q.2. Discuss the Evolutions of Labour Policies during the five years plans ?
  - Q.3. Explain the functions of Trade Unions ?
- 

**Second Assignment Code - MS - 24/2006/II**

**Coverage : Blocks 3, 4 & 5**

**Note : Attempt all the Questions.**

- Q.1. What is Negotiations ? Explain Negotiation Process ?
  - Q.2. Discuss the importance of Workers participation in Management ?
  - Q.3. Explain the important issues in Trade Union Act, 1926 ?
- 

**Third Assignment Code - MS - 24/2006/III**

**Coverage : All Blocks**

**Note : Attempt all the Questions.**

- Q.1. Discuss about the Recognition of Unions ?
- Q.2. Discuss about the Strikes and Lockouts ?
- Q.3. Write short notes on :
  - (a) Privatisation
  - (b) Code of Conduct of Inter - Union
  - (c) Industrial Disputes Act, 1947

**Course Title - Managing Change in Organisations**

**Course Code : MS - 25**

**First Assignment Code - MS - 25/2006/I**

**Coverage : Blocks 1, 2 & 3**

**Note : Attempt all the Questions.**

- Q.1. Explain the process of transformational change and the Pre-requisites and the steps involved in it.
  - Q.2. Describe the factors to be considered for diagnostic methodology ?
  - Q.3. Explain the ten dimensions which bring about organisational change through role efficiency.
- 

**Second Assignment Code - MS - 25/2006/II**

**Coverage : Blocks 4 & 5**

**Note : Attempt all the Questions.**

- Q.1. Every Manager an Agent of change. Discuss ?
  - Q.2. Discuss the Role of Internal Change Agent ?
  - Q.3. Explain the Functions of Consultants ?
- 

**Third Assignment Code - MS - 25/2006/III**

**Coverage : All Blocks**

**Note : Attempt all the Questions.**

- Q.1. Discuss the Functionality and Dysfunctionality of culture ?
- Q.2. Examine the process of consultant - client compatibility ?
- Q.3. Write short notes on :
  - (a) Sources of Resistance
  - (b) Concept of Intervention
  - (c) Plateau Period

VARDHMAN MAHAVEER OPEN UNIVERSITY, KOTA  
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**M.B.A. - III Year (FM Area)**  
**P.G. Diploma in Financial Management**

**Management Programme**  
**INTERNAL ASSIGNMENT**

*MS - 41 to MS - 45*

*Session : 2006 - 2007*



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**Course Title - Working Capitals Management**

**Course Code : MS - 41**

**First Assignment Code - MS - 41/2006/I**

**Coverage : Blocks 1 & 2**

**Note : Attempt all the Questions.**

- Q.1. Explain the concept of working capital management and bring out the relevance of gross and net concepts of working capital to working capital management.
  - Q.2. Found from operations in the most important and regular source of working capital comment.
  - Q.3. What are the different types of ventures that a bank can finance ?
- 

**Second Assignment Code - MS - 41/2006/II**

**Coverage : Blocks 3 & 4**

**Note : Attempt all the Questions.**

- Q.1. Explain the important dimensions of a firm's credit policy ?
  - Q.2. How are re-order levels established ?
  - Q.3. What is short term integrated funds planning ?
- 

**Third Assignment Code - MS - 41/2006/III**

**Coverage : All Blocks**

**Note : Attempt all the Questions.**

- Q.1. What are the main reasons for having credit control in the country ?
- Q.2. How can a financial manager make use of Projected Financial Statements ?
- Q.3. Write short notes on :
  - (a) Inventory Turnover Ratio
  - (b) Current Ratio
  - (c) Company Deposits

|  |
|--|
| <b>Course Title - Capital Investment &amp; Financial Decision</b> <b>Course Code : MS - 42</b> |
|--|

**First Assignment Code - MS - 42/2006/I**

**Coverage : Blocks 1, 2 & 3**

**Note : Attempt all the Questions.**

- Q.1. What is IRR ? How does it relate to financing decisions ?
  - Q.2. What are the distinguishing features of equity shares ?
  - Q.3. Distinguish between risk and uncertainty in capital investment decisions ?
- 

**Second Assignment Code - MS - 42/2006/II**

**Coverage : Blocks 4 & 5**

**Note : Attempt all the Questions.**

- Q.1. What is financial leverage ? What is a firm's capital structure ?
  - Q.2. What are the risks involved in diversifying into unrelated area being considered now by management in Reliance ?
  - Q.3. Examine the feasibility and desirability of bonus and right shares ?
- 

**Third Assignment Code - MS - 42/2006/III**

**Coverage : All Blocks**

**Note : Attempt all the Questions.**

- Q.1. What are pre-emptive rights ? Why might them be of important to a shareholder.
- Q.2. Define business and financial risks ?
- Q.3. Write short notes on :
  - (a) ICICI Bank
  - (b) Venture Capital
  - (c) EBIT

**Course Title - Management Control Systems**

**Course Code : MS - 43**

**First Assignment Code - MS - 43/2006/I**

**Coverage : Blocks 1 & 2**

**Note : Attempt all the Questions.**

- Q.1. Management Control is just one of the various types of organizational control? Comment.
- Q.2. Define controllable cost. Try to enumerate factors which can be used in evaluating the controllability of costs.
- Q.3. What is the role of corporate management in the situation ?
- 

**Second Assignment Code - MS - 43/2006/II**

**Coverage : Blocks 3 & 4**

**Note : Attempt all the Questions.**

- Q.1. What is Zero Base Budgeting ? Explain its uses and limitations.
- Q.2. What are the advantages of Plant and equipment Budget ?
- Q.3. Explain the reasons for manipulation of transfer prices by MNCs and their effects.
- 

**Third Assignment Code - MS - 43/2006/III**

**Coverage : All Blocks**

**Note : Attempt all the Questions.**

- Q.1. The ultimate purpose of management control is to achieve goal congruence ?
- Q.2. Explain the weakness of Gantt chart as a technique of Project Control ?
- Q.3. Write short notes on :
- (a) Concept of Responsibility Centres
  - (b) Investment Base
  - (c) Management Information System

**Course Title - Securities Market in India**

**Course Code : MS - 44**

**First Assignment Code - MS - 44/2006/I**

**Coverage : Blocks 1 & 2**

**Note : Attempt all the Questions.**

- Q.1. Discuss the steps involved in the Investment Process ?
  - Q.2. Define the origin and Growth of Stock Market in India ?
  - Q.3. What are the principal weakness of Indian Stock Exchange ? How can they be overcome ?
- 

**Second Assignment Code - MS - 44/2006/II**

**Coverage : Blocks 3, 4 & 5**

**Note : Attempt all the Questions.**

- Q.1. Define "Fundamental Analysis." Bring out its relevance for Equity Investment Decisions.
  - Q.2. Compare and contrast classical and Modern Technical Analysis ?
  - Q.3. What are the basic assumptions underlying Capital Asset Pricing Model ?
- 

**Third Assignment Code - MS - 44/2006/III**

**Coverage : All Blocks**

**Note : Attempt all the Questions.**

- Q.1. Explain the effects of changes in investment environment a investment decisions.
- Q.2. Why is there a need for investment companies ? What are the functions of an investment company ?
- Q.3. Write short notes on :
  - (a) Liquidity Risk Factor
  - (b) Bombay Stock Exchange
  - (c) Market Efficiency

**Course Title - International Financial Management**

**Course Code : MS - 45**

**First Assignment Code - MS - 45/2006/I**

**Coverage : Blocks 1 & 2**

**Note : Attempt all the Questions.**

- Q.1. "Free Trade is beneficial to all." Critically examine.
  - Q.2. What is the logic of Global Business ?
  - Q.3. What do you mean by "Foreign Exchange Rate" ? Do foreign exchange rates show reciprocal relationship ?
- 

**Second Assignment Code - MS - 45/2006/II**

**Coverage : Blocks 3 & 4**

**Note : Attempt all the Questions.**

- Q.1. Distinguish between Pre-Shipment Financing and Post - Shipment Financing ?
  - Q.2. Define the special problems of developing countries in financing foreign trade.
  - Q.3. What is Guarantee ? Can bank furnish them freely to overseas buyers or sellers?
- 

**Third Assignment Code - MS - 45/2006/III**

**Coverage : All Blocks**

**Note : Attempt all the Questions.**

- Q.1. Define Foreign Exchange risk exposure and distinguish between accounting and economic exposure ?
- Q.2. Explain the importance of liquidity in international cash management ?
- Q.3. Write short notes on :
  - (a) Trade Flows
  - (b) Pricing Policies
  - (c) Documentary Credit

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**M.B.A. - III Year (MM Area)**  
**P.G. Diploma in Marketing Management**

**Management Programme**  
**INTERNAL ASSIGNMENT**

*MS - 61 to MS - 65*

*Session : 2006 - 2007*



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**Course Title - Consumer Behaviour**

**Course Code : MS - 61**

**First Assignment Code - MS - 61/2006/I**

**Coverage : Blocks 1, 2 & 3**

**Note : Attempt all the Questions.**

- Q.1. Discuss the major influences on organisational buying.
  - Q.2. What is meant by Consumer Perception ? How do you justify the relevance of studying perception when they may not accurately reflect reality ?
  - Q.3. Define the concept of social class. Which type of social influence, information or normative has a greater impact on consumer behaviour ? Explain.
- 

**Second Assignment Code - MS - 61/2006/II**

**Coverage : Blocks 4 & 5**

**Note : Attempt all the Questions.**

- Q.1. How will an Urban Consumer differ from a rural consumer in similar purchase needs ? Explain.
  - Q.2. Distinguish between various sets of brand alternatives. How is the classification important.
  - Q.3. Explain the implication of the relative income hypothesis and fixed income hypothesis for marketers targetting their product for family consumption.
- 

**Third Assignment Code - MS - 61/2006/III**

**Coverage : All Blocks**

**Note : Attempt all the Questions.**

- Q.1. Define the term consumer motive. Do the psychogenic motives have superiority over the Physiological ones ?
- Q.2. What is the utility of consumer behaviour models to a marketer ? Explain.
- Q.3. Write short notes on :
  - (a) Theories of Motivation
  - (b) Consumer Socialisation
  - (c) Psychological Model

**Course Title - Sales Management**

**Course Code : MS - 62**

**First Assignment Code - MS - 62/2006/I**

**Coverage : Blocks 1 & 2**

**Note : Attempt all the Questions.**

- Q.1. How do the sales objective affect the designing of sales strategy.
  - Q.2. What do you understand from non-verbal communications ? How does it helps in sales interactions.
  - Q.3. Differentiate between deadlock, stonewallings and non-conclusive negotiations.
- 

**Second Assignment Code - MS - 62/2006/II**

**Coverage : Blocks 3, 4 & 5**

**Note : Attempt all the Questions.**

- Q.1. What are the basic components of a compensation package ?
  - Q.2. What are the factors affecting motivational needs of salesman ?
  - Q.3. What measures can be taken to improve the territory productivity. Explain.
- 

**Third Assignment Code - MS - 62/2006/III**

**Coverage : All Blocks**

**Note : Attempt all the Questions.**

- Q.1. What are the various steps involved in the sales process. Discuss.
- Q.2. Why is sales training a continual managerial activity ?
- Q.3. Write short notes on :
  - (a) Role of Sales Management
  - (b) Negotiation
  - (c) Field Sales Organisation

**Course Title - Product Management**

**Course Code : MS - 63**

**First Assignment Code - MS - 63/2006/I**

**Coverage : Blocks 1, 2 & 3**

**Note : Attempt all the Questions.**

- Q.1. What are the pros and cons for product management as a separate functional area not falling under the purview of marketing function. Explain.
  - Q.2. What basic considerations have to be kept in mind while balancing portfolios?
  - Q.3. Describe the important criteria used to screen new product ideas ?
- 

**Second Assignment Code - MS - 63/2006/II**

**Coverage : Blocks 4 & 5**

**Note : Attempt all the Questions.**

- Q.1. What kind of role does consumer play in building a brand. Explain.
  - Q.2. Discuss the various pricing methods available to the Indian Market.
  - Q.3. What are the steps involved in the launch of a new product in the market ?
- 

**Third Assignment Code - MS - 63/2006/III**

**Coverage : All Blocks**

**Note : Attempt all the Questions.**

- Q.1. Describe changing role of product manager in changing product market environment.
- Q.2. What factors determine the decision to offer new products by the marketer ?
- Q.3. Write short notes on :
  - (a) Product Line
  - (b) PIMS Model
  - (c) Brand Equity Measurements

**Course Title - International Marketing**

**Course Code : MS - 64**

**First Assignment Code - MS - 64/2006/I**

**Coverage : Blocks 1, 2 & 3**

**Note : Attempt all the Questions.**

- Q.1. What are the reasons that promote international business concerns to invest in foreign lands.
  - Q.2. Why should an international marketing manager monitor the trade, monetary and financial environment ?
  - Q.3. Why are the documents needed ? Discuss the role of Bill of Exchange Documents.
- 

**Second Assignment Code - MS - 64/2006/II**

**Coverage : Blocks 4 & 5**

**Note : Attempt all the Questions.**

- Q.1. Discuss the nature importance and process followed by it a local export firm in planning its international product policy.
  - Q.2. What is the framework of a marketing research decision ?
  - Q.3. Differentiate between domestic and international planning ?
- 

**Third Assignment Code - MS - 64/2006/III**

**Coverage : All Blocks**

**Note : Attempt all the Questions.**

- Q.1. The EPRG framework has implications on the strategy formulation process. Explain.
- Q.2. What are the major components of a quote ?
- Q.3. Write short notes on :
  - (a) Product Life Cycle Approach
  - (b) Legal Issues in International Marketing
  - (c) Media Strategy

**Course Title - Marketing of Services**

**Course Code : MS - 65**

**First Assignment Code - MS - 65/2006/I**

**Coverage : Chapter 1 to 11**

**Note : Attempt all the Questions.**

- Q.1. How do consumer perceptions affect their quality evaluations about services? Explain.
  - Q.2. Discuss the implications of cycle of failure and cycle of success.
  - Q.3. What should be the dollar card marketing strategy in future ?
- 

**Second Assignment Code - MS - 65/2006/II**

**Coverage : Chapter 12 to 22**

**Note : Attempt all the Questions.**

- Q.1. What are the major reasons for the current state of affairs in the healthy services market ?
  - Q.2. What is the kind of customer orientation that you can perceive at EHIRC ?
  - Q.3. What is the significance of service characteristics like non - standardisation, perishability and intangibility for advertising agencies ? Explain.
- 

**Third Assignment Code - MS - 65/2006/III**

**Coverage : All Chapters**

**Note : Attempt all the Questions.**

- Q.1. Describe the different strategies than can be used for marketing of tourism.
- Q.2. What are the salient features which make marketing of electricity in India quite different from most of the other services sectors ?
- Q.3. Write short notes on :
  - (a) Total Quality Management
  - (b) Reorient the India Awareness Programme
  - (c) Elements of Marketing Mix

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**M.B.A. - ----- Year (----- Area)**  
**P.G. Diploma in -----**

**Management Programme**  
**INTERNAL ASSIGNMENT**

*MS - 58, 92, 93, 94, 97*

*Session : 2006 - 2007*



DEPARTMENT OF MANAGEMENT  
**VARDHMAN MAHAVEER OPEN UNIVERSITY**  
Rawatbhata Road  
Kota - 324 010

**VARDHMAN MAHAVEER OPEN UNIVERSITY, KOTA**  
**MANAGEMENT PROGRAMME**  
**HOME ASSIGNMENTS**  
**INSTRUCTIONS FOR STUDENTS**

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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 30 percent marks have been assigned. The University has decided to give three 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 15 marks. The best two assignments will be calculated for final allotment of marks for internal evaluation. Following rules may please be kept in mind for internal Assignments:

1. The assignments will not be re-evaluated at any stage except for the factual errors, of 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 grade 'D' he 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.

**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**

Academic Session \_\_\_\_\_ Last date Submission \_\_\_\_\_

Programme Code \_\_\_\_\_ Course Code & Time \_\_\_\_\_

Scholar No \_\_\_\_\_

Name \_\_\_\_\_

Complete Home Address \_\_\_\_\_

\_\_\_\_\_  
Name of the study Centre \_\_\_\_\_

Name of the Regional Centre \_\_\_\_\_

2. Use only full - scape paper for you responses.
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 date.
9. Last Date of submission: Before one month from the date of commencement of Term-end Examination.

**Course Title - Management of R&D and Innovations**

**Course Code : MS - 58**

**First Assignment Code - MS - 58/2006/I**

**Coverage : Blocks 1, 2 & 3**

**Note : Attempt all the Questions.**

- Q.1. What are the reasons for technological inertia, preventing implementation of new technologies ?
  - Q.2. Describe situations in which organisations will invest in basic research.
  - Q.3. What are the desirable attributes of a successful team ?
- 

**Second Assignment Code - MS - 58/2006/II**

**Coverage : Blocks 4 & 5**

**Note : Attempt all the Questions.**

- Q.1. Describe in detail organisations related with R&D under the Central Government.
  - Q.2. Discuss the rationale of co-operation between industry, institution and Government.
  - Q.3. How can technology packaging improve earnings from R&D ?
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**Third Assignment Code - MS - 58/2006/III**

**Coverage : All Blocks**

**Note : Attempt all the Questions.**

- Q.1. Define Invention, Innovation and Design and explain how they are interrelated.
- Q.2. What are intellectual property rights ? Why are they important ?
- Q.3. Write short notes on :
  - (a) Structured Techniques
  - (b) Role of Technology Transfer Organisations
  - (c) Technology Policies in India

**Course Title - Management of Public Enterprises**

**Course Code : MS - 92**

**First Assignment Code - MS - 92/2006/I**

**Coverage : Blocks 1 & 2**

**Note : Attempt all the Questions.**

- Q.1. What are the economic reasons for the Government being in business ?
  - Q.2. What factors determine delegation and decentralisation in Public Enterprises.
  - Q.3. Describe the major distinctive features of human resource management in Public Enterprises in India ?
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**Second Assignment Code - MS - 92/2006/II**

**Coverage : Blocks 3 & 4**

**Note : Attempt all the Questions.**

- Q.1. List out the various steps involved in purchasing technology from abroad.
  - Q.2. In what way the task of turn around differs from the task of rejuvenation ?
  - Q.3. What are the different perceptions of participation with regard to workers role in management of an enterprise ?
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**Third Assignment Code - MS - 92/2006/III**

**Coverage : All Blocks**

**Note : Attempt all the Questions.**

- Q.1. Discuss the present position and their contribution to the development of Indian Economy ?
- Q.2. Explain the rationale and evolution of holding company form in public enterprises in India ?
- Q.3. Write short notes on :
  - (a) Nature of Relationship
  - (b) Finance Objectives
  - (c) Nodal Agencies

**First Assignment Code - MS - 93/2006/I**

**Coverage : Blocks 1 & 2**

**Note : Attempt all the Questions.**

- Q.1. Which characteristics of small scale enterprises enable them to contribute to the economic development process in a developing country ? Discuss.
- Q.2. Describe the process of development of entrepreneurial competencies.
- Q.3. What are the main techniques utilised for opportunity scanning and identification? Discuss.
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**Second Assignment Code - MS - 93/2006/II**

**Coverage : Blocks 3, 4 & 5**

**Note : Attempt all the Questions.**

- Q.1. Discuss the various types of financing requirements that a small entrepreneur may have ?
- Q.2. How would you plan for the technology input needed in your small enterprise ?
- Q.3. Describe the organisational requirements for growth orientation in a small scale enterprises.
- 

**Third Assignment Code - MS - 93/2006/III**

**Coverage : All Blocks**

**Note : Attempt all the Questions.**

- Q.1. What are the implications of marketing orientation on the process of product selection ?
- Q.2. What methods can be used by small business managers in recruiting new people?
- Q.3. Write short notes on :
- (a) Small Industries Development Bank of India (SIDBI)
  - (b) Technology Determination
  - (c) Proprietorship

**Course Title - Technology Management**

**Course Code : MS - 94**

**First Assignment Code - MS - 94/2006/I**

**Coverage : Blocks 1, 2 & 3**

**Note : Attempt all the Questions.**

- Q.1. Discuss the role of technology in the overall business strategies of a firm ?
  - Q.2. Explain Technology Strategy and its importance at corporate level ?
  - Q.3. Distinguish between Technology Adoption and Technology Absorption ?
- 

**Second Assignment Code - MS - 94/2006/II**

**Coverage : Blocks 4, 5 & 6**

**Note : Attempt all the Questions.**

- Q.1. Describe the objective of Technology Missions ?
  - Q.2. What is meant by Linkages ? Why are they necessary for an enterprise.
  - Q.3. In what ways is equity capital better than loans for Project Financing ?
- 

**Third Assignment Code - MS - 94/2006/III**

**Coverage : All Blocks**

**Note : Attempt all the Questions.**

- Q.1. What is appropriate technology ? Discuss the various aspects.
- Q.2. Discuss the difference between information on science and information on technology ?
- Q.3. Write short notes on :
  - (a) Role of Technology Forecasting
  - (b) Importance of Diffusion
  - (c) Aims of Technology Policy Statement 1983

**Course Title - International Business**

**Course Code : MS - 97**

**First Assignment Code - MS - 97/2006/I**

**Coverage : Blocks 1, 2 & 3**

**Note : Attempt all the Questions.**

- Q.1. Explain the impact of the Industrial Revolution on International Business ?
  - Q.2. What are the major pitfalls of planning ?
  - Q.3. Explain the accounting problems in relation to multinational control system ?
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**Second Assignment Code - MS - 97/2006/II**

**Coverage : Blocks 4 & 5**

**Note : Attempt all the Questions.**

- Q.1. What are the objective of training programmes for multinational managers ?
  - Q.2. Discuss the pros and cons of various approaches to sourcing in international production ?
  - Q.3. Discuss the impact of the MNE operations on major parameters of development of the developing host countries.
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**Third Assignment Code - MS - 97/2006/III**

**Coverage : All Blocks**

**Note : Attempt all the Questions.**

- Q.1. Discuss the implications of Adam Smith's theory of absolute cost advantage ?
- Q.2. Discuss the implications of Uruguay Round Proposals for international business ?
- Q.3. Write short notes on :
  - (a) Ricardo's Trade Theory
  - (b) Ownership Strategy
  - (c) Negotiations