

ASSIGNMENT BOOKLET

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

**January 2025 and
July 2025 Sessions**



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

Dear Students,

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 70 per cent and the weightage for the continuous assessment (assignment) will be 30 per 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 on or before the last date of submission.
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
January 2025 and July 2025 sessions

Maximum Marks: 50

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

1.	What do you understand by the management levels? Discuss the different levels of management.
2.	What is meant by the organizing function of management? Explain the importance of organization and factors considered in designing organization structure.
3.	Explain the significance of training and development in business organizations. Also, explain the steps that are followed in the process of manpower training.
4.	Emphasis on the need for participation in the Training and Management Development activities in organizations. What are the activities included in the management development programmes?
5.	What do you understand by conflicts in an organization? Discuss about different views of conflicts.
6.	Explain the significance of interpersonal communication. Briefly explain the methods of interpersonal communication.
7.	What is the information system? Discuss the kinds of information systems used by organizations.
8.	Discuss ways to achieve customer intimacy in B2C E-Commerce.