

**MS-91**

## **Management Programme**

**ASSIGNMENT  
FIRST SEMESTER  
2010**

**MS-91: Advance Strategic Management**



**School of Management Studies  
INDIRA GANDHI NATIONAL OPEN UNIVERSITY  
MAIDAN GARHI, NEW DELHI-110 068**

## ASSIGNMENT

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<b>Course Code</b>	:	<b>MS-91</b>
<b>Course Title</b>	:	<b>Advanced Strategic Management</b>
<b>Assignment Code</b>	:	<b>91/TMA/SEM-I/2010</b>
<b>Coverage</b>	:	<b>All Blocks</b>

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**Note: Please attempt all the questions and send it to the Coordinator of the study center you are attached with**

1. Explain the meaning of Corporate Policy and describe its various features.
2. Compare the role of a Chairman with that of a CEO citing examples from any Company.
3. Describe the four basic strategies adopted by Companies to compete in the international environment and discuss its advantages and disadvantages.
4. Briefly explain the working of a Knowledge Management System (KMS) in an organization.
5. 'The process of producing goods forces businesses to engage in exchanges and interactions with internal and external environment.' Discuss this statement keeping in mind the ethical issues involved.
6. Write short notes on the following:-
  - a) Business level strategy
  - b) Board of Directors (BoD)
  - c) Franchising

**MS-92**

## **Management Programme**

**ASSIGNMENT  
FIRST SEMESTER  
2010**

**MS-92: Management of Public Enterprises**



**School of Management Studies  
INDIRA GANDHI NATIONAL OPEN UNIVERSITY  
MAIDAN GARHI, NEW DELHI-110 068**

## ASSIGNMENT

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<b>Course Code</b>	:	<b>MS-92</b>
<b>Course Title</b>	:	<b>Management of Public Enterprises</b>
<b>Assignment Code</b>	:	<b>92/TMA/SEM-I/2010</b>
<b>Coverage</b>	:	<b>All Blocks</b>

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**Note: Please attempt all the questions and send it to the Coordinator of the study center you are attached with**

1. Describe briefly the terms 'Performance Contracting' and 'Audit Function' with reference to public enterprises.
2. Explain the ways in which government control is exercised over Public Enterprises.
3. 'Public enterprises in India function at three levels of administration: Central, State and Municipal.' Critically examine this statement in the present context.
4. Explain the relevance of marketing mix to public enterprises with special reference to Product mix and Price mix.
5. Briefly discuss the strategic issues arising out of disinvestment.
6. Write short notes on the following:-
  - a) Restructuring
  - b) Wage Policy
  - c) Central Vigilance Commission (CVC)

**MS-93**

## **Management Programme**

**ASSIGNMENT  
FIRST SEMESTER  
2010**

**MS-93: Management of New and Small Enterprises**



**School of Management Studies  
INDIRA GANDHI NATIONAL OPEN UNIVERSITY  
MAIDAN GARHI, NEW DELHI-110 068**

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS-93</b>
<b>Course Title</b>	<b>:</b>	<b>Management of New and Small Enterprises</b>
<b>Assignment Code</b>	<b>:</b>	<b>93/TMA/SEM-I/2010</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note: Please attempt all the questions and send it to the Coordinator of the study center you are attached with**

1. What are the gaps in the support infrastructure for small entrepreneurs in India? Comment on the basis of your discussion with five small scale entrepreneurs in your area.
2. Take a product of your choice that can be manufactured by smaller scale entrepreneurs. For your own area, conduct a market assessment for the product, clearly listing out the variables that you will include in making the market assessment.
3. What are the key considerations in selecting the form of organisation for a small enterprise? Which form of organisation would you suggest for the following and why
  - i) a group of friends planning to open up a restaurant
  - ii) An entrepreneur planning to setup a unit to manufacture ball bearings for various types of Industries
4.
  - a. What is the importance of the training functions in the small state sector? Explain.
  - b. Quality, though often compromised by a small entrepreneurs, may be the most important growth strategy that can be used by this sector. Do you agree? Support your answer with reasons.
5. How would you measure the performance of a small scale enterprise? Explain the measures used.

**MS-95**

## **Management Programme**

**ASSIGNMENT  
FIRST SEMESTER  
2010**

**MS-95: Research Methodology for Management Decisions**



**School of Management Studies  
INDIRA GANDHI NATIONAL OPEN UNIVERSITY  
MAIDAN GARHI, NEW DELHI-110 068**

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS-95</b>
<b>Course Title</b>	<b>:</b>	<b>Research Methodology for Management Decisions</b>
<b>Assignment No.</b>	<b>:</b>	<b>95/TMA /SEM-I/2010</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note: Attempt all the questions and send it to the coordinator of the study centre, you are attached with.**

1.
  - a. Discuss the importance of research in decision making.
  - b. What is problem definition in research process? Discuss the various steps of research process with an illustrative example from management.
2. Discuss the most commonly used scales for measurement of attitude in a research. Also identify the various issues in selection of attitude measurement scales.
3. State Bank of India is curious about the grade level of people who use their ATM at South Delhi. Businessmen are classified as type A and salaried people are as type B. Data is presented below for 30 people who used the ATM during one Friday afternoon. Test this sequence for randomness at the 0.05 significance level.

ABBBAABBAABAABBBBABBBABABBBBAA

4. Write short note on the following:
    - a. Sampling methods
    - b. Factor loading and factor analysis
    - c. Different types of experimental design
- Copy reading and proof reading of the reports prepa