

INDIAN INSTITUTE OF MATERIALS MANAGEMENT
NHQ- Education Wing

Plot Nos. 102 & 104, Institutional Area, Sector-15, CBD Belapur, Navi Mumbai- 400 614

PGDMM STUDENTS (SEMESTER- 5)

Dear Student,

Mid Term Assignments, June,2012, in respect of the subjects of the above semester are forwarded herewith, with the request that the answers to the same be sent to the NHQ Education, by **30 April, 2012. Please note the following:-**

1. **Write your Name, Roll. No. and complete mailing address with Pin Code on the answer sheet.**
2. Submission of assignments is compulsory and marks obtained in assignments carry 20% weightage in the final result.
- 3 Each subject will have two assignments and each assignment carries 10 marks only.
4. Write the assignments in your own good hand writing and do not print or type the answers.
- 5 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.
6. Problems/queries with regard to assignments/study materials, if any, be discussed with respective branch/NHQ (Mobile No-09820815301, Mr. V G Pandey) and during the contact classes.
7. Use only foolscap size paper for your answers and All the **answer sheets must be tagged / tied firmly with string.**

Paper -15

STRATEGIC COST AND FINANCIAL MANAGEMENT

ASSIGNMENT No-1

Q1 The following information has been collected from the books of accounts of M/s Balmer and Richardeson Limited for the financial year. 2010-11

1. EBIT	-	Rs.2,000 lakhs;
2. PBT	-	Rs.600 lakhs;
3. Fixed Operating cost	-	Rs.1400 lakhs.

Calculate operating Financial and Combined leverages of the company.

Q2 Explain the following.

- 1) Sale and Lease back arrangement.
- 2) Functions of SEBI.
- 3) Weighted Average Cost of Capital.
- 4) Propositions of MM approach to Capital structure.
- 5) Distinction between Job Costing and Process Costing.

ASSIGNMENT No-2

Q1 Write short notes on the following.

- a) Return on Investment
- b) Financial Ratios
- c) Advantages and Limitations of Leasing
- d) Listing of Securities
- e) Short-term loans by Commercial Banks

Q2 M/s. Alkali and Amides India Limited is manufacturing a special product ASDF for Pharmaceutical industry. During the manufacturing process of main product ASDF, two By-products WRT and MNT also come out.. The joint expenses of manufacture amount to Rs.2,39,100. All the three products are processed further after separation and sold as per details given below:

	Main Product	-----By- Products----	
	ASDF	WRT	MNT
Sales (Rs.)	1,80,000	1,20,000	80,000
Separation Costs incurred (Rs.)	12,000	10,000	8,000
Profit as % of sales	25	20	15

Total fixed selling expenses are 10% of total cost of sales which are apportioned to the three products in the ratio of 20:40:40. Prepare a statement showing the apportionment of joint costs to the main product and the two By-products.

Paper-16

BUSINESS STRATEGIES AND WORLD CLASS PRACTICES

ASSIGNMENT No-1

- Q1. Explain in detail the Strategic Planning Methodology for world Class Manufacturing.
- Q2. . Write short notes on the following concepts with suitable illustration from your experience.
- a) Hall's model of Value Added Engineering
 - b) The Supplier Interface
 - c) Porter's value chain**
 - d) Production leveling**
 - e) TOPP system of performance measurement

ASSIGNMENT No-2

- Q1 Explain the following:-
- | | | |
|------------------------------|------------------------|-----------------|
| a) Economic evolution theory | b) Five why's | c) Seven wastes |
| d) Knowledge workers | e) Root cause analysis | |
- Q 2 What are the various information management tools used in World Class Manufacturing adopted by successful companies ?

ADVANCED SUPPLY CHAIN MANAGEMENT

ASSIGNMENT No-1

Q 1 Describe the functional strategies being regularly adopted by successful organizations that impact supply chain performance.

Q2. Write short notes on the following.

- a) Supplier integration for new product development
- b) Dimensions of customer value
- c) IT infrastructure components
- d) Advantages of centralized buying
- e) Vender Managed Inventory

ASSIGNMENT No-2

Q1. Explain the performance measurement systems followed by well known companies. How does the Radio Frequency Identification Technology facilitate effective performance measurement?

Q2. Write short note on the followed.

- a) Differentiation Strategy
- b) Total Cost of Ownership
- c) Order processing cycle
- d) Risk Pooling
- e) Boom and Bust Cycle

PROJECT MANAGEMENT

ASSIGNMENT No-1.

Q 1 Describe the relationship between Project Management and Line Management with reference to and examples from the industry and major Project planning techniques

Q.2. What are the various methods for evaluating project profitability's and criterion for strategic investment decision making.

ASSIGNMENT No-2

Q1. Describe the role and importance of self directed project teams for improving the effectiveness in Project Management and successful completion of the projects.

Q2. Describe the requirements of a Bankable Project Proposal with details which are considered by banks while taking decision about financing the project.

Paper 18.b

DECISION SUPPORT SYSTEM

ASSIGNMENT No-1

Q1 What are the major components of a Decision Support System. Explain the role of Decision Support System in bridging the gap between supply chain planning and supply chain execution.

Q2 Explain the comparative advantage derived by business organizations by proper application of decision making tools in increasing productivity, efficiency, & effectiveness of the organizations.

ASSIGNMENT No-2

Q1 Describe the concept and advantages of Excel Programming as a flexible development tool for creation of custom solutions for to data manipulation and analysis.

Q2 Describe the concept, importance and main characteristics of Data Warehouse. How a data warehouse is different from a database?

Paper 18.c

OPERATIONS RESEARCH

ASSIGNMENT No-1

Q1. Explain the essentials, properties, formulation and different methods for solution of linear Programming models.

Q2. Describe the visual tools Critical Path Method (CPM) and Project Evaluation & Review Technique (PERT) in assisting the Managers for managing the projects

ASSIGNMENT No-2

Q1. M/s. Quality Products Manufacturing Company Of India Limited has been using a particular type of lathe machines M1 whose operating cost is estimated as Rs. 5000 for the first year, increasing by Rs. 15000 per year in the subsequent years. The company has identified another new machine whose operating cost is estimated as Rs. 8000 for the first year, increasing by 10000 every subsequent year. Assume the present cost of both the machines as Rs. 1 lakh each and both have no resale value. Find out whether the company should replace it with new machine or not. If your recommendation is to replace the existing machine with new one suggest as to when the machine should be replaced.

Q2 What do you understand by Simulation. Explain the application of simulation technique in solving Inventory problems with the help of suitable example.

Paper-18.d

MARKETING MANAGEMENT

ASSIGNMENT No-1

Q1. Explain the concept of Marketing Mix and major trends, shifts and challenges that business managers will need to take into consideration while formulating the Marketing Strategy for the companies.

Q2. Describe the need and competitive advantages gained by Marketing managers by studying the buyer behavior and market segmentation for the products.

ASSIGNMENT No-2

Q1. What do you understand by the term Brand Loyalty, Brand identity, Brand Personality and Brand Image . Explain whether Brand Loyalty exists in the modern market place where most products are perceived as being more or less similar.

Q2. Describe the role of advertising in sales promotion and various consumer sales promotion tools that are being utilized by companies .

Paper-18.e

TOTAL QUALITY MANAGEMENT

ASSIGNMENT No-1

Q1 a) Describe the scope, importance, and essential elements of Total Quality Management in Indian organizations .
b) Explain the Juran's quality trilogy and contributions made by him to Total Quality Management movement.

Q2 Write short note on the following:-

- | | |
|---|-------------------------|
| a) Affinity Diagram | b) Matrix Data Analysis |
| d) Cause and Effect Diagram | e) Cost of Quality |
| c) Quality Function Deployment & Kano model | |

ASSIGNMENT No-2

Q1. Describe the concepts of Quality Assurance and the benefits derived by companies / organizations from implementation of Quality Assurance Systems.

Q2. Explain the main provisions/clauses , requirements and registration benefits derived by companies / organizations from ISO 9000 series standards.