KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

Maniram Dewan School of Management

HOME ASSIGNMENT FOR DIPLOMA IN SALES AND MARKETING MANAGEMENT

FIRST SEMESTER, 2024

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, 2024 DSM on .....2024.

Date: **Signature of collector with seal**

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

(Maniram Dewan School of Management)

Home Assignment
DSM 1st Semester, 2024

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:** 31/05/2024*

All questions carry 10 marks each.

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

Additional question instead of MCQ tests

Q5. Discuss any two types of Organisational Structure.

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Home Assignment
DSM 1st Semester, 2024

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:** 31/05/2024*

All questions carry 10 marks each.

Q1. What is market segmentation? Explain the importance of market segmentation. Also discuss the psychographic segmentation of the market

Q2. Discuss different stages of Product development process.

Q3. A food production company wants to start their business in Assam. They want to produce noodles. Now as a learner of marketing management, discuss the activities they need to do before launching the product in the market. Also prepare the advertising strategies (deciding which media to use, give a brand name for the product and how you can make the advertisement more effective.)

Q4. "Green marketing is the practice of promoting products or services that are sustainable and eco-friendly". Elaborate with proper illustration.

Additional question instead of MCQ tests

Q5. Define consumer buying behaviour. State the steps involved in consumer buying decision process

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Home Assignment
DSM 1st Semester, 2024

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:** 31/05/2024*

All questions carry 10 marks each.

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

Additional question instead of MCQ tests

Q5. Discuss the features of Indian money market.

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Home Assignment
DSM 1st Semester, 2024

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:** 31/05/2024*

All questions carry 10 marks each.

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

Additional question instead of MCQ tests

Q5. 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)

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.