



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 July-December 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. **July-December 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 31st October 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 31st October , 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 2, 3, 5 before answering the questions below

Q 1. Answer the following questions:

- A) You are Vice President Purchase of a company with Rs 1000 Crores turnover.
Prepare organisation chart of Purchase Department showing various sections and levels.
Explain responsibilities of each Section of the department.
- B) As a Head of Department, what you will do to create positive work attitude in the Department.
- C) What is significance of Vroom's Expectancy Theory? How you will apply it?

Question No.2

Marks 15

Case study

Students should go through chapter 6, 7, 8 before answering the questions below

- A) What are stages of conflicts? How you will resolve them?
- B) Effective Manager must possess effective skills. What skills manager need to develop?
- C) What are various attributes of individual behaviour?

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Paper - 2

Business Communication

TOTAL MARKS 30

Students should go through chapter 1-4 before answering the questions below

Question No 1

Marks (2 X 5 = 10)

Chairman of the company wants to communicate to the employees of the organization on the company's performance for the year 2021-22

1. Elaborate 7 C' s of communication
2. What are the barriers to communication
3. What steps can help to overcome the barriers

Question No 2

Marks (2 X 5 = 10)

Mr. Krishnan, B.Tech (Electronics) from a leading university and working for a Electronics Industry as a Project trainee. Mr. Krishnan is reporting to Mr. Ravi, Project Manager. Mr. Krishnan's strength are a) very good at performing tasks b) committed to all deadlines and very pleasing personality and company was also happy and given him charge of entire procurement team and reviewing electronic items. He interacted with overseas suppliers for reviews and issues and was in the limelight.

One day Mr. Krishnan received a offer/enquiry from another electronics manufacturing company over phone. Mr. Krishnan decided to talked to Mr. Ravi to know the company's intention on hiring him. Mr. Ravi promised him that his training will be there for 3 more months and after that there will be a formal interview (that will be a formality. You need not worry). After the discussion, Mr. Krishnan decided to decline the other company's offer. He waited for the due day for the interview. During the interview none his managers (including Mr. Ravi) were present. They asked lot of out of context questions. Even though he answered them, they did not take him on board. When he enquired with Mr. Ravi, he washed his hands and said interview panel's decision is final Mr. Krishnan tried with other company, who offered, by that time they finished the recruitment

Questions

1. What are the major communication barriers
2. Elaborate on the mistake committed by manager as well as Mr. Krishnan
3. What are the conflicting statement
4. What is the role of HR and its policy to avoid such mistake in future

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Paper - 3

Business Economics

TOTAL MARKS 30

Question No.1

Students should go through the chapters 1, 2 and 5 before answering the questions below

Mr. Shyam has completed his MBA and was keen on starting an enterprise. He felt the need for understanding the practical aspects of running an enterprise. He decided to go through all the components of running an enterprise by understanding the practical aspects especially in the area of finance and economics. Mr. Shyam had initially identified three products and he was confused on how to go about assessing the demand for each of the products. Each of these products characteristics had multiple characteristics that had an influence in its demand. Mr. Shyam had to identify every kind of demand for each of the product in order to identify the required capacity of the production shop. All the three products planned by Mt. Syam are have many buyers and a consistent demand. The products that have been identified by Mr. Shyam for manufacture have unique technology and manufacturing process and are not easy to copy / imitate.

Marks (3 X 5 = 15)

- Explain the total practical aspects of economics and scope of an enterprise.
- How would Mr. Shyam identify the complete demand for each of his products?
- What is the kind of market in which the products will be competing? Explain its characteristics?

Question No 2

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

At the time of studying the demand / supply equilibrium for his products, Mr Shyam had to estimate and identify all the production costs and the revenues to help him target the likely profitability of his products. He had to identify all the costs and group them into proper classifications for a meaningful analysis. In addition, he has to identify the minimum product volumes that are required to be manufactured in order to sustain his operations. Mr. Shyam also understands that these calculations are valid for a stable business environment and variations are likely to occur in these conditions and environment. Changes in the environment brings about changes in the market conditions. Mr. Shyam based on all these inputs understood through the various analytical processes is now set to start his business venture with great confidence

Marks (3 X 5 = 15)

- What are the cost classifications used by Mr. Shyam to classify all the costs identified by him? Explain the differences of each.
- What is the concept used to identify the minimum volume of production to sustain the business? Explain with a diagram.
- What are the factors identified by Mr. Shyam that change the market and what are its effects?

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Paper - 4

Business Environment

TOTAL MARKS 30

Question No 1

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

M/s Excellent Engineers is a job shop specializing in manufacture of custom fabricated items. They have a reasonably good clientele and have a good performance record with their customers. A growing demand is likely to strain their manufacturing capacities and are presently on the lookout for the takeover of an existing concern. An organization came up for taking over, however a thorough evaluation of the total business environment in which the organization was functioning is essential. M/s Excellent Engineers have identified the steps for conducting the business environmental analysis. While carrying out this exercise M/s Excellent Engineers will also be able to assess the market risks in which the new organization was operating. The final stage will be the identification of the organization's SWOT analysis based on which M/s Excellent Engineers will be able to decide on the takeover bid.

Marks (3 X 5 = 15)

- a) What are the business environment factors that have to be assessed by M/s Excellent Engineers of the new organization?
- b) What are the kind of risks faced by the new organization as identified by M/s Excellent Engineers?
- c) What are the steps identified in the business environmental analysis of the new organization planned by M/s Excellent Engineers?

Question No 2

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

M/s Excellent Engineers were operating in an advanced technology area and it was important that the new organization is also familiar and comfortable with technology. It was essential that they make a proper assessment of the current technology in the new organization. M/s Excellent Engineers had an additional advantage if they took over the new firm. This was located in an area that was very close to an EOU and SEZ. This was identified by M/s excellent Engineers as a good opportunity to make an entry into the export market. They identified multiple modes of entry into the foreign market and they were confident that this will be a major advantage. M/s Excellent Engineers have identified multiple advantages of entering the global market through export. On completing all the assessments, it was found that the new organization was best suited for takeover by M/s Excellent Engineers.

Marks (3 X 5 = 15)

- a) Identify the factors of technology that have to be evaluated by M/s Excellent Engineers.
- b) Identify the multiple modes of entry identified by M/s Excellent Engineers for making an entry into the overseas markets.
- c) What are the positive effects identified by M/s Excellent Engineers for entering into the export market?

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Paper - 5
Business Analytics

TOTAL MARKS 30

Question No.1

Marks 15

Students should go through the chapter 1,2,4 & 9,before answering the questions below

1. Answer the questions below
 - a) Explain the importance of E-R Diagram for designing the database. Explain with a suitable example.
 - b) AI (Artificial Intelligence) has an important role in BI (Business Intelligence). Justify
 - c) Calculate the regression coefficient and obtain the lines of regression for the following data

X	1	2	3	4	5	6	7
Y	9	8	10	12	11	13	14

- d) Explain ANOVA test. Also explain applications of ANOVA test in real life.
- e) Explain Direct Volume Rendering (DVR) for Data visualization with suitable examples. (Chapter

Question No.2

Marks 15

Students should go through the chapter 7 & 8 ,before answering the questions below

Answer the questions below the case

Airbnb is one of the largest marketplaces powered by local host. Airbnb is a marketplace, especially for accommodation. Airbnb has helped people to monetize their spaces and helped tourism in their communities. For this report, we are using the data provided from Airbnb, particularly for Western Australia. The spreadsheet provided has all the listings of the properties that are in lists for rent through Airbnb and the booking list currently recorded for the final three months of 2020.

Western Tourism Commission is looking for assistance in the capacity planning of their various tourism attractions. As the last three months of the year are the best holiday period due to Christmas and New year, for the moment we are more focused on those months booking only. Through the data provided, the Western tourism commission is trying to solve the mystery of how the booking patterns have changed and what are the most preferred localities for a holiday. The information and spreadsheet provided have two sets of data, i.e. one has the list of all the properties enlisted in

Airbnb for renting, and another one is the booking list currently recorded for the final three months of 2020. The noticeable factor is that there are anomaly data in the spreadsheet and a few null values. Because of this, the analysis might not be a hundred per cent accurate. Therefore, before the decisions are taken, the deviations need to be considered for better results.

In bookings spreadsheet there are 99615 data rows and the information recorded are the property_id which is a unique identifier for a property, then the date of the Booking and the price charged for that night's Booking.

In properties there are 12454 data rows and the information recorded are the postcode, locality, latitude, longitude, type of room available, base price and the categorical for where the property is located. This data set has lots of anomalies and null values. For example, for postcode, 6000, the localities entered are Perth, Vincent, Joondalup, Belmont, Victoria Park, canning, Cottesloe, Fremantle and swan. Likewise, postcode 6010 is entered for Cambridge, Claremont, Nedlands. Similarly, there are null values and invalid values, as well.

Consider the above dataset

- a) Explain why data cleaning is important in the above data set. And what are the different ways of cleaning the dataset.
- b) Explain how descriptive analytics and predictive analytics will help Western Tourism commission to expand their business?

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strikeout whichever is not applicable

ASSIGNMENT ANSWERSHEET

Roll.No. Course

Name

Assignments for Semester (Month of Exam)

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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