



# 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 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 [iimassignments@gmail.com](mailto:iimassignments@gmail.com). It must not be shared through Google drive. If the file size is big send separate mails.

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# PGDMM/PGDL & SCM - 2years

(Semester - 2)

Assignments for July-December 2024 Session

(course code PGMM/ PGSM )

for students enrolled w.e.f 01.01.2024

Paper - 6

Research Methodology

## Question No.1

Marks 15

Q. 1 M/s XYZ Ltd is a company engaged in the manufacture of FMCG products. The company is planning to launch a new product in the market to replace one of its existing products which is being phased out in the near future. Prior to launching the new product, the management has decided to carry out a research study to gather information about customer preferences and performance of competitors' products. In this context, answer the following questions:

- What are the different types of research approaches being used by organizations depending on the nature of the research problem. What type of research approach would be suitable for this company? Explain with reasons.
- What is a Research Problem? Explain the step-by-step approach for formulating the research problem.
- What are the various methods of primary data collection? Which methods would be suitable for this company. Explain with reasons.

(Read chapters 1, 2, and 6).

## Question No.2

Marks 15

Q. 2 Raja has been running a restaurant near a busy railway station for the last several years. The business has been quite good having average sales of 500 tea cups per day. A bus stand was being developed nearby and because of this, Raja expects his sales to increase and he would like to gear up his infrastructure to meet the expected increase in demand. However, he wants to observe the situation for some time before making further investments. Soon after the bus stand started functioning, he recorded the daily sales for 12 days as under:

550, 570, 490, 615, 505, 580, 570, 460, 600, 580, 530, 526

- With the given information, can you, as a researcher, carry out an analysis and advise Raja whether his expectation is justified?  
(Use 5% level of significance; t distribution value of 11 degrees of freedom at 5% level = 1.796).
- Do you think z test would be more appropriate in this case? Give reasons for your answer.
- Would you like to observe the situation for some more time, say about 1-2 months to confirm your analysis? Give reasons for your answer.

(Read chapter 10).

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# **PGDMM/PGDL &SCM - 2years**

**(Semester - 2)**

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*for students enrolled w.e.f 01.01.2024*

**Paper - 7**

**Financial Accounting**

**TOTAL MARKS 30**

**Question No 1**

**Marks 15**

A company runs a business of high volume and you are tasked to supervise their accounts related work. As Accounts professional how would you respond to:

- a) Debit and Credit rules in Double Entry Accounting System.
- b) Accounting Concepts in GAAP.
- c) Stages of Accounting Process

*(Read: Chapter 1 & 2)*

**Question No 2**

**Marks 15**

Company A wishes to prepare Budget to the tune of Rs 1000/ Cr for the forthcoming year, while incorporating Infrastructural/ Capital Investment and Operational Expenses worth Rs 600/ Cr and 400/ Cr respectively. As Budget Officer describe the following:

- a) Responsibility Centers with suitable examples.
- b) Master Budget highlighting major activities.
- c) As compared to previous year's budget, justification for deviations in current year.

*(Read : Chapter 11 & 12)*

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# PGDMM/PGDL &SCM - 2years

(Semester - 2)

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Paper -8

Supply Chain Management

TOTAL MARKS 30

Question No 1

Marks 15

Supply Chain Management (SCM) refers to the management of smooth flow of goods and services in order to maximize customers' value and gain competitive advantage in the market. To achieve this goal, organizations attempt to align their supply chains with their business strategies. There are two broad approaches to structuring a supply chain – Lean SCM and Agile SCM.

In the context of the above, answer the following questions.

- Explain how SCM has evolved over the last century through three supply chain revolutions.
- Discuss the different types of inventories maintained by an organization.
- Explain the differences between Lean SCM and Agile SCM.

(Read Chapters 1 to 4)

Question No 2

Marks 15

Truck Manufacturing Company (TMC) is a medium sized specialized Light Commercial truck body manufacturer located in South India. TMC has an annual turnover of more than Rs. 500 cr. These trucks are well received in the market. TMC has about 30 vendors located within a radius of 200 km. the remaining vendors (5 more) are spread across the country. The following features are applicable for TMC

- Manufactures 20% of its final product, components and sub-assemblies to stock
- Builds most final assemblies of major items to order. The competitive strength of TMC lies in its ability to produce high quality final products with engineering modifications to customer's specification. TMC has software by which design changes are incorporated into production plan
- Has approximately 500 shop employees, 15 departments, and 10 distributors where final mounting truck bodies on chassis has sometimes been performed
- Annually sells 25-50% of its product to the export market (in Nepal, Bhutan, and Sri Lanka etc.)
- Experiences problems with delayed delivery from chassis manufacturer when truck bodies are mounted on the chassis at the plant. Often the delivery time is the contentious issue
- Has wandering bottlenecks in the plant and in engineering as the mix of orders and order processing shifts. Sometimes customers (especially institutional) also keep changing their requirements. These are difficult to handle at the last minute

Concerns:

- Information
- Distribution
- Performance Measurement

Questions:

- Highlight on the complexity of managing SCM function for TMC
- Suggest architecture for the Management Information System. Your architecture must include information flow., material flow, and money flow between various entities
- Prepare a list of databases required and also specify fields required under each database

(Read Chapters 9 to 11).

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# PGDMM/PGDL &SCM - 2years

(Semester - 2)

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(course code PGMM/ PGSM )

for students enrolled w.e.f 01.01.2024

Paper - 9

IT Applications In Management

TOTAL MARKS 30

Question No 1

Marks 15

**Q.1 Companies are using trending solutions to enhance sustainability around the globe.**

- How database management systems in block chain technology help companies to improve performance?
- Explain the growth of companies from the Internet of things (IoT).
- Describe the data privacy concerns are protecting consumers?

*(Refer chapter 3, 4, 5)*

Question No 2

Marks 15

Q.2 The Bengaluru-based Ola that started as an online cab aggregator in Mumbai is today among the fastest growing businesses in India. Ola is managing to spread its wings from 4-5 cities to 100 cities across India with more than 200,000 vehicles. Not only this, 99% of its bookings are coming from the cab's app now. Ola is an app-driven company, it made prudent business sense for the company to tap into Face book's network to meet its goals such as boosting brand awareness campaign on a large scale, targeting the right audience, increasing sales by 25%, boosting online searches and increasing its customer base. Meru Cab, Uber etc. are also part of such digital revolution. Most of the startup companies are now a days are heavily depending on the digital marketing tool as cost effective method of creating awareness about their brands. Not only startups, almost every single company, be it small, medium or large have started doing marketing online to increase their business.

- Why is social media marketing extremely important part of above digital marketing campaign?  
*(Refer Chapter 7 and 8)*
- Describe the role of a CRM system in customer acquisition, retention, and customer lifetime value.  
*(Refer Chapter 10)*
- What are the factors affecting adoption of AI in above business case?  
*(Refer Chapter 11)*

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**(Semester - 2)**  
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**Paper - 10**  
**Operations Management**

**TOTAL MARKS 30**

**Question No.1**

**Marks 15**

M/s ABC Ltd is a car manufacturing company engaged in the manufacture of high-quality passenger cars. The goal of the company is to offer finest quality cars and excellent service facilities to its customers. The company is operating in a highly competitive environment. Given this situation answer the following questions.

- a) What are the key functions that should be adopted by the company for achieving competitive position in the industry?
- b) What type of Operations Strategy will be formulated by the company? What factors will influence this strategy? Explain with reasons.
- c) The company is expecting increase in demand for its products and is thinking of augmenting its capacity. What steps should it follow for considering capacity augmentation and ensure maximum capacity utilization?

*(Read chapters 1,2, and 6).*

**Question No.2**

**Marks 15**

Delana is a production analyst at the Golden Kernel processing plant, which processes whole kernel cut corn. Delana's current project is to evaluate different levels of automation for quality control inspection of corn kernels. Option 1 is to assign a number of employees along the conveyor belt to inspect the corn kernels manually as they go by and pick out small and off-color kernels. Option 2 involves using fewer employees who only check for off-color kernels and then running the corn over a screen that filters out the small kernels. Option 3 is to purchase a state-of-the-art, fully automated machine that uses video cameras, a computer workstation, and small bursts of air. This new machine can automatically inspect individual kernels of corn for size and color as the conveyor belt moves the kernels in a single layer by the machine. Inferior kernels are removed by a precisely placed small burst of air as the kernels pass over a perforated air tube. As Delana expected, the initial costs of the options vary substantially. She investigated the cost of each option and has summarized the information in the following table:

	Option 1	Option 2	Option 3
Annual fixed cost	\$ 2500	\$ 4500	\$ 27000
Variable cost per thousand pounds	\$100	\$ 80	\$ 20

**Questions:**

- a) Based on annual cost, determine the annual volume (in thousands of pounds) at which the company would be indifferent between Option 1 and Option 2: between Option 2 and Option 3: and between Option 1 and Option 3
- a) Create a table showing the total annual cost of each option if annual volume (in thousands of pounds) is 50, 200, 350, and 500. Circle the lowest cost at each annual volume.
- b) Based only on the annual cost, for what range of annual volumes would each option be preferred?

*(Read chapter 9).*

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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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Roll.No.  Course

Name

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### Signature of student

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