

TEZPUR UNIVERSITY

CODL

Assignment I, Spring, 2018

DRM 101 Management Fundamentals

Total Marks: 30

The figures in the right-hand margin indicate marks for the individual questions

1. With the help of real life examples, explain each managerial skill proposed by Henry Mintzberg, **7**
 2. Perform Porter's industry analysis for the Retail Industry **8**
 3. Visit any retail organisation and chalk out the organisational structure. Study and provide details for each type of plan pertaining to that organisation. **15**
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