



# 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 Jan-June 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. **Jan-June 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 30<sup>th</sup> April 2025 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 – 2 years

**(Semester - 1)**

**Assignments for Jan-June 2025 Session**

**(course code PGMM/ PGSM )**

*for students enrolled w.e.f 01.01.2024*

**Paper - 1**

**Management Principles & Organisational Behavior**

**Question No.1**

**Marks 15**

*(Students should go through chapter 2, 4, 5 before answering the questions below)*

MD called a meeting to review the Operations of the new plant started six months back. MD was upset as many orders were not fulfilled in time and there has been long delay. At the same time huge inventory of slow moving and nonmoving stocks was piled up. MD blamed the Purchase Manager for poor planning. HR Manager informed to MD that there is a lot of discontent amongst the Purchase Staff due to favoritism, politics played by the Purchase Manager. MD is in dilemma.

Q. 1. What is the importance of planning? How the barriers of planning can be overcome?

Q. 2. Is Purchase Manager a good leader? What are different types of Leadership Styles? Which one you will recommend?

Q. 3. How you will manage organizational politics? What Political Strategies are adopted in Organization Politics?

**Question No.2**

**Marks 15**

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

Mr Sujoy Pande was promoted by the company as a Plant Head and posted from Hardwar to Sriperumbudur in Tamil Nadu. He was very much happy and enthused to take charge as Plant Head. He had big plans to transform the factory to world class level in terms of productivity, quality and cost. A series of problems he encountered in the factory. Started with communicating with the staff and people outside. He was good in English and Hindi not knowing the local language, culture. Outside the factory people did not speak in Hindi and don't understand English. In the factory there was a disgruntle group which was creating rumors about the new manager. Whatever new initiative he would take, some of the staff were against it and persuaded others not to co-operate him. Occasionally he took strict action but the matter was out of control and went to the court. Management was upset over it.

Q.1. What is importance of Team Work? What is difference in Team and Group? How you will make good team?

Q. 2. How Decision should be taken in Organization?

Q. 3. How to create a culture of learning, innovation in the organization?

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*for students enrolled w.e.f 01.01.2024*  
**Paper - 2**  
**Business Communication**

**TOTAL MARKS 30**

*(Students should go through chapter 1,2,4 and 6 before answering the questions below)*

**Question No 1**

**Marks (2 X 5 = 10)**

1. a) Describe why communication is significant for Organisations  
b) Explain Barriers to Business communication
2. a) If you want to be successful as a leader in an organization you need to communicate well by way of speech. Describe the characteristics of an effective speech.  
b) You are in charge of Supply chain function in your Company, explain the content and style of a recovery letter

**Question No 2**

**Marks (2 X 5 = 10)**

*(Students should go through chapter 10 before answering the questions below)*

Adlux health is a South India based Non profit organisation that owns and runs hospitals which provide acute care, Primary care and specialty care services

Almost all organisations go through internal or external changes from time to time. Similarly organization in health care also undergo changes such as advances in health care sector, innovations in health department, alternatives in health care increase in the demand of employees, merger of hospitals, slow destruction of leaders etc.

Adlux wanted to extend their facilities to North India and doubled its staff in one year span to meet increased demand in health care. Adlux decided to hold a meeting of its managers. This was the largest meeting / gathering till then. Management knew that they needed to give attendees of the meeting, tools for navigating changes and must build cohesion among the newly created teams of managers across the organisation. It was also essential to inspire and motivate everyone so that they could return to work re energized and more resilient.

Now it became essential to communicate to all the employees that such high level changes will continue and they must adapt to the new situation. So to ensure a good meeting, organisation leaders decided to bring two well known speakers to train the personnel. Boring meeting often fail to deliver the meaning to the attendants

Meeting was convened and the eminent speakers ensured that nobody in the meeting would feel bored and they would take interest in the message which was communicated. Speakers were humorous and interesting. As a result they were attentive, participating and active attendants. So they produced productivity in their meeting.

After the meeting it was reported that all the participants made highly positive comments about the way of presentation of the speech by faculty. Meeting made a good balance of message and humor in their speech.

1. Explain the meaning of meeting and purpose of the meetings
2. What was the outcome of the meeting and whether it satisfied the objective of the management
3. How did the organisation ensured that the employees who attended the meeting are not influenced negatively.
4. How to convene a meeting

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**Paper - 3**  
**Business Economics**

**TOTAL MARKS 30**

**Question No.1**

*(Students should go through chapters 3 and 6 before answering the questions below)*

Mr. Chandy is an entrepreneur manufacturing a range of products required by a variety of products in the market. He was having difficulty if assessing the supply in the market since the products were used in multiple products and locations. Based on the consolidated supply statistics he identified a consolidated supply gap. He wanted to breakdown the cause and reasons for the supply gap. With the help of experts, he identified multiple reasons for demand-supply. He had ideas to augment his production levels taking into the market supply with the gaps identified. Price was a major factor to be considered in the demand-supply equation and he has to calculate the cost of his product taking into account all the factors of production and identify the most suitable level of production based on these inputs.

- a) Identify the factors that influence the supply of products in the market? Explain briefly.
- b) What were the types of demand-supply gaps that were identified by the experts? Explain
- c) Identify and explain the factors of production and what are the assumptions?

**Question No 2**

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

Analysis of the demand-supply gap helped Mr. Chandy to identify several market forces that can disrupt the demand supply equation of the market. Mr. Chandy understood the importance of price while analyzing the market forces. In order to decide on the selling price Mr. Chandy has to understand the cost component of his products and he identified various factors that play an important role in the cost of the products. Mr. Chandy wanted to identify the profitability of his product for various volumes in order to identify the optimum quantity of production. This analysis is based on a set of assumptions. With these data and analysis Mr. Chandy felt confident to proceed forward with investments and manufacture of the product.

- a) What were the market forces that were identified by Mr. Chandy that have an impact on the demand & supply of the products?
- b) Identify the cost component that have an influence on the cost of the product as identified by Mr. Chandy
- c) What is the process of identifying the optimum quantity of manufacture. What are the assumptions on which this analysis is carried out?

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**Paper - 4**  
**Business Environment**

**TOTAL MARKS 30**

**Question No 1**

*(Students should go through chapters 1, 4 and 5 before answering the questions below)*

M/s National Industries were in the process of taking over an overseas organization M/s XYZ to fulfil the additional demand anticipated by them in the near future from the overseas market. They were aware of the overseas environment, to a limited extent, in which M/s XYZ were operating but had relatively poor knowledge of the internals of the organization. They identified a set of characteristics over which the assessment of M/s XYZ was to be carried out in order to assess its compatibility with National industries. M/s National industries were aware of the role of the local economic conditions for the successful operation of M/s XYZ and were keen to identify the economic environment of the country in which they were operating. The country in which M/s XYZ were operating had a political environment in which the government played a relatively larger role over the private sector organizations and M/s National industries were keen to understand the scenario.

- a) Identify the characteristics over which the assessment of the new organization is to be carried out. Explain briefly each of them.
- b) In your opinion what is the best model that can be used to understand the economic environment of the country in which M/s XYZ is operating?
- c) What kind of controls can be exercised by the government in the operations of the private organizations in this country?

**Question No 2**

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

The technology used by M/s National industries is a proprietary technology and they were keen to check and identify the kind of legal protection that is available for protecting the technological ownership. India provides protection for a company operating in India for the protection of its technological rights and M/s National industries were looking for similar protection in the host country. According to the law of the local country M/s XYZ must have a board of directors. Multiple options of corporate governance models are available each with their philosophy. M/s XYZ being located in a foreign country had its own set of social cultures that had to be taken into account while managing the organization as they have a significant impact on the operations of the organization.

- a) What are the legal laws that provide protection for the intellectual / technological ownership of an Indian company?
- b) What are the theories of corporate governance that are available for consideration by M/s National industries? Explain each
- c) Explain the social cultures that have an impact on the operations of the organization.

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Paper - 5  
Business Analytics

TOTAL MARKS 30

Question No.1

Marks 15

(Students should go through the chapter 1,4 & 5 before answering the questions below)

- Give two examples of each – structured data, unstructured data and semi structured data.
- What is the difference between logistic and linear regression. Give two real life examples where you can apply the logistic and linear regression.
- Explain the importance of pruning in decision tree with a real business application.

Question No.2

Marks 15

(Students should go through the chapter 8,9 & 11 ,before answering the questions below)

**Answer the questions below the case**

While customer satisfaction is a key marketing metric for companies in the hospitality industry, it is also an important indicator for customers to choose and book their accommodations. There is significantly growing popularity of user-generated reviews on the Internet, in which travellers check customer reviews online before booking, and then write their comments on review websites after their trips.

According to Market Metrix's latest Hospitality Index™ report, one in five guests reads a review about a hotel before booking it; 25 per cent of luxury guests check a review before purchasing and more than 10 per cent of them write a review after their experience. Among all these review websites, Trip Advisor, the world's largest travel online community, is believed by many hotel managers to have the biggest influence on their customers. Trip Advisor's Popularity Index is the most helpful metric used by many Internet users to narrow down their hotel search quickly.

Therefore, lodging companies do not only have to maintain and improve their customer satisfaction, but also need to check their online index continuously to keep track of customer feedback every day.

Obviously, customer feedback is a valuable source for evaluation and improvement for any company in the hospitality industry. However, collecting it and reacting quickly can be a challenge because of the growing volume of reviews. With a new customer satisfaction management dashboard system, managers and owners of 450 000 hotels on Trip Advisor can now assess their performance as rated by customers, including a competitive analysis and a Customer Satisfaction Index. This new index is a scoring system that rates each review from 0 to 100 based on seven key indicators: overall, value, recommend by traveler, cleanliness, service, room and location.

Property owners can also check recent reviews from guests, categorise them according to key metrics and compare their property's rank against competitors and against the aggregate rank of properties in the same area. By managing customer satisfaction in a proactive manner, hotel managers can handle user-generated reviews better, quickly respond to online feedback, identify the fail points in their services as well as discover opportunity for development. The tool provided by Trip Advisor is more than just another online customer satisfaction index. It promises to make it easier for hoteliers to engage with the online travel community and improve repeat and referral visitors in the competitive lodging industry.

Answer the questions below -

- Explain different descriptive analytics used by Trip Advisor by using customer review?
- Explain how will you visualize customer reviews using visualization graphs. Explain with example.
- What are the Key Performance Indicators (KPIs) that the customer monitor before booking a hotel online?

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Paper - 6  
Research Methodology

TOTAL MARKS 30

Question No.1

Marks 15

(Students should go through the chapter 1,2 & 6 before answering the questions below)

- Research can be classified on the basis of various factors such as technique, reason, availability of time and other assets, capacity, type of investigation, and statistical substance. Given this context, explain the different types of research giving suitable examples in each case.
- As a researcher, distinguish between Literature Review and Research Papers. Explain why conducting a literature review is important for a researcher. Bring out the reasons for conducting literature review.
- Every type of research requires data to be collected from various sources for research study. There are mainly two types of data – Primary Data and Secondary Data. In this context, distinguish between these two types of data and explain the factors which will affect the selection of appropriate method of data collection.

Question No.2

Marks 15

(Students should go through the chapter 7 to 10 ,before answering the questions below)

- Survey questionnaires are often designed for collecting standardized information from a group of respondents for the purpose of research study. The development of a questionnaire is a complex and laborious process. In this context, explain the characteristics which a well-designed questionnaire must have, in order to achieve the desired objectives of the research study.
- Correlation analysis is used to study the association between different types of variables and it measures the extent to which one variable is linearly related to the other variables. In this context, explain the different types of tools which are used to study the correlation pattern between variables.
- Find the coefficient of correlation between advertising expenditure (in 1000 Rs.) and actual sales (in 1000 Rs.) given below:

Advertising Expenditure	3	7	4	2	1	4	1	2
Sales	11	16	9	4	7	6	3	8

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Paper - 7  
Financial Accounting

**TOTAL MARKS 30**

**Question No.1**

**Marks 15**

*(Students should go through the chapter 1 & 3 before answering the questions below)*

An MNC wishes to impart training to its staff in understanding the basic knowledge on Financial Statements and their analysis. You as an expert of the topic need to complete the task broadly highlighting the following points:

- a) Financial Statements.
- b) Financial Ratio Analysis.
- c) Guidelines and difficulties in analysing Financial Statements.

**Question No.2**

**Marks 15**

*(Students should go through the chapter 10 before answering the questions below)*

Company XYZ is going to engage a professional to shoulder the responsibility of Managerial Decision Making for its organisation. Suggest M/s XYZ on following issues:

- a) Introduction and process of Decision Making.
- b) Break Even Analysis.
- c) Product Decisions.

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Paper - 8  
Supply Chain Management

TOTAL MARKS 30

Question No.1

Marks 15

(Students should go through the chapter 1 ,2 & 5 before answering the questions below)

- In today's globalized environment, the dynamics and operations of supply chain management (SCM) have changed totally. With the advent of internet, the scope of supply chain has increased and various supply chain platforms have emerged. In this context, discuss the different supply chain platforms and how they have impacted the SCM.
- 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 corporate strategies. In this context, explain the step-by-step approach for aligning the supply chain with the corporate strategy.
- Effective sourcing in the supply chain can increase profits for an organization. Explain this statement bringing out the key roles played by sourcing and discuss the different sourcing strategies.

Question No.2

Marks 15

(Students should go through the chapter 9 to 11 before answering the questions below)

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

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Paper - 9  
IT Applications in Management

TOTAL MARKS 30

Question No.1

Marks 15

*(Students should go through the chapter 1 ,3 & 5 before answering the questions below)*

- Q. 1. As various companies embraced web technologies, their operations became more efficient and transforming into productivity.
- a) How companies are transitioning to digital business model?
  - b) List and explain advantages of centralized databases.
  - c) Describe how data privacy concerns are protecting consumers?

Question No.2

Marks 15

*(Students should go through the chapter 7,9 &10 before answering the questions below)*

Blockchain technology (BCT) is widely used in various applications where different stakeholders of their own interest are coming together where they cooperate and coordinate in trustless decentralized environment. The BCT is more suitable for supply chain management (SCM) applications. The food items supply chain is sensitive issue, and it is difficult to handle the problems food traceability, safety enable, authentication of stakeholders, security and consensus, transparency in transactions, food items shortfall, matching demand and supply chain wastage of material, etc. It encourages for different stakeholders those are coming together on same platform and cooperate, coordinate each other to achieve common goal. Transaction flow is formed to record communication channels on peer to peer network through farmers to distributors, distributors to food processing industry, food processing industry to distributors, distributors to retailers, and lastly retailers to customers.

- a) Describe the ways business can use social media marketing strategies.
- b) What is functional business system? Explain.
- c) Explain the challenges of implementing an enterprise system.

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Paper - 10  
Operations Management

TOTAL MARKS 30

Question No.1

Marks 15

(Students should go through the chapter 1 ,3 & 5 before answering the questions below)

- In today's globalized environment, the world is becoming a smaller and more competitive market place. Due to this, operations managers are facing new challenges and they need to be fully aware of these challenges to ensure that they give peak performance. In this context, explain some of these challenges and how operations managers can meet the same.
- Explain the concept of "cellular manufacturing". How is it different from traditional manufacturing systems? Bring out the benefits of cellular manufacturing and the methods of forming cells.
- Service processes in operations management are classified on the basis of certain characteristics of services. In this context, explain with a neat diagram, the development of "Service Process Matrix" in which service processes are grouped into four quadrants. Discuss the various types of services which are grouped in each of these quadrants, illustrating your answer with suitable examples in each case.

Question No.2

Marks 15

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

A manufacturer of condiments has to decide among Machines A, B, and C, which are the three alternative machines available for packaging. While the initial fixed costs are high for machines B and C compared to machine A, their operating costs are lower. The relevant cost data for each machine is given below:

	Machine A	Machine B	Machine C
Fixed Cost (Rs.)	20000	40000	80000
Variable Cost (Rs.)/unit	5	4	3

The manufacturer is not sure which machine he should choose. The product is sold at Rs. 8 per unit.

Questions:

- Based on annual profit, determine the annual sales volume at which the company would be indifferent between Machine A and Machine B; between Machine B and Machine C; and between Machine A and Machine C
- Create a table showing the total annual profit of each option for annual sales volume of 15000, 25000, and 35000 units respectively.
- If the maximum quantity that can be sold in the market is 45000 units, which machine would be preferable?

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Paper - 11  
Purchase Management

TOTAL MARKS 30

Question No.1

Marks 15

(Students should go through the chapter 1 to 6 before answering the questions below)

a) Aditya Industries has obtained a quote from Three suppliers A, B and C for a purchase of batteries. In order to decide the supplier from whom to buy, the company has developed a vendor rating system consisting of 4 factors with the given factor weights on a scale of 10. The company has also assessed the vendors based on these factors (on a scale of 100) as follows –

Factor	weight	Supplier A	Supplier B	Supplier c
Delivery reliability	1	80	70	60
Purchase Price	1	50	70	60
Quality Performance	5	60	60	70
Technological capability	3	50	60	70

Which supplier should the company select?

- b) Materials Research should be the foundation in which Procurement in an organization should be based on. Do you agree? Explain the scope of Material Research
- c) Discuss Global Sourcing highlighting it's pitfalls and advantages

Question No.2

Marks 15

(Students should go through the chapter 1,7 and 11 before answering the questions below)

a) In 2013, the Irish government conducted an independent test of meats supplied by Silvercrest Foods and announced that meat labeled as beef and sold to several frozen meat suppliers contained up to 80% horse meat. Companies around the world, who were buying from Silvercrest immediately stopped their contracts.

Silvercrest vehemently denied it's involvement in the fraud and stated that they bought their meats from meat packers in Poland. Polish companies defended themselves stating that contamination could not have occurred in their factories and suggested instead that other parties further up the supply chain may have been guilty of tampering with the food.

This is a very common situation we come across often. Purchasing has a very important function, to prevent such situations. Discuss the Roles and responsibilities of a Purchasing Manager

- b) Explain Kraljic's Matrix as a solution to balancing cost and supply security?
- c) Risk Management is the most essential activity today to achieve Value for money in any manufacturing activity. How do firms identify the risks and what strategies can they implement to minimize it's impact?.

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Paper - 12  
Inventory Management

TOTAL MARKS 30

Question No.1

Marks 15

(Students should go through the chapter 1,2 & 3 before answering the questions below)

a) Perform the ABC Analysis for the given data , given that A = 85%, B = 10% C = 5%

Item descr	Units consumed	Unit Price
X	80	70
Y	260	380
Z	98	40
D	60	90
E	85	40
F	70	30
G	110	20
H	75	25
I	100	300

Classify the items as A, B and C

b) Explain some means by which the efficacy of an Inventory Management system can be assessed.

c) Can the Moving Average method be used to predict sales of Olympic Games badges? Explain the method you would use.

Question No.2

Marks 15

(Students should go through the chapter 1- 5 before answering the questions below)

a) The local Nandini outlet expects to sell 12000 cases of idli batter next year. The annual holding costs for the idli batter is Rs 16 per case per year. The ordering cost is Rs 60/order. The outlet operates 320 days per year. Given this information –

- What is the EOQ?
- Explain the various costs associated with inventories

b) ERP is an extension of MRP-II, developed in response to the complex requirements of the global Manufacturing system. Explain the components of an ERP system

c). The Metro shoe store in Galleria Mall sells on an average of 4 pairs of Size-12 Executive shoes per day. On a good day, they can sell up to 7 pairs. Their standard delivery lead time is 5 days. However, on some bad days, the delivery lead time can be 8 days.

- Calculate how much safety stock should the outlet hold, as a buffer for sudden spurt in sales
- Calculate the reorder point:

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PGDMM/PGDL &SCM – 2 years  
**(Semester - 3)**  
**Assignments for Jan-June 2025Session**  
**(course code PGMM/ PGSM )**  
*for students enrolled w.e.f 01.01.2024*  
**Paper - 13**  
**Logistics and Warehousing Management**

**TOTAL MARKS 30**

**Question No.1**

**Marks 15**

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

M/s Quick Move Incorporated (QMI) is a transportation company transporting goods for its customers. They have temporary warehouses as part of the transportation logistics in multiple locations. M/s QMI as part of their expansion had option to augment these warehouses and include warehousing services in their operations. Many companies were planning to outsource the transportation and warehousing operations for various reasons and M/s QMI already had the storage systems including the automated systems in some of their warehouses. However, the warehouses lacked some additional facilities and they had to be added to the existing set-up for material handling within the warehouse.

- a) What are the major reasons for outsourcing the warehousing operations by an organization?
- b) What are the common types of storage systems used in M/s QMI's warehouses? Explain briefly each of them.

What are the missing facilities required in the warehouses? Explain briefly each of them

**Question No.2**

**Marks 15**

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

In the process of expansion of their operations, M/s QMI were able to identify the close relationship between logistics management and supply chain management. They made a detailed analysis of both the processes and identified the relationship and the differences. But they felt it was a little premature and ambitious to leap frog into supply chain management directly. Using the new logistics policy as a guideline M/s QMI decided to focus on all the objectives of the new policy and achieve excellence in the area of logistics. Though transportation was the core competence of M/s QMI, one weakness that was identified was the minimum use of containers in the transportation process. They decided to focus in this area and reap the benefits of containerization for themselves and for their customers. Having carried out a through analysis of the requirements in their quest for expansion they were able to identify all the missing links and proceed with confidence in their expansion program

- a) What were the differences identified by M/s QMI between logistics and supply chain management?
- b) What are the objectives of the new logistics policy that will bring excellence to M/s QMI in the area of logistics?
- c) What were the benefits of containerization that was identified by M/s QMI?

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(Semester - 3)

Assignments for Jan-June 2025 Session  
(course code PGMM/ PGSM )  
for students enrolled w.e.f 01.01.2024

Paper - 14  
Legal Aspects in Business

**TOTAL MARKS 30**

**Question No.1**

**Marks 15**

*(Students should go through the chapter 2,4 & 5 before answering the questions below)*

**Explain the followings in details:**

- (a) The Kinds of Offer & Discharge of a Contract,
- (b) The Difference between Sale of Goods and Agreement to Sell,
- (c) Incorporation of LLP, its Features and difference between Partnership firm & an LLP.

**Question No.2**

**Marks 15**

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

Mr Anand Dixit was the President of Shiva Cements Ltd, which was incorporated in 1991. The Registered Office of the organization was in Kanpur. Till 1996, the organization was the largest seller of Cement in India. In the same year, Mr. Dixit decided to enter the paint industry under the brand name Shiva Paints. He put his proposal in the Board Meeting and the proposal was accepted.

However, long-term and medium-term financing was needed for the new project. Mr. Rajiv Pandey was the Finance Manager of the organization. Mr. Pandey prepared the capital structure for the new investment project and explained it to Mr. Dixit.

According to capital structure, 40% of the capital was from issuing debentures, 30% of the capital was from term loans, 20% of the capital was from public deposits and 10% of the capital was from retained earnings of the parent organization. Mr Pandey was not in favour of raising capital by issuing shares because he did not want the interference of shareholders in the internal decisions of the organization. The product was launched in the market in 1999 by the team efforts of Shiva Paints and Shiva Cements. The new product got a good start in the market. After the end of two financial years, Shiva Paints found that it was going at a loss.

There were several reasons for the loss, such as the paint market was filled with MNCs that were selling low-price paints with better quality and other organizations were strongly advertising their products. Initially, Shiva Paints was making a moderate profit, which went into paying interest on loans and meeting other expenses. In 2002, public deposits matured and Shiva Paints paid their liability out of the profit made by Shiva Cements.

1. Examine the main issues confronted by Shiva Paints ?
2. Do you think Mr. Pandey was right ? Explain.
3. According to you, what could be the alternate capital structure for Shiva Paints?

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PGDMM/PGDL &SCM – 2 years  
(Semester - 3)

Assignments for Jan-June 2025 Session  
(course code PGMM/ PGSM )  
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Paper - 15  
International Trade

**TOTAL MARKS 30**

**Question No.1**

**Marks 15**

*(Students should go through the chapter 2,4 & 5 before answering the questions below)*

Students should go through chapters 1, 2 and 4 before answering the questions below  
M/s International Products Incorporated (M/s IPI) ventured into international market with the intention of capturing a part of the over seas market. However, M/s IPI implemented their plan without carrying out a full-fledged analysis of the conditions of the market. Having entered this market, they ran into a series of challenges and had to take urgent measures to overcome these challenges. They had carried out a through exercise on the local economic situation focusing on all the factors that are likely to affect their performance in the international market. This analysis helped M/s IPI to focus on the process of international marketing and target their international customers.

1. What were the challenges faced by M/s IPI when they entered the international market? Explain each of these challenges.
2. What were the local economic factors that were analyzed by M/s IPI in order to succeed in the international market?
3. What was the process followed by M/s IPI in the international marketing process?

**Question No.2**

**Marks 15**

*(Students should go through the chapter 6.9 & 11 before answering the questions below)*

M/s IPI had identified two important factors that will play a significant role in the development of international business. M/s IPI set out to understand the economic conditions that play a role in the movement of exchange rate, which, they felt will help them to manage the international revenues effectively. The second factor that was expected to play an important role in sustaining the international market is the product price. M/s IPI have to focus on strategies to maintain or reduce the price as the product requires a significant amount of imported raw material and components. Last but not the least important is the trade documentation that has to be followed in the export process. This has to be followed meticulously to ensure a smooth and proper flow of foreign exchange. M/s IPI, in their opinion, have identified all the important factors to sustain and improve their international business.

1. What are the economic factors that influence the exchange rate of a currency?
2. What are the avenues available for M/s IPI to sustain or reduce the cost of imported components?
3. Detail the documentation process that must be followed for the smooth realization of foreign exchange revenue at the time of export.

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# INDIAN INSTITUTE OF MATERIALS MANAGEMENT

strikeout whichever is not applicable

## ASSIGNMENT ANSWERSHEET

Roll.No.  Course

Name

Assignments for  Semester (Month of Exam)

Paper No.  Subject:

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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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# INDIAN INSTITUTE OF MATERIALS MANAGEMENT

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## ASSIGNMENT ANSWERSHEET

Roll.No. \* PGMM /PGSM/20 / /

Course

Name

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### Signature of student

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