



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

(PGDMM/ PGDL &SCM - 2 years course)

Assignments for Jan-June 2024 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. **Jan-June 2024**

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 **20th May 2024** 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 **20th May , 2024** 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 - 2years

(Semester - 1)

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Paper - 1

Management Principles & Organisational Behaviour

Question No.1

Marks 15

Students should go through chapter 3,4 &6 before answering the questions below

Q 1. Answer the following questions:

- a) Define Personality. Do you agree Personality Traits should match with requirements of Specific Job?
- b) How you will boost morale of the staff? What are signs of low moral of staff?
- c) What are different types of conflict? How Conflict can be resolved?

Question No.2

Marks 15

Case study

Students should go through chapter 8 & 11 before answering the questions below

ICONT is a Bangalore based company engaged in IT sector having 1000 employees. Company is under pressure as there is slump in IT industry in US and European countries where they have major clients. The problem is further aggravated by onslaught of AI. There is fear in employees of losing jobs. Management is firm to focus on AI. However employees are resisting it. Some of them are thinking of leaving the company.

- a) What are the individual and organisational factors lead to change?
- b) What are obstacles in managing the change?
- c) What factors affect Individual behaviour? What is importance of Attitude?

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Paper - 2

Business Communication

TOTAL MARKS 30

Students should go through chapter 3 before answering the questions below

Question No 1

Marks (2 X 5 = 10)

1. a) Elaborate characteristics of non-verbal communication
b) Functions of Non-verbal communication

Students should go through chapter 10 &12 before answering the questions below

Question No 2

Marks (2 X 5 = 10)

- a) Demonstrate the evolution and history of social media platforms
b) Explain the meaning of meeting and how it is convened

Students should go through chapter 9 before answering the questions below

Question No 3 [Case Study]

Marks 10

PALMS is a Coimbatore based Indian consulting company delivers ERP solutions to corporate firms. They recently done a big deal with PSZ Ltd, an overseas utility firm involved in retailing and the distribution of gas and electricity.

They are the largest utility firm with a client base of a million including corporate, SME's and residential Palms was making a report and for its initial pages it required a consumption pattern and billing of customers avails services of PSZ Ltd. Mr. Neeraj, a service delivery manager of Palms appointed a team consisting of Mr. Animesh (an Offshore delivery head) and Mr. Ravi (a senior systems Engineer). PSZ also asked Palms team to contact them at any point of time for support service during the entire project in case of any confusion.

Animesh himself chose Ravi for the project because of his functional competence and technical expertise. Ravi started making a report for the project persistently. While working on the requirement of the report, Ravi found that two of the client requirements which are very important could not be satisfied under the present scheme of things because of the limitations of the tool. Thus the same information was conveyed to Neeraj over phone call by Ravi. Ravi also asked him to remove those two requirements from the document.

On the other hand, Animesh has no clue about the situation and assumed that all the things under Ravi's guidance were going well. Neeraj and Animesh tends to meet several times during the process and also the progress report was also discussed many times. According to Animesh, there were some changes that were required in the report which suggested alteration in the report layout. Also he suggested a few important minor changes.

Animesh took annual leave during the time when the project was ongoing. Therefore the project was handed over to Mr. Ravidorai. Ravidorai was totally unaware about changes that were supposed to be made in the report except those which Animesh suggested.

The report was given to Ravidorai as the project reached the deadline. He was totally disappointed when he started reconciling the report with their system. He discovered that suggestions made by Animesh were not implemented and also there were two requirements which were missing as he did not have any clue about their exclusion from the report. The changes that were supposed to be implemented in report were missing as there was no proper communication between the senior management and the clients.

Since Neeraj did not convey the MOM (Minutes of the Meeting) to the clients and the team, they failed to deliver the project on time. This also badly affected the reputation of the company.

Questions:

1. Discuss the role of planning in report writing
2. Explain the structure of good project report
3. How should PALMS introspect on its procedure after this incident
4. Explain the structure of a good Project report

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Paper - 3

Business Economics

TOTAL MARKS 30

Question No.1

Students should go through the chapters 2 and 3 before answering the questions below

Mr. Smith is the owner of an apparel manufacturing company. He has ambitions to expand his business and grow. Thus far he has managed to understand the market based on his instincts and succeeded. Being in the fashion business Mr. Smith understands the importance of identifying the individual likes and dislikes in order to estimate the demand. Mr. Smith is aware that his share of the market is also based on the total supply in the market and supplies are affected by multiple factors. Mr. Smith has to exploit the gap in demand and supply in his region and in his segment of business in order to grow. He has to learn to conduct the gap analysis in a systematic manner for it to be accurate and he will be able to use this data to generate his strategic plans

Marks (3 X 5 = 15)

1. What are the factors that affect the individuals demands?
2. Factors affecting supply of goods are many. What are they? Explain each
3. How will Mr. Smith generate the data that will identify the gap in demand and supply?

Question No 2

Students should go through the chapter 7, 10 and 11 before answering the questions below

Identifying the demand is only one part in formulating the business strategy. Based on the market situation he gets data on the price that the market can absorb. In order to meet the target price that the market can accept Mr. Smith has to identify all the factors that will have an influence on his total cost. Mr. Smith understands that the market forces are dynamic and needs to be identified and monitored. These market forces have a significant influence on the economy and society. In addition to the economy and the market other governmental agencies play an important role in ensuring the market is not manipulated by a few companies or individuals. Market regulators play an important role in ensuring a fair and even playing field for the entire industry and Mr. Smith has to ensure that he does not violate any of the guidelines issued by these market regulators

Marks (3 X 5 = 15)

1. What are the various factors that can influence the cost?
2. What are the factors that are influenced by the market forces?
3. Who are these market regulators and what is their role?

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Paper - 4

Business Environment

TOTAL MARKS 30

Question No 1

Students should go through the chapters 1, 2 and 7 before answering the questions below

Mr. Henry is the owner of a business manufacturing assemblies and subassemblies for the computer segment. Using this set of skills, Mr. Henry was keen on expanding his business into the electronics in the automobiles sector. Though he is in the electronics field, he wants to assess the capabilities of his organization and its readiness for the proposed expansion. He was keen on understanding the strengths, weakness of his organization and the impact it will have on his expansion plans. Having carried out this exercise the next step was to understand the risks. He wanted to understand and be aware of the risks in entering a new market segment and wanted to ensure all the possibilities are analysed and understood by a comprehensive risk analysis. Being a part of the ever-changing electronics sector, Mr. Henry is aware of the impact of technology on his business. He has decided to take care of these factors of technology while implementing his expansion plan.

Marks (3 X 5 = 15)

1. Indicate how Mr. Henry will go about understanding his organizations capabilities before venturing into the expansion plan?
2. How will Mr. Henry ensure a systematic and step by step analysis of all the risks in the new market segment?
3. What are the factors of technology that has to be taken into account at the time of implementing the expansion plan?

Question No 2

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

In spite of the analysis carried out on the strengths and weaknesses along with the risks. The new products that is planned in the expansion plan requires a a new location. Mr. Henry is aware about the society and culture prevalent in these parts will definitely have an impact on the operations of the organization. Mr. Henry is very keen on ensuring a good governance for the new company (just like the present one) but he would like to experiment with a different governance model. Mr. Henry has been and exemplary ethical leader to his organization whose traits are worth emulating.

Marks (3 X 5 = 15)

1. What are these factors that are envisaged by Mr. Henry that is likely to impact the operations of the organization?
2. What are the options of corporate governance available for Mr. Henry? You are required to explain each of these to Mr. Henry.
3. What are the ethical leadership traits of Mr. Henry?

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Paper - 5

Business Analytics

TOTAL MARKS 30

Question No.1

Marks 15

Students should go through the chapter 4,5 & 10,before answering the questions below

Answer the below questions.

- i). Explain the difference between decision trees, logistic regression and neural network.
- ii). Give two real life examples where we use decision trees.
- iii). Give two real life examples where we use Logistic regression.
- iv). Give two real life examples where we use neural network.
- v). Give two real life examples which can be solved using all the three (Decision tree, Logistic regression and neural network)

Question No.2

Marks 15

Students should go through the chapter 8 & 11 ,before answering the questions below

Answer the questions below the case

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). What are the Key Performance Indicators (KPIs) that you will monitor for large online retail operations?
- ii). Explain how you will use descriptive, predictive and prescriptive analytics in your whole retail supply chain.

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