



INDIAN INSTITUTE OF MATERIALS MANAGEMENT

NHQ- Education Wing

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

Phone: 022-27571022 Telefax: 022-27565741

(GDMM/PGDMM Assignments, Jul - Dec, 2019 Session)

IMPORTANT POINTS TO BE NOTED BY THE STUDENT

1. **Write your Name, Roll. No. and complete mailing address with Pin Code on the answer sheet.**
2. Submission of assignments is compulsory and marks obtained in assignments carry 20% weightage in the final result.
3. Students are required to secure 50% marks in assignments to pass the examination.
4. Each subject will have two assignments and each assignment carries 10 marks only.
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. Use only full escape size paper for your answers and **all the answer sheets must be tagged / tied firmly with string.**
9. Assignments in respect of distance mode students must reach IIMM NHQ Education Wing latest by **31 October, 2019 against Jul-Dec, 2019 session. No delay will be acceptable.** GDMM contact mode students are required to submit their assignments at their respective branches.

Note: As per IIMM NHQ circular dated 21.12.2012, (uploaded on www.iimm.org), late receipt of assignments with late fees @ Rs. 200/- per paper can be accepted till 15th Nov, 2019 only. Written Exams scores without assignments will be invalid, hence such students will be required to re-appear in even passed theory papers and resubmit assignments.

**PGDMM-LATERAL
SEMESTER 5**

**PAPER -15
COST AND FINANCIAL MANAGEMENT**

Assignment no-1

Q1. Write short note on any two:

- (a) Objectives of Financial Management
- (b) Importance of Variance Analysis
- (c) Analysis of Financial Statements
- (d) Components of Working Capital

Q 2 Discuss the various factors affecting working capital. Explain the various element of cost

ASSIGNMENT No-2

Q1. Explain the importance of financial management.

Q2.If, Sales = 12, 00,000, Total cost = 75000, Fixed cost = 20, 000 and
Net Profit = 25,000, Then, Find

- a. P/V ratio
- b. Break-even Point
- c. Margin of Safety

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**PGDMM-LATERAL
SEMESTER 5**

**PAPER-16
BUSINESS STRATEGIES AND WORLD CLASS PRACTICES**

Assignment no-1

Q1 Define TQM and discuss the various tools to implement it in practice?

- Q2. A) Explain the advantages of Enterprise Resource Planning
B) Explain Crosby four absolutes of quality.

Assignment no-2

Q1. Write short notes on any two:

- (a) Bench Marking
- (b) Just in Time
- (c) Theory of Constraints (TOC)
- (d) Cost of Quality

- Q2. a) How the management of natural resources is connected to sustainable development?
b) Explain in detail the difference between quality assurance and quality control?

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**PGDMM-LATERAL
SEMESTER 5**

**PAPER -17
ADVANCED SUPPLY CHAIN MANAGEMENT**

Assignment no-1

Q1 What are the major components of a supply chain? Explain.

Q2 Write short notes on any two:

- (a) Vendor Managed Inventory
- (b) EOQ
- (c) Total Cost of Ownership
- (d) Third Party Logistics (3PL)

Assignment no-2

Q1. What is Bullwhip Effect? Explain how this can be reduced in supply chains.

Q2. A) What is Reverse Logistics? Explain how it contributes to sustainability.

B) Describe the decision support systems to tackle the key issues in SCM.

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**PGDMM-LATERAL
SEMESTER 5**

PAPER- 18.a

PROJECT MANAGEMENT

Assignment no-1

Q1. Describe the various stages of a life cycle of a project

Q2. Write short notes on any two:

- (a) Decision Support System
- (b) PERT and CPM
- (c) Role of Project Leader
- (d) Future trends in Project Management

Assignment no-2

Q1. Explain in detail the Bench Marking of Performance and Process in Project Management.

Q2. Explain the role of Management and Leadership in Project Environment.

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**PGDMM-LATERAL
SEMESTER 5**

**PAPER- 18.b
RETAIL MANAGEMENT**

Assignment no-1

- Q1. What is retail management? Explain the functions and position of retailing in India.
- Q2. What is seamless Supply Chain? Explain the characteristics of good planning.

Assignment no-2

- Q1. Explain the functions of packaging and describe the necessity of retail packaging.
- Q2. (a) Differentiate between organized and unorganized sectors of retailing.
- b) What is the concept of "Shopping Mall" in India? Explain.

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**PGDMM-LATERAL
SEMESTER 5**

**PAPER- 18.C
OPERATIONS STRATEGY**

Assignment no-1

Q1. What do you understand by operations strategy? Discuss the 4 key areas of business operations.

Q2. (a) Distinguish between operations strategy and operations management

(b) Explain flexible manufacturing system.

Assignment no-2

Q1. Discuss the key decision areas that need to be considered while determining operations strategy.

Q2. (a) What is meant by service quality? Explain the dimensions of service quality.

(b) Operation strategy is a part of business strategy. Discuss.

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**PGDMM-LATERAL
SEMESTER 5**

**PAPER-18.d
MARKETING MANAGEMENT**

Assignment no-1

Q1. Describe the steps involved in development of new product.

Q2 Write short notes on any two:

- (a) Advertising Objectives
- (b) Operations Strategy
- (c) Selling versus marketing
- (d) Market Segmentation

Assignment no-2

Q1. What is marketing? Discuss the evaluation of marketing.

Q2. For an effective marketing campaign, a marketer must take care of all the elements of marketing.

What are those elements? Elaborate.

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**PGDMM-LATERAL
SEMESTER 5**

**PAPER-18.e
TOTAL QUALITY MANAGEMENT**

Assignment no-1

Q1. Compare the teachings of Deming, Juran and Crosby.

Q2 Write short notes on any two:

- (a) Kaizon
- (b) Benchmarking
- (c) PDCA
- (d) OHSAS 18001

Assignment no-2

Q1. What are 7 basic Q C tools? How these tools are used in solving quality control problem in organizations.

Q.2. Discuss the essential elements of TQM.

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