

**CIRCULAR****COMPULSORY PERSONAL CONTACT PROGRAMME (PCP)****FOR 2<sup>ND</sup> SEMESTER MBA (JULY 2020-21)***Dear Learner,***Sub: - MBA 2<sup>ND</sup> 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 July 2020-21. The classes will be held **Online** and Seminars will be held in the following centers through **Offline**.

PCP Classes will be held on online from 04-12-2021 to 09-12-2021		PCP Co-ordinator: Dr. Chinnaiah P. M {9164556402}		
OFFLINE SEMINARS AT FOLLOWING CENTERS				
Sl. No	Centre	Venue	Dates	Contact No.
1	KSOU, MUKTHAGANGOTRI, MYSORE – 570 006	Mysore	11-12-2021 To 13-12-2021	Prof. C. Mahadevamurthy 9342121583
2	DON BOSCO INSTITUTE OF TECHNOLOGY, KUMBALAGODU, MYSORE ROAD, BANGALORE	Bangalore	11-12-2021 To 13-12-2021	Prof. Chandrashekar 9900228506
3	DAVANGERE – KSOU Regional Center	DAVANGERE	11-12-2021 To 13-12-2021	Dr. Chinnaiah P.M 9164556402
4	MANGALORE- Dr. Dayananda Pai College,	MANGALORE	11-12-2021 To 13-12-2021	Sri. Siraj Basha R 9741928422
5	DHARWAD - KSOU Regional Center	DHARWAD	21-12-2021 To 23-12-2021	Dr. Shamanth N 9738807646
6	GULBARGA - KSOU Regional Center	GULBARGA	21-12-2021 To 23-12-2021	Sri. Siraj Basha R 9741928422

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.

**Online Classes will be held from 10.00AM to 5PM on all the above mentioned 6 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 **27-12-2021** without fail.

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

Sd/-  
Chairman, DOS&R in Management  
KSOU, Mysuru  
Email ID: ksoumba7@gmail.com

Sd/-  
Dean (Study Centre)  
KSOU, Mysuru

  
**KARNATAKA STATE OPEN UNIVERSITY**  
MUKTHA GANGOTRI, MYSORE-570 006  
DEPARTMENT OF STUDIES AND RESEARCH IN MANAGEMENT

No.KSOU/MBA-PCP/1<sup>ST</sup> Year-2<sup>nd</sup> SEM/2020-21

Date: 20-11-2021

**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 above 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. Prepare Seminar paper with case study.
2. Seminar paper should be at least 4 pages in hand written only Typed / Photo copies etc will not be entertained.
  1. The dimension of the paper should be in A4 size.
  2. The seminar paper should bound using flexible cover or the thick white art paper (Transparent).
  3. 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.
4. 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.
5. Seminar paper should be prepared referring books, journals, magazines and reports of National and International.
6. 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.
7. Before presenting the seminar, paper should be handed over to the resource person.
8. Every candidate (Second Semester MBA) should compulsorily present 2 (Two) papers per day.
9. The timings (Time Table) of the seminar will be notified on the first day of the PCP.
10. The candidates should attend the seminar session compulsorily. Those who fail to attend the seminar session will lose Internal Assessment (IA) marks.
11. Further no chance would be given to such candidates under any circumstances (No correspondence will be entertained in this regard).
12. 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/-  
**CHAIRMAN**  
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. Online Education- Quality Issues.

**OR**

2. Online Payments- Security challenges.

**C-08 Legal Aspects of Business**

1. “Ban on Chinese Apps in India”

**OR**

2. “Intellectual Property Rights – Issues and Challenges”.

**C-09 Corporate Finance**

1. Bird in hand theory - Myth or Reality

**OR**

2. Issuing equity shares increases the cost of capital- Discuss

**C-10 Marketing Management**

1. Customer Satisfaction V/s Customer Delight

**OR**

2. Online Marketing- Issues and Challenges.

**C-11 People Management**

1. Work Stress – Issues and Challenges

**OR**

2. Role of Trade Unions in modern Business world.

**C-12 Managerial Communications and Research Methods**

1. Effective Leadership Communication.

**OR**

2. Methods of Data Collection – Issues and Challenges.

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# **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 *Chairman, 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:

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

6. **Assignments should reach us on or before 27-12-2021**. 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. Discuss the role of IT in Decision Making.

**OR**

2. Examine the issues in implementation of E- governance in Karnataka.

### **C-08 LEGAL ASPECTS OF BUSINESS**

1. What is Partnership Firm? Discuss the different modes of Dissolution of Partnership Firm

**OR**

2. Define Intellectual Property Rights. Examine the various forms of Intellectual Property.

### **C-09 CORPORATE FINANCE**

1. Find the NPV, IRR, ARR, PBP and PI, assuming a discount rate of 15% for the below given projects, using table method (present value table or annuity table) or formula method.

Year	Project A	Project M
0	-240000	-240000
1	120000	70000
2	100000	70000
3	70000	70000
4	20000	70000
5	10000	70000

**OR**

2. In respect of the following projects, find the NPV, IRR, ARR, PBP and PI, assuming a discount rate of 9.8%

	<b>Project K</b>	<b>Project M</b>
Outlay	2442300	1877082
Year 1 inflow	1069185	461317
Year 2 inflow	658258	769071
Year 3 inflow	434361	919700
Year 4 inflow	667448	510678
Year 5 inflow	667448	424366
Year 6 inflow	667448	356036

**C-10 MARKETING MANAGEMENT**

1. What is Consumer Behaviour? Explain the various factors determining Consumer Behaviour.

**OR**

2. Why new product is failed? How to solve the problem of new product failure.

**C-11 PEOPLE MANAGEMENT**

1. Explain the importance of Emotional Intelligence in the work place.

**OR**

2. Interview any four employees those who are working from home during Pandemic. And Bring out the challenges of working from home.

**C-12 MANAGERIAL COMMUNICATION AND RESEARCH METHODS**

1. What are the different methods of Modern Communication?

**OR**

2. Explain the different methods of Sampling.

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