

CIRCULAR

COMPULSORY PERSONAL CONTACT PROGRAMME (PCP)

FOR 2ND SEMESTER MBA

Dear Learner,

Sub: - MBA 2ND SEMESTER PCP.

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The Department will conduct compulsory contact programme for the benefit of the students who have been admitted to MBA course during the January 2019-20. The classes will be held **Online** and Seminars will be held in the following centers through **Offline**.

Sl. No	Centre	Venue	Dates	Contact No.
	PCP Classes will be held on online from 17-04-2021 to 22-04-2021	For Mysore and Bangalore center Online PCP classes will be held on same dates		
OFFLINE SEMINARS AT FOLLOWING CENTERS				
1	KSOU, MUKTHAGANGOTHRI, MYSORE – 570 006	Mysore	23-04-2021 To 25-04-2021	Dr. Savitha P. 9902039888
2	DANBASCO INSTITUTE OF TECHNOLOGY, KUMBALAGODU, MYSORE ROAD, BANGALORE	Bangalore	23-04-2021 To 25-04-2021	Chandrashekar 9900228506

The students of Second Semester MBA shall compulsorily attend Online classes and Offline Seminars at any one of the above said places without fail. If the students fail to attend at any one of the said places, they will lose the marks set part for the IA marks. During the programme, the Department will arrange lectures on the Syllabi by the Professors of KSOU and outside experts. Besides, special lectures / Case study discussions by Management Consultants / Industrialists / Professionals will also be arranged. Further, the activities such as Seminar, Group Discussions etc., will also be conducted as part of IA.

Classes will be held from 10.00AM to 5PM on all the days.

The students concerned are hereby directed to attend the programmes to avail the benefits. The Assignment Questions and Seminar Topics are hosted on the University [website: www.ksoumysuru.ac.in](http://www.ksoumysuru.ac.in)

Assignment Questions & Seminar Topics have also been enclosed herewith. You are requested to submit the assignments on or before **30-04-2021** without fail.

The faculty look forward to meet you in the contact programme

Sd/-
Chairperson, DOS&R in Management
KSOU, Mysuru

Sd/-
Dean (Study Centre)
KSOU, Mysuru

Email ID: mbaksou@yahoo.co.in

KARNATAKA STATE



OPEN UNIVERSITY

MUKTHA GANGOTHRI, MYSORE-570 006
DEPARTMENT OF STUDIES AND RESEARCH IN MANAGEMENT

No.KSOU/MBA-PCP/1ST Year-2nd SEM/2019-20

Date: 01-02-2021

MBA II-SEMESTER SEMINAR CIRCULAR - 2021

Dear Learner,

The Department of Management will conduct Personal Contact Programme (PCP). In this programme lectures and special lectures will be delivered through **Online** and Internal Assessment (IA) activities like Seminar will be conducted **Offline**.

The candidates are required to attend classes online, prepare **any one** of the seminar topic per course and attend offline seminars in any of the below mentioned places. Candidates are required to present seminar paper before the group of participants and faculty members as part of Internal Assessment compulsorily. At the end proper conclusions will be drawn based on discussions.

Note: The topics of the seminar are given separately, in next page Titled: MBA-II Semester, Seminar Topics 2021. The candidates are required to prepare the Seminar Paper in tune with the following guidelines.

Guidelines for preparation of Seminar Paper:

1. Seminar paper should be at least 4 pages in hand written only Typed / Photo copies etc will not be entertained.
2. The dimension of the paper should be in A4 size.
3. The seminar paper should bound using flexible cover or the thick white art paper (Transparent).
4. Seminar paper may be broadly divided into 3 parts
(i) Introduction part, (ii) Part developing the main theme of the seminar and topics focused on cases (examples), (iii) summary or conclusion.
5. Paper should not be the copy of the study material sent by the University or the materials of website or any other student's seminar paper.
6. Seminar paper should be prepared referring books, journals, magazines and reports of National and International.
7. The candidate should submit paper and present seminar compulsorily. Those who fail to present seminar paper will lose seminar marks of 10 marks per paper.
8. Before presenting the seminar, paper should be handed over to the resource person.
9. Every candidate (Second Semester MBA) should compulsorily present 2 (Two) papers per day.
10. The timings (Time Table) of the seminar will be notified on the first day of the PCP.
11. The candidates should attend the seminar session compulsorily. Those who fail to attend the seminar session will lose Internal Assessment (IA) marks.
12. Further no chance would be given to such candidates under any circumstances (No correspondence will be entertained in this regard).
13. The register number and name of the candidate should be written legibly on the Seminar papers.

The Department Faculty will be eagerly looking forward for your active participation in Seminar Session.

With best wishes,

Sd/-
CHAIRPERSON
Department of Studies and Research in
Management, KSOU

MBA II-SEMESTER SEMINAR TOPICS - 2021

PREPARE SEMINAR PAPER ON ANY ONE OF THE TOPIC PER COURSE

C-07 Information Technology for Managers

1. Digital India – An evaluation of progress
- OR**
2. Application of Cloud Computing in Business

C-08 Legal Aspects of Business

1. Consumer Rights - Issue and Challenges.
- OR**
2. Companies Act – 2013 – An overview.

C-09 Corporate Finance

1. Investment decisions in Covid-19 Situation.
- OR**
2. Dividend Decision in Covid-19 situation.

C-10 Marketing Management

1. CRM : Issues and Challenges.
- OR**
2. Brand Awareness : A strategic way to marketing.

C-11 People Management

1. Labour unrest and its impact.
- OR**
2. The Challenges of expatriate managers during Covid-19.

C-12 Managerial Communications and Research Methods

1. Internal and External Communications : Challenges
- OR**
2. Ethical Issues in Research.

MBA II-SEMESTER ASSIGNMENT CIRCULAR & QUESTIONS- 2021

INSTRUCTIONS:

NOTE: - You are required to read the following instructions carefully before you answer.

1. Every Assignment cover page should be superscribed by “Assignment for MBA-II Semester: 2020-2021”, and Department Address, Title of the Programme, submitted by: Name, Roll No, of the Candidate, submitted to *Chairperson, DOS&R in Management, Karnataka State Open University, Mukthagangothri, Mysore-570006.* (Assignment without Name and Roll No will be rejected)
2. Candidate should answer **one question** under each paper for 10 Marks each.
3. Candidate should write the assignment **separately** for all the 6 (Six) subject / course **mentioning Name and Roll No in each paper.**
4. Candidate **should not reproduce the answer either from the study material** or from any website and should refer referee books, journals and reports of National and International.
5. Your assignment should reach to:

Chairperson
DOS&R in Management
Karnataka State Open University,
Mukthagangothri, Mysore-570006

6. **Assignments should reach us on or before 30-04-2021.** The assignments received after the last date will be summarily rejected. **No further extension is allowed.**
7. Assignment sent to any other address of the University will not be valued.
8. The list of students, who have participated in seminars submitted the assignments will be displayed on the website/telegram group. Any discrepancies therein should be brought to the notice of the Department within **3 days**. In case the Department has not received the assignments, you may have to send it again along with the necessary proof of sending it earlier. Please note that no changes will be made in IA, once the results are announced.

The students are advised to keep a copy of the Assignments with them and submit it in case the University demands the same.

ASSIGNMENTS

C-07 INFORMATION TECHNOLOGY FOR MANAGERS

1. Identify the various e-governance projects of Karnataka State.
- OR**
2. Examine the system development life cycle for any organization of your selection

C-08 LEGAL ASPECTS OF BUSINESS

1. Examine important provisions of Factories Act 1948.
- OR**
2. Discuss the provision of Patent Act and its significance.

C-09 CORPORATE FINANCE

1. a) Explain the factors affecting capital budgeting decisions.
b) Suppose a project requires an initial cash outlay of Rs. 40,000 and annual inflows of cash for 5 years are : - Rs. 12,000, Rs. 18,000, Rs. -10,000, Rs. 16,000 and Rs. 8,000 respectively calculate NPV, PI, payback period with cost of capital at 12%.

2. a) Explain the types of leverage
- b) Calculate operating and financial leverage from the following information.

Particulars	Amount in Rs.
Interest	5,000
Sales	5,000
Sales	1,000 Units
Variable Cost	25,000
Fixed Cost	15,000

C-10 MARKETING MANAGEMENT

1. What are the objectives of marketing? Explain the modern concepts of marketing management?
OR
2. Define Retailing. Discuss the various types of retailing.

C-11 PEOPLE MANAGEMENT

1. Collect information on Challenges of Working from Home' from the employees of any industrial sector during Covid-19.
OR
2. Explain the causes and effects of job burnout.

C-12 MANAGERIAL COMMUNICATION AND RESEARCH METHODS

1. How to solve common business communication challenges? Elucidate
OR
2. Enumerate the contribution of Research and Development in the index of development of country.
