

KARNATAKA STATE OPEN UNIVERSITY

MUKTHA GANGOTHRI, MYSORE-570006

DEPARTMENT OF STUDIES AND RESEARCH IN MANAGEMENT

No.KSOU/MBA-PCP/2nd Year-IV Sem/2018-19

Date: 01-02-2021

CIRCULAR

COMPULSORY PERSONAL CONTACT PROGRAMME (PCP) FOR 4th SEMESTER MBA-2021

Dear Learner,

Sub: - 4th SEMESTER MBA 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 academic year January 2018-19. The classes will be held on **Online** and Seminar will be held in the following centers through **Offline**.

Sl. No	Centre	Venue	Dates	Contact No.
	PCP Classes will be held on online from 20-03-2021 to 25-03-2021	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	26-03-2021 To 28-03-2021	Dr. Mahadevamurthy C. 9342121583
2	DANBASCO INSTITUTE OF TECHNOLOGY, KUMBALAGODU, MYSORE ROAD, BANGALORE	Bangalore	26-03-2021 To 28-03-2021	Chandrashekar 9900228506

The students of Fourth 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. **An Industrial visit will also be arranged during seminars.**

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**

Assignment Questions & Seminar Topics have also been enclosed herewith. You are requested to submit the assignment on or before **15-04-2021** without fail.

The faculty look forward to meet you in the contact programme.

Sd/-
Chairperson, DOS&R in Management
KSOU, Mysuru
Email ID: mbaksou@yahoo.co.in

Sd/-
Dean (Study Centre)
KSOU, Mysuru


KARNATAKA STATE OPEN UNIVERSITY

MUKTHA GANGOTHRI, MYSORE-570 006

DEPARTMENT OF STUDIES AND RESEARCH IN MANAGEMENT

No.KSOU/MBA-PCP/2nd Year- **IV SEM/**

Date: 01-02-2021

MBA IV-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 on **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-IV 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 is 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 (Fourth 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

**KARNATAKA STATE OPEN UNIVERSITY**

MUKTHA GANGOTHRI, MYSORE-570 006

DEPARTMENT OF STUDIES AND RESEARCH IN MANAGEMENT

MBA IV-SEMESTER SEMINAR TOPICS - 2021

***PREPARE SEMINAR PAPER ON ANY ONE OF THE TOPICS PER COURSE
YOU MUST PRESENT ATLEAST ONE CASE (EXAMPLE)***

C – 19 QUALITY AND OPERATIONS MANAGEMENT

1. Management of Green Operations.

OR

2. Examine the clauses ISO 9000:2015 version

C – 20 INTERNATIONAL BUSINESS

1. Anti-dumping : Pros and Cons.

OR

2. Current trends in India's agricultural exports and imports.

C – 21 STRATEGIC MANAGEMENT

1. Mergers and Reasons for mergers.

OR

2. Strategy Implementation and Change.

ELECTIVES (GROUP A) FINANCE

C-22A STRATEGIC FINANCIAL MANAGEMENT

1. Finance distress and turnaround strategies.

OR

2. Joint Ventures : Issues and Challenges.

C-23A INTERNATIONAL FINANCIAL MANAGEMENT

1. Exchange rate movement and oil prices

OR

2. Current account deficit and its implications.

C-24A DERIVATIVES

1. Financial derivatives market in India : Challenges

OR

2. Forwarding Contracts Vs Future Contracts.

ELECTIVES (GROUP B) MARKETING

C-22B RETAILING AND SUPPLY CHAIN MANAGEMENT

1. Organized retailing – Problems and Prospectus.

OR

2. Big data analytics in supply chain management

C-23B BUSINESS MARKETING

1. Industrial Market v/s Consumer Market.

OR

2. Impact of Social Media on Industrial Marketing.

C- 24B INTERNATIONAL MARKETING

1. Post Covid opportunity in Exports

OR

2. Turnaround management in international logistics.

ELECTIVES (GROUP C) PEOPLE MANAGEMENT

C-22C KNOWLEDGE MANAGEMENT

1. Explicit knowledge sharing and IT.

OR

2. Knowledge Acquisition – Issues & Challenges.

C-23C INTERNATIONAL HUMAN RESOURCE MANAGEMENT

1. Challenges of foreign managers in India.

OR

2. Trade Unions and multinational companies.

C-24C LABOUR LEGISLATION

1. Child labour : Prohibition and Regulations

OR

2. ILO : Conventions and Recommendations.


KARNATAKA STATE OPEN UNIVERSITY

MUKTHA GANGOTHRI, MYSORE-570 006

DEPARTMENT OF STUDIES AND RESEARCH IN MANAGEMENT

MBA IV-SEMESTER ASSIGNMENT CIRCULAR & QUESTIONS- 2021

{For the Students who have been enrolled to MBA Course during the Academic Year 2018-19}

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-IV Semester: 2020-2021”, and Department Address, Title of the Programme, **Elective**, 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.
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 15-04-2021.** 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 seminar 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 – 19 QUALITY AND OPERATIONS MANAGEMENT

1. Identify the latest trends in manufacturing systems

OR

2. Examine the Clauses of ISO 9000:2015 version

C – 20 INTERNATIONAL BUSINESS

1. What are the biggest problems in International Business the world facing today?

OR

2. What challenges do companies face while distributing products internationally?

C – 21 STRATEGIC MANAGEMENT

1. Discuss the Guidelines for effective strategic management in detail with suitable examples.

OR

2. Distinguish between micro and macro environment factors in detail.

ELECTIVES (GROUP A) FINANCE

C-22A STRATEGIC FINANCIAL MANAGEMENT

1. Explain various forms of corporate restructuring.

OR

2. Explain the structure of venture capital financing and its importance.

C-23A INTERNATIONAL FINANCIAL MANAGEMENT

1. Discuss the factors influencing exchange rate movement.

OR

2. Explain the various “Exchange rate regims” according to IMF.

C-24A DERIVATIVES

1. Is the derivatives market really such a trade of financial safety?

OR

2. What are the Pros and Cons of having introduced derivatives to the financial market?

ELECTIVES (GROUP B) MARKETING

C-22B RETAILING AND SUPPLY CHAIN MANAGEMENT

1. Identify the latest trends in retail management

OR

2. Examine the functioning of supply chain management in any industry of your choice

C-23B BUSINESS MARKETING

1. What is Industrial product life cycle? Examine the various stages of Industrial product life cycle.

OR

2. Discuss how Buying Grid Model is helpful in understanding Industrial Buying Behaviour.

C-24B INTERNATIONAL MARKETING

1. What is the impact of Covid-19 on Indian exports?

OR

2. What are the various tariff and non-tariff barriers India is facing currently?

ELECTIVES (GROUP C) PEOPLE MANAGEMENT

C-22C KNOWLEDGE MANAGEMENT

1. What are the implications of knowledge sharing processes? Discuss and explain knowledge life cycles.

OR

2. Explain the characteristics of Learning Organization. What are the Initiatives for learning organization?

C-23C INTERNATIONAL HUMAN RESOURCE MANAGEMENT

1. Justify how international assignments are seen as the effective way of accomplishing knowledge transfer.

OR

2. Explain the challenges faced by the expatriates during Covid-19.

C-24C LABOUR LEGISLATION

1. Define Trade Union. Critically evaluate the procedure for registration and cancellation of trade union.

OR

2. Discuss the various labour standards adopted by the ILO for the protection Industrial workers. .