

MS - 92

Management Programme

ASSIGNMENT
For
January 2023 and July 2023 Sessions

MS - 92: Management of Public Enterprises

**(Last date of submission for January 2023 session is 30th April, 2023
and for July 2023 sessions is 31st October, 2023)**



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

ASSIGNMENT

Course Code	:	MS - 92
Course Title	:	Management of Public Enterprises
Assignment Code	:	MS - 92/TMA/JAN/2023
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2023 session is 30th April, 2023 and for July 2023 session is 31st October, 2023.

1. Briefly discuss the various organizational forms of Public Sector Enterprises.
2. Discuss the ways in which government control is exercised in Public Sector enterprises.
3. Discuss the methods of Parliamentary Control of Public Sector enterprises with special reference to the following:-
 - (a) Legislative Questions
 - (b) Legislative Debates
4. There are several factors which have to be taken into account while trying to develop approaches to evaluate the performance of Public Enterprises. Discuss.
5. Explain the following marketing concepts with reference to Public Enterprises:-
 - (a) Marketing Mix
 - (b) Market Segmentation
6. Discuss the various strategies used for disinvestments. How is privatization different from liberalization? Explain.