


KARNATAKA STATE OPEN UNIVERSITY

MUKTHA GANGOTHRI, MYSURU-570006

DEPARTMENT OF STUDIES AND RESEARCH IN MANAGEMENT

No.KSOU/MBA-PCP/2nd year 3rd SEM/2019-20

Date: 01-02-2021

CIRCULAR

COMPULSORY PERSONAL CONTACT PROGRAMME (PCP)
3rd SEMESTER MBA

Dear Learner,

Sub: - 3RD SEMESTER MBA PCP.

The Department will conduct compulsory contact programme for the benefit of the students who have been admitted to MBA course during the academic year July 2019-20. 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 13-02-2021 to 18-02-2021	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	19-02-2021 To 21-02-2021	Dr. Chinnaiah P.M.
2	DANBASCO INSTITUTE OF TECHNOLOGY, KUMBALAGODU, MYSORE ROAD, BANGALORE	Bangalore	19-02-2021 To 21-02-2021	Chandrashekar 9900228506

The students of Third 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 offline 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 also 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 assignment on or before 15-03-2021 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, MYSURU-570 006

DEPARTMENT OF STUDIES AND RESEARCH IN MANAGEMENT

No.KSOU/MBA-PCP/2nd Year-3rd SEM/2019-20

Date:01-02-2021

MBA III-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 topics per course and attend seminars in offline at 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-III 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 10 Marks per paper.
8. Before presenting the seminar, paper should be handed over to the resource person.
9. Every candidate (Third 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**

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DEPARTMENT OF STUDIES AND RESEARCH IN MANAGEMENT

MBA III-SEMESTER SEMINAR TOPICS - 2021

{For the Students who have been enrolled to Second Year MBA Course during the Academic Year July 2020-21}

PREPARE SEMINAR PAPER ON ANY ONE OF THE TOPICS PER COURSE
You must present at least one case (Example)

C – 13 Entrepreneurial Development and Small Business

1. Start-up India; Stand up India- Issues and Challenges.

OR

2. Social Entrepreneurship - Myth or Reality

C – 14 Services Management

1. Block Chain Technology in Financial Services.

OR

2. Growth of Online services due to COVID-19.

C – 15 Project Management

1. SWOC – Analysis for project teams.

OR

2. Computer Techniques in Project Management.

ELECTIVES (GROUP A) FINANCE

16A Financial Markets and Institutions

1. Capital Market – Issues and Initiatives.

OR

2. Recent developments in financial instruments and markets in India.

C-17A Advanced Corporate Finance

1. Agency conflicts and family business houses in India.

OR

2. Executive Remuneration and Firm Performance.

C.18A Security Analysis and Portfolio Management

1. Primary Market v/s Secondary Market.

OR

2. Portfolio Diversification – Issues and Challenges.

ELECTIVES (GROUP B) MARKETING:-

C.16B Advertising and Sales Promotions

1. Ethical advertising : Issues and Challenges.

OR

2. Promotion of Services – Issues and Challenges.

C – 17B Rural Marketing

1. Rural Marketing : Issues and Challenges.

OR

2. Role of Government in developing Rural Market.

C- 18B Consumer Behaviour and Marketing Research

1. Global consumer behaviour – Latest trends

OR

2. Impact of culture in consumer behaviour.

ELECTIVES (GROUP C) HUMAN RESOURCE MANAGEMENT

C-16C Strategic Human Resource Development

1. Virtual Learning : Pros and Cons.
OR
2. Domestic v/s International HRM.

C-17C Industrial Relations

1. Collective bargaining – Pros and Cons.
OR
2. Strikes and lockouts. – Issues and Challenges.

C-18C Compensation Management and Performance Appraisal

1. Pros and Cons of performance based executive compensation.
OR
2. Ethical dilemma of employees during Covid-19.


KARNATAKA STATE OPEN UNIVERSITY

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

MBA III-SEMESTER ASSIGNMENT CIRCULAR & QUESTIONS- 2021

INSTRUCTIONS:

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

1. Each Assignment cover page should be superscribed by "Assignment for MBA-III Semester: 2020-21" 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, Mysuru-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, Mysuru-570006

6. **Assignments should reach us on or before 15-03-2021.** 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 **10 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.
9. In case you are not member of the group please joined the group using the below link.
<https://t.me/joinchat/GVgRR6NQRAbqYNqE>

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 – 13 Entrepreneurial Development and Small Business

1. Describe the various policies and programmes of the Government of India for fostering the growth and development of small scale sector in the county.

OR

2. When starting a business what are the challenges for entrepreneurs?

C – 14 Services Management

1. How do you measure service quality in education sector? Explain with examples

OR

2. Examine service strategy employed in Banking and insurance sector

C – 15 Project Management

1. What are the types of virtual project teams? Explain challenges of virtual teams.

OR

2. Explain the criteria for selecting a particular project.

ELECTIVES (GROUP A) FINANCE:-

C-16A Financial Markets and Institutions

1. What are the main challenges that financial institutions facing today?

OR

2. What is Fintech Company in India? Explain the profile of Fintech companies in India

C-17A Advanced Corporate Finance

1. What are mutually exclusive projects? Explain the conditions under which conflicting ranking would be given by the Internal Rate of Return (IRR) and Net Present Value (NPV) methods to such projects.

OR

2. A Company is considering two mutually exclusive projects. Both require an initial cash outlay of Rs. 2,00,000 each and value a life of five years. The Company required rate of return is 10 percent and pays tax at a 50 percent rate. The project will be depreciated on straight line basis. The before taxes cash flows expected to be generated by the project are as follows.

Project	Before tax		Cash Flow(Rs.)		
	1	2	3	4	5
X	40000	50000	160000	60000	50000
Y	80000	160000	40000	40000	40000

Calculate for each project :

1. The payback period
2. The average rate of return
3. The net present value
4. Internal rate of return

C.18A Security Analysis and Portfolio Management

- 1) a) Discuss various advantages and disadvantages of mutual fund in detail along with its regulations.
b) Consider the probability distribution for the returns on stocks A and B provided below.

<u>State</u>	<u>Probability</u>	<u>Return on Stock A</u>	<u>Return on Stock B</u>
1	20%	10%	-20%
2	20%	12%	30%
3	40%	15%	10%
4	20%	20%	-15%

Find the expected returns and variance for both the stocks.

OR

- 2) a) Discuss the risks to which debt investments are subject to
b) The Market value of Rs. 1000 per value bond, carrying a coupon rate of 14% and maturing after 10 years, is Rs. 80. What is the yield to maturity of this bond?

ELECTIVES (GROUP B) MARKETING

C.16B Advertising and Sales Promotions

1. What is Advertising Agency? Explain the various function of advertising agency.

OR

2. Critically evaluate the effectiveness of advertisement.

C - 17B Rural Marketing

1. Explain the factors contributing to the growth of rural market.

OR

2. Discuss of impact of globalization on rural markets.

C- 18B Consumer behaviour and Marketing Research

1. How do you measure customer life time value in any manufacturing industry of your choice.

OR

2. Examine the characteristics of Indian BOP customers.

ELECTIVES (GROUP C) HUMAN RESOURCE MANAGEMENT

C-16C Strategic Human Resource Development

1. Discuss the issues involved in developing and implementation of HRIS.

OR

2. Explain any four models of career development with suitable example.

C-17C Industrial Relations

1. Discuss the factors which are missing in the Industrial relation system that are critical to make it harmonious and productive?

OR

2. Discuss the common issues before the management and the union and suggest how they can be tackled.

C-18C Compensation Management and Performance Appraisal

1. Explain MBO as method of performance appraisal.

OR

2. Explain in detail determinants of compensation.