



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

NHQ- Education Wing

Plot Nos. 102 & 104, Institutional Area, Sector-15, CBD Belapur, Navi Mumbai- 400 614
Phone: 022-45001022

(PGDMM/ PGDL & SCM - 2 years course)

Assignments for July-December 2025 Session

(course code PGMM/ PGSM- for students enrolled w.e.f 01.01.2024)

IMPORTANT POINTS TO BE NOTED BY THE STUDENT:

1. Write your Name, Roll. No. on the answer sheet along with Session i.e. July-December 2025

Each page of assignment must bear the roll number, semester number Name at top of each page and student's signature at the bottom of each sheet, without which assignments will be rejected(sample is attached)

2. Submission of assignments is compulsory and marks obtained in assignments carry **30% weightage** in the final result.

3. Students are required to secure 50% marks in assignments to pass the examination.

4. Each subject will have one assignment..

5. Assignments must be written by the students in their own good hand writing and one copy of the same be retained with them to avoid inconvenience in the event of misplacement / loss of the same in transit.

6. The answers should be brief to the point and relevant to the questions given in the assignment. Do not reproduce your answers from the study materials sent to you.

7. Problems/queries with regard to assignments, if any, are to be discussed with respective branch/NHQ and during the contact classes.

8. **Write your answers on the attached sample answer sheets only**

9. **Assignments must be send to IIMM NHQ Education Wing by 31st October 2025 by email in PDF format to iimmassignments@gmail.com.** It must not be shared through Google drive. If the file size is big send separate mails.

Note: Assignments must reach IIMM NHQ Education Wing by 31st October,, 2025 by email in PDF format to

iimmassignments@gmail.com Written Exams scores without assignments will be invalid, hence students are required to submit assignments in time.

PGDMM/PGDL & SCM – 2 years

(Semester - 1)

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Paper - 1

Management Principles & Organisational Behavior

Question No.1

Marks 15

(Students should go through chapter 2, 3, 5 before answering the questions below)

Mr Shantanu was worried about his business which he started 25 years ago and grown his business single handedly. The news of 200% tariff announced by President Donald Trump on Pharma products and constant increase in raw materials would impact his business severely as major sales come from export to USA. He was further upset over the co-ordination amongst the Sales, Production, Quality and Purchase Heads, Sales head blaming production and quality for delay and rejection of orders. Production blaming the Purchase Department for delay and substandard materials supplied by vendors. Employees have been working for long years HR Department's attempt to change the attitude of employees failed. In this chaos Mr Shantanu, CEO is puzzled how to build leadership in the company.

- Q. 1. How can planning be improved in the company?
- Q. 2. What can be done to bring change in the attitude of the employees?
- Q. 3. Suggest how Leadership can be built in the company?

Question No.2

Marks 15

(Students should go through chapter 9, 10 & 12 before answering the questions below)

Express Airlines has earned a good reputation for its low-cost fare and excellent service. However, for the last two years the company's performance has been declining. The maintenance of aircraft is not upto the mark, resulting in delays and cancellations of flights. There are stringent regulations imposed by the Airport Authorities for the safety of passengers. The managers are unable to take quick decisions. There is groupism in the company. As a management expert you are required to advise the company on the following.

- Q 1. How to bring Teamwork culture in the company?
- Q 2. How it can be made a learning organization.
- Q 3. How can decision making be improved?

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Paper - 2

Business Communication

TOTAL MARKS 30

(Students should go through chapter 1,3,10,11 before answering the questions below)

Question No 1

Marks (15)

1. a. Why is effective business communication essential for Organizational success
- b. What role does non-verbal communication (e.g. Body language, tone, facial expressions) play in professional interactions
2. a. How has digital technology transformed business communication in the modern workplace.
- b. How does effective communication between the purchasing, inventory and production departments impact materials management efficiency

Question No 2

Marks (15)

Alpha tech industries, a mid-sized electronics manufacturer, faced recurring production delays despite having adequate raw material stock. An internal audit revealed a communication gap between purchasing, inventory and Production departments

The purchasing team ordered materials based on historical demand but did not consistently update the inventory department. Inventory records were in accurate, leading production managers to believe critical components were out of stock. In reality the materials were available but improperly logged . E mail notifications about deliveries were often missed or misdirected and there was no centralized system for real time updates.

This mis communication caused unnecessary reordering, increased holding costs, and delayed customer shipments.

After thorough review, Alpha Tech implemented ERP system, trained staff in cross functional communication protocols, and established weekly coordination meetings. These changes improved data accuracy and created a transparent flow of information across departments

As a result, production efficiency increased by 25%, inventory costs dropped and on time delivery improved significantly. Consistent business communication is vital to effective materials management and overall operational success

1. What were the main communication issues faced by the company
2. How did poor communication between departments impact inventory and production efficiency
3. What specific solutions did Alpha tech implement to improve communication
4. In what ways did improved communication contribute to better business outcomes

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Paper - 3

Business Economics

TOTAL MARKS 30

Question No.1

Marks 15

(Students should go through chapters 4 and 5 before answering the questions below)

Mr. Ram Kumar is in the apparels business and has established his brand. Recently he has found a slackness in the market. His experience helped him to identify the changing consumer behaviour. He wanted to quantify these changes to help him manage the market demand and supply and wanted to rely on scientific models to evaluate this behaviour. Mr. Ram Kumar also understood that consumer behaviour changed depending upon the market and influenced the buying behaviour of the consumer. Mr. Ram Kumar has heard of the perfect competition model and felt that he was in a situation that was close to perfect competition. He felt that this may be useful to understand the dynamics of the market he was facing and expected it would help him understand the market better.

- a) Identify the different models of consumer behaviour.
- b) What are the multiple market factors that influence the consumer behaviour?
- c) What are the insights that the perfect competition model will provide to Mr. Ram Kumar?

Question No 2

Marks 15

(Students should go through chapter 8 and 9 before answering the questions below)

Mr. Ram Kumar was aware of the ups and downs of the market. The ups and downs needed multiple quick changes in the way business is conducted and Mr. Ram Kumar was keen on identifying methods to control the fluctuations in the market. A stable market (provided by the government) will provide numerous benefits to the manufacturers like Mr. Ram Kumar. The government is interested in achieving a stable market for multiple reasons. Mr. Ram Kumar was keen on trying out a new experiment in his organization to encourage new ideas. The idea behind this experiment was to improve the economics of his organization which will be beneficial in the long run.

- a) What was the need to control the ups and downs in the market conditions?
- b) What are the objectives of having a stable market?
- c) What are the economic concepts that will influence innovation in the organization?

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Paper - 4

Business Environment

TOTAL MARKS 30

Question No 1

Marks 15

(Students should go through chapters 2, 3 and 4 before answering the questions below)

M/s Modern Industries was established more than 2 decades ago. The environment has undergone tremendous changes during this period. M/s Modern industries decided to have an assessment of the current environment in order to chart their future course of action. M/s Modern Industries knew that their organization has gone through many changes. All the changes had different types of impact on the organization. M/s Modern Industries decided to carry out an internal assessment of the organization to identify the issues and chalk out a corrective plan and put the organization on the correct track. Both the above analysis provided information to M/s Modern Industries a perspective about the environment and the internal environment. M/s Modern Industries were aware of the economic situation of the country has a very important effect on the growth of the organization.

- a) Identify all the steps followed by M/s Modern Industries in their assessment of the environment. Explain briefly each step.
- b) What kind of tools are available for internal assessment of an organization? Explain briefly each of them
- c) What was the model used to analyse the economic condition of the country?

Question No 2

Marks 15

(Students should go through chapter 5 and 7 before answering the questions below)

With the passage of time the political climate in the country was continuously evolving taking into account the political climate of the world. Government, through rules and regulations, was guiding and modifying the way private businesses were being carried out due to multiple reasons. M/s Modern Industries have over the past continuously incorporated new technologies. However, multiple new technologies were in various stages of implementation across industries and it was essential that M/s Modern Industries adopted technologies that were relevant to their operations. During the course of their operations many innovative designs and products were developed and marketed by M/s Modern Industries. In the earlier days copying designs and introducing products copying the designs of the competitors were not protected. The new legal provisions introduced [provided opportunity for industries to protect the copying of their products. M/s Modern Industries took legal steps to protect their designs and innovations.

- a) What were the reasons that were promoted by the government to regulate and modify the private entities businesses?
- b) What were the new technological factors that were available to M/s Modern Industries for assessment and implementation?
- c) What were the legal safeguards that were available for M/s Modern Industries to protect their designs and innovations?

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Paper - 5
Business Analytics

TOTAL MARKS 30

Question No.1

Marks 15

(Students should go through the chapter 2,5,6 & 9 before answering the questions below)

- i). Explain the importance of Business Analytics in any one business domain in detail.
- ii). Explain descriptive measures for categorical variable in detail.
- iii). Explain various techniques of decision making. Support your answer with real life examples.
- iv). In any ERP system, list some OLAP and OLTP functions.
- v). List some graphical tools and charts which you are using for visualization of data.

Question No.2

Marks 15

(Students should go through the chapter 8,, before answering the questions below)

Today's customers are more empowered and connected than ever before. Using channels like mobile, social media and e-commerce, customers can access just about any kind of information in seconds. This informs what they should buy, from where and at what price. Based on the information available to them, customers make buying decisions and purchases whenever and wherever it's convenient for them.

At the same time, customers expect more. For example, they expect companies to provide consistent information and seamless experiences across channels that reflect their history, preferences and interests. More than ever, the quality of the customer experience drives sales and customer retention. Given these trends, marketers need to continuously adapt how they understand and connect with customers. This requires having data-driven insights that can help you understand each customer's journey across channels. But consumers today interact with companies through multiple interaction points — mobile, social media, stores, e-commerce sites and more. This dramatically increases the complexity and variety of data types you have to aggregate and analyze. With business analytics, you can bring together all of your structured and unstructured data into application and analyze all of it as a single data set, regardless of data type. The analytical results can reveal totally new patterns and insights you never knew existed — and aren't even conceivable with traditional analytics. Data engineering is capable of correlating customer purchase histories and profile information, as well as behavior on social media sites. Data-driven customer insights are critical to tackling challenges like improving customer conversion rates, personalizing campaigns to increase revenue, predicting and avoiding customer churn, and lowering customer acquisition costs.

Considering the above provide answers to complex online retail questions such as:

- i). List some structured and unstructured data used in e-commerce web sites. Why it is important to analyse these data in today's business scenario?
- ii). What do you understand by historical data and how historical data in the above case can be used to increase the business?

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strikeout whichever is not applicable

ASSIGNMENT ANSWERSHEET

Roll.No.

*PGMM /PGSM/20 / /

Course

Name

Assignments for

_____ semester (1,2,3)

Semester
(Month of Exam)

Dec 2025

Paper No.

Subject:

For office use only :

Marks Allotted _____

(Maximum marks 30 Minimum Marks 15)

Name of Evaluator

Signature of Evaluator

Note:

1. This cover page must be attached to each assignment answer sheet
2. Each page of assignment must bear the roll number, name and sign of the student, without which assignments will be rejected

Signature of student

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ASSIGNMENT ANSWERSHEET

Roll.No.

* **PGMM /PGSM/20** / /

Course

Name

For more information, contact the Office of the Vice President for Research and Economic Development at 515-294-6450 or research@iastate.edu.

Signature of student

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