KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

Maniram Dewan School of Management

HOME ASSIGNMENT FOR DIPLOMA IN SALES AND MARKETING

FIRST SEMESTER, 2023

N.B: The learners will have to collect receipt after submitting the assignment with the signatureand seal of the collector of study centre and will have to keep with him/her till the declaration ofresult.

✂.....

Receipt

Received the assignment from Mr/Ms .....Enrollment number……of 1st Semester, 2023 DSM on .....2023.

Date: **Signature of collector with seal**

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

(Maniram Dewan School of Management)

Home Assignment
DSM 1st Semester, 2023

DSM S1 01: Management Process and Organisational Behaviour

Total Marks: 50

Assignments are required to be written in your own language, copying in to from the learning material will carry less score.

***Last Date of Submission:** 10 January 2023*

A. Answer the following questions: 4x10=40 Marks

Q1. Discuss different styles of leadership and explain its application in an organization.

Q2. What is Organisational Behaviour? Discuss the major challenges in the study of Organisational Behaviour (OB).

Q3. Discuss the process of communication. Assume yourself as a manager of an organisation. Do you think formal communication plays an important role your organisation? Justify your answer.

Q4. Discuss any two types of Organisational Structure.

B: Answer the following 10 marks

Q5. Do you think recycling is an important community service? Discuss briefly, how recycling can improve our global environment.

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Home Assignment
DSM 1st Semester, 2023

DSM S1 02: Marketing Management

Marks: 50

Assignments are required to be written in your own language, copying in to from the learning material will carry less score.

***Last Date of Submission:** 10 January 2023*

A. Answer the following **4x10=40 Marks**

Q1. Discuss different methods of pricing.

Q2. Write a short note on advertising media.

Q3. Discuss different stages of Product development process.

Q4. Write short note on

i. Relationship marketing

ii. Green marketing

B. Answer the following question: **5+5=10 Marks**

Q5. Discuss the sources and effects of ocean marine pollution.

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Home Assignment
DSM 1st Semester, 2023

DSM S1 03: Business Environment

Total Marks: 50

Assignments are required to be written in your own language, copying in to from the learning material will carry less score.

***Last Date of Submission:** 10 January 2023*

A. Answer the following questions: 4x10=40 Marks

Q1. Discuss the importance of studying technological environment.

Q2. Explain the scope of corporate governance.

Q3. Discuss the role of small and village industries in economic development.

Q4. Discuss the features of Indian money market.

B. Answer the following question: 4+2+4=10 Marks

Q5: What are the harmful effects of single use plastic on the environment? What are Chlorofluorocarbons? State the effects of Chlorofluorocarbons on the environment.

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Home Assignment
DSM 1st Semester, 2023

DSM S1 04: Information Technology in Management

Total Marks: 50

Assignments are required to be written in your own language, copying in to from the learning material will carry less score.

***Last Date of Submission:** 10 January 2023*

A. Answer the following questions: 4x10=40 Marks

Q1. Discuss World Wide Web and its functions. Also discuss web browser along with their features.

Q2. How can you create a new template in LibreOffice Writer, and what steps are involved in the process?

Q3. Explain the key features of LibreOffice Calc and discuss how they make it a valuable tool for businesses and individuals. Provide examples and use cases for each feature to illustrate its practical application. (4+2+4)

Q4. Discuss the significance of Intellectual Property Rights (IPR) in the context of Information Technology services and products. Describe the three main types of IPR - copyrights, patents, and trademarks - and their respective roles in protecting intellectual property. (4+6)

B. Answer the following question: 10 Marks

Q5. How can we reduce the intensity of the problem of e-waste?

Assignment Guidelines

The following are some important guidelines for writing your assignment responses:

- Make sure that you have answered all the questions of an assignment before you submit it in the study center. Incomplete assignments shall bring you poor grades, or non-submission of assignments in time may lead to withholding of results.
- Answer the questions of the assignment as directed after a careful study of the Units availablein the SLMs.
- You should ***not send printed articles*** as your answers for assignments, nor should you reproduce the text of the SLMs verbatim. Write assignments in your ***own words and in your own handwriting*.** Typed assignment responses are never allowed.
- The assignments should be written on an A4 size sheet or a foolscap size blank paper.
- Assignments should only be written in blue or black ink colour pen
- **The assignments should have a first page/cover page. The first page/cover page should havethe following details:**

  Programme Name: ----------

  Name:..... Enrolment Number: .....

  Course Title:..... Study Centre Code: .....

  Date of Submission:..... Phone No and Email id:.....
- Ensure that you keep a copy of the assignment responses with yourself. You might need themin case you have to re-submit the assignment responses due to some unforeseen circumstances.
- While submitting the assignment, don't forget to collect the receipt.
- Be precise in your response. Keep the word limit of the assignments in mind.