

ASSIGNMENT BOOKLET

**Post Graduate Diploma in Agribusiness
(PGDAB)**

**January 2024 sessions
and
July 2024 Sessions**



**School of Agriculture
Indira Gandhi National Open University
New Delhi -110068**

Dear Learners,

The Post Graduate Diploma in Agribusiness (PGDAB) consists of 7 theory courses and one project work. The assessment of theory courses is done in two components i.e. continuous assessment (assignment) and term-end examination. The weightage for the term-end examination will be 70per cent and the weightage for the continuous assessment (assignment) will be 30per cent. There is one assignment for each theory course, thus a total of seven assignments for the programme. Each assignment will be of 50 marks which ultimately will be converted to have a weightage of 30 % of total marks.

Before attempting the assignments, please read the following instructions carefully.

1. First of all, read the assignment /questions and instructions carefully and identify the components of an assignment. You should read the relevant sections and sub-sections of a unit while preparing your responses and write answers in your own words. Your responses should not be a verbatim reproduction of the textual materials/blocks provided for self-learning purposes. We also suggest that you read additional materials available in your study centre or any other library before preparing your responses. But extra reading is not a must to answer these assignments.
2. **On the top of the first page of your answer sheet, please write the details exactly in the following format.**

Enrolment no.:

Name:

Address:

.....

Course Code:

Course Title:

Study Centre:

(Name and Code)

Date:

3. Use foolscap size paper for writing your answer.
4. Leave a 4 cm margin on the top, bottom, and left of your answer sheet.
5. Indicate question no. and part of the question being solved while writing your answers.
6. Assignments have to be sent to the Programme Coordinator of your study centre.
7. **We strongly suggest that you should retain a copy of your assignment responses.**

Wishing you good luck.

Assignment -5

Course Code: MAM-055

Course Title: Principles of Agribusiness Management

Maximum Marks: 50

Note: Attempt any FIVE questions. All questions carry equal marks.

1.	Define Management. Explain in brief the scientific, administrative, and behavioural approaches of management thought.
2.	Explain the functions of management and list the managerial roles identified by Henry Mintzberg.
3.	Define Recruitment, Selection and Training. Discuss various types of interview
4.	Differentiate between Human Resource Development and Human Resource Management, highlighting five differences, and provide five HRD strategies.
5.	Define conflict management. Mention the sources of Conflict and their negotiation techniques.
6.	What do you understand by leadership? Distinguish between leader and manager. Outline different leadership styles.
7.	What is an Enterprise Information System (EIS)? Explain its role.
8.	Explain about e-commerce and m-commerce and mention in detail about types of e-commerce.