



INDIAN INSTITUTE OF MATERIALS MANAGEMENT
in collaboration with
KARNATAKA STATE OPEN UNIVERSITY
MBA (Supply Chain Management)



Distance Learning Programme
2012-13

ASSIGNMENT QUESTION PAPER - SEMESTER -I

Name	
Roll No.	
Name of Study Centre (IIMM Branch)	
Paper No.	
Subject	

(Instructions to Students)

1. This Assignment Cover Sheet should be used for each paper, as the assignments will be sent to different examiners for valuation.
2. Assignments are for 25 marks and minimum required to pass is 10 marks (Semester Theory Exam will be for 75 marks).
3. Each paper will have 2 assignments. Students should answer all the questions..
4. Assignments are compulsory and marks obtained will carry weightage in the final Semester Exam result.
5. Students are required to write the assignments in their own hand writing. Typed or computer printed assignments are not acceptable.
6. Assignment answers should be brief and relevant to the question given.
7. Ruled or un-ruled A4 size paper should be used for writing the assignments.
8. Students should write their Name, Roll No., Semester, Name of the Branch, Paper No., and Subject.
9. Separate answer sheets should be used for writing answers for each Paper.
10. Completed assignments of all the students **should be submitted to the respective Study Centre (IIMM Branch) on or before 30th November, 2012.**

EVALUATION OF ASSIGNMENT
(to be entered by Evaluator)

(Max Marks: 25 - Min for pass: 10)

Assignment/Question No.	Marks scored
Assign No.1 Qn.1	
Assign No.1 Qn. 2	
Assign No.2 Qn.3	
Assign No.2 Qn.4	
Total:	

Signature :
 & Name of Evaluator:.....

Assignment Question Paper
Semester-I
July Session 2011-12

Management Functions and Organizational Behaviour
Code MB01

Max. Marks = 25

Weightage = 10

Assignment No. 1

1. Write short notes on: (3 marks each)
 - a. Who is a Manager?
 - b. Define Planning?

2. As a HR manager how do you see the difference between the recruitment and selection process? (6 marks)

Assignment No. 2

3. Explain in detail about centralization, decentralization, what are its advantages & disadvantages to the organization (6 marks)
 4. Illustrate through example how is human personality influenced by situational factors? (7 marks)
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Accounting and Finance for Managers
Code: MB02

Max. Marks = 25

Weightage = 10

Assignment No. 1

1. Explain Types of Foreign Direct Investment. (5 marks)
2. Write short notes on the following: (2.5 marks each)
 - a) Monopoly
 - b) return on investment
 - c) Depreciation
 - d) Capital Market

Assignment No. 2

3. Distinguish between monopoly and oligopoly. (5 marks)
4. Differentiate between cash and Accrual system of accounting (5 marks)

**Managerial Economics
Code MB03**

Max. Marks = 25

Weightage = 10

Assignment No. 1

1. Discuss the features of perfect competition? (6 marks)
2. Define the term Deflation, What are its root causes? (6 marks)

Assignment No. 2

3. Discuss the Concept of Diminishing marginal utility? (7 marks)
 4. Write Short Notes on the following (3 marks each)
 - a) Explain the term Scarcity?
 - b) Business Ethics
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**Marketing Management
Code MB04**

Max. Marks = 25

Weightage = 10

Assignment No. 1

1. What are the benefits of marketing segmentation? (6 marks)
2. Write short note on the following (3 marks each)
 - a. Marketing Mix
 - d. Niche Marketing

Assignment No. 2

3. What are the roles of quality in the process of customer satisfaction (6 marks)
 4. How do services differ from tangible products? (7 marks)
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**Human Resource Management
Code MB05**

Max. Marks = 25

Weightage = 10

Assignment No. 1

1. Write Short Notes on the following: (3 marks each)
 - a. Objective of Performance appraisal
 - b. Interpersonal behavior
2. Brief introduction of Industrial Disputes Act (6 marks)

Assignment No. 2

3. What is the Role of government in labour management? (6 marks),
 4. How an empowerment play important role in effectiveness of the organization? (7 marks)
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**Business Communication
Code MB06**

Max. Marks = 25

Weightage = 10

Assignment No. 1

1. Define the terms used in a debate speech? (6 marks)
2. Explain the legal areas in Business communication? (7 marks)

Assignment No. 2

3. What are don'ts of listening? (6 marks)
4. Write short notes on the following: (3 marks each)
 - a) Defamation
 - b) Code for meetings?