

KARNATAKA STATE OPEN UNIVERSITY

MUKTHA GANGOTHRI, MYSURU-570006

DEPARTMENT OF STUDIES AND RESEARCH IN MANAGEMENT

No.KSOU/MBA-PCP/2nd year 3rd SEM/2021-22

Date: 27-06-2022

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 and January 2020-21. The classes will be held on **Online** and Seminar will be held in the following centers through **Offline**.

Sl. No	Centre	Venue	Dates	Co-ordinators
PCP Classes will be held online from 23-07-2022 to 28-07-2022 for all centres.				
OFFLINE SEMINARS AT FOLLOWING CENTERS				
1	DONBOSCO INSTITUTE OF TECHNOLOGY, KUMBALAGODU, MYSORE ROAD, BENGALURU	BENGALURU	30-07-2022 TO 01-08-2022	Dr. Savitha P
2	IBMR, VIDYANAGAR, HUBLI	HUBLI	30-07-2022 TO 01-08-2022	Dr. Shamanth N
3	KSOU REGIONAL CENTRE, J.H.PATEL LAYOUT, BEHIND SHAMMIR NAGANUR ROAD, DAVANGERE	DAVANGERE	30-07-2022 TO 01-08-2022	Dr. Chinnaiiah P M
4	MGM COLLEGE, UDUPI	UDUPI	30-07-2022 TO 01-08-2022	Sri. Siraj Basha R
5	KSOU REGIONAL CENTRE, KALBURGI	KALBURGI	06-08-2022 TO 08-08-2022	Sri. Siraj Basha R
6	KSOU, MUKTHAGANGOTHRI, MYSURU-570006	MYSURU	06-08-2022 TO 08-08-2022	Dr. Shamanth N

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. 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 (Internal Assessment).

Classes will be held online 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 16-08-2022 without fail.

The faculty look forward to meet you in the contact programme

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

Sd/-
Dean (Study Centre)
KSOU, Mysuru

**KARNATAKA STATE OPEN UNIVERSITY**

MUKTHA GANGOTHRI, MYSURU-570 006

DEPARTMENT OF STUDIES AND RESEARCH IN MANAGEMENT

No.KSOU/MBA-PCP/2nd Year-3rd SEM/2021-22

Date: 27-06-2022

MBA III-SEMESTER SEMINAR CIRCULAR JULY AND JANUARY 2020- 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. 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

MUKTHA GANGOTHRI, MYSURU-570 006

DEPARTMENT OF STUDIES AND RESEARCH IN MANAGEMENT

MBA III-SEMESTER SEMINAR TOPICS JULY AND JANUARY

{For the Students who have been enrolled to Second Year MBA Course during the Academic Year July and January 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. Post-Covid Survival strategies of MSMEs in India.

OR

2. Entrepreneurship as a tool for job creation.

C – 14 Services Management

1. Impact of Covid on Service Industry

OR

2. Work from home- Boon or Bane.

C – 15 Project Management

1. Project Implementation – Issues and Challenges

OR

2. Work Break down structure.

ELECTIVES (GROUP A) FINANCE

16A Financial Markets and Institutions

1. Impact of 'peer to peer' lending platform on Indian Banking System.

OR

2. The business benefits of using Crypto Currencies.

C-17A Advanced Corporate Finance

1. Role of Institutional Investors in Good Governance of a firm.

OR

2. Do divided irrelevant theories holds good in the modern business world.

C.18A Security Analysis and Portfolio Management

1. Investment in Equity v/s Mutual Funds.

OR

2. Modern Portfolio Theory – An Overview.

ELECTIVES (GROUP B) MARKETING:-

C.16B Advertising and Sales Promotions

1. Ethical issues in advertising.

OR

2. Word of Mouth: Its Impact on Advertising

C – 17B Rural Marketing

1. Role of FMCG in rural market.

OR

2. Recent trends in rural marketing.

C- 18B Consumer Behaviour and Marketing Research

1. Marketing Research – Issues and Challenges.

OR

2. Group dynamics v/s Opinion Leadership.

ELECTIVES (GROUP C) HUMAN RESOURCE MANAGEMENT

C-16C Strategic Human Resource Development

1. Role of change management for HRD.

OR

2. Career planning: Issues and challenges.

C-17C Industrial Relations

1. Settle mechanism for industrial dispute.

OR

2. Trade union: Issues and challenges.

C-18C Compensation Management and Performance Appraisal

1. Challenges of Performance appraisal in post covid-19 era.

OR

2. Non-Monetary rewards and employee motivation.

ELECTIVES (GROUP D) OPERATIONS

C-16D Operations Research and Analytics

1. Linear Programming- Applications.

OR

2. Business Analytics-Uses.

C-17D Supply Chain Management

1. Outsourcing of SCM activities- Issues and Challenges

OR

2. CRM- Techniques and benefits

C-18D Material and Purchase Management

1. Materials- Asset or Liability.

OR

2. Just in time- Problems and prospectus.

ELECTIVES (GROUP E) TOURISM

C-16E Tourism Development

1. Modern Tourism- Issues and challenges.

OR

2. Financial planning v/s Territorial planning.

C-17E Tourism Sales and Marketing

1. Tourism Marketing- Issues and challenges.

OR

2. Global Tourism Industry- Issues and Challenges.

C-18E Hospitality Management

1. E-Marketing in the Hospitality Industry – Issues and Challenges.

OR

2. Event Management in Hospitality – Issues and Challenges.

ELECTIVES (GROUP F) CORPORATE LAW

C-16F Corporate Law

1. Demerger v/s Reconstruction.
OR
2. Convening a Board Meeting – Issues and Challenges.

C-17F Insurance Law

1. Growth and Development of Insurance in India.
OR
2. “The concept of insurance is an offshoot of legal mandate”, elucidate.

C-18F Intellectual Property Rights

1. Patent v/s Copyrights.
OR
2. Impact of TRIPs on Indian patent Laws.

ELECTIVES (GROUP G) INFORMATION TECHNOLOGY (IT)

C-16G Database Management System

1. Importance of Data Normalization in DBMS with examples.
OR
2. Various threats to database security and its recovery mechanism in DBMS.

C-17G Business Intelligence and Analytics

1. Overview of Big Data Analytics.
OR
2. Analysis of Business Intelligence Applications.

C-18G E-Commerce

1. E-Commerce Marketing and Advertising.
OR
2. Intellectual Property Rights.

MBA III-SEMESTER ASSIGNMENT CIRCULAR & QUESTIONS

(July and January Cycle)

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 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, Mysuru-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 subject **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 books, journals and reports of National and International repute.
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 16-08-2022.** The assignments received after the last date will be summarily rejected. **No further extension is allowed.**
7. Assignments sent to any other address of the University will not be valued.
8. The list of students, who have participated in seminar and submitted the assignments will be displayed on the website/telegram group. Any discrepancies therein should be brought to the notice of the Department within **15 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 – 13 Entrepreneurial Development and Small Business

1. What are the different types of Business Environment.
OR
2. Discuss the remedies to solve the problems of women Entrepreneurs.

C – 14 Services Management

1. Examine the recent trends in Indian Service Sector.
OR
2. Identify the impact of covid-19 on International Tourism.

C – 15 Project Management

1. Explain emerging trends in Project Management.
OR
2. Enumerate the challenges of Project Team Management.

ELECTIVES (GROUP A) FINANCE:-

C-16A Financial Markets and Institutions

1. Explain the impact of inflation on Stock markets.
OR
2. Explain the prospectus for ‘ESG Investing’ in India.

C-17A Advanced Corporate Finance

1. In the context of Dividend Policy, Explain in detail the influence of Information Asymmetry and Agency Costs?
OR
2. Elucidate the various revival measures adopted by Sick units.

C.18A Security Analysis and Portfolio Management

1. What are the assumptions of CAPM Model? Distinguish between Capital Market Line and Security Market Line.

OR

2. Consider the probability distribution for the returns on Stock-A and Stock-B provided as under:

State	Probability	Return on Stock-A (in ₹)	Return on Stock-B (in ₹)
1	0.3	1000	1500
2	0.4	1100	1300
3	0.2	1200	900
4	0.1	1400	600

Calculate the Expected Return and Standard Deviation for Return on Stock-A and Return on Stock-B.

ELECTIVES (GROUP B) MARKETING

C.16B Advertising and Sales Promotions

1. Critically evaluate the various creativity strategies used in advertising

OR

2. Examine the various tools and techniques of sales promotion

C - 17B Rural Marketing

1. Explain the factors affecting rural market segmentation.

OR

2. Discuss the role and functions of rural marketing and development.

C- 18B Consumer Behaviour and Marketing Research

1. Explain any two consumer behavior model and their implication of Indian Consumers.

OR

2. Prepare a survey questionnaire to measure consumer satisfaction on any durable of your choice.

ELECTIVES (GROUP C) HUMAN RESOURCE MANAGEMENT

C-16C Strategic Human Resource Development

1. Discuss the recent trends of HRD in global scenario

OR

2. Highlight the various techniques of evaluating HRD

C-17C Industrial Relations

1. Discuss in detail the facets of workers participation in management in India.

OR

2. Discuss the various aspects involved with negotiations

C-18C Compensation Management and Performance Appraisal

1. 'How Inflation affects employee compensation- Explain.

OR

2. Explain the relevance of 'Equity Theory' of Compensation.

ELECTIVES (GROUP D) OPERATIONS

C-16D Operations Research and Analytics

1. Explain with an example North West corner rule least cost method & VAM to obtain an IBFS of a transportation problem.

OR

2. Solve the following 'n' jobs '3' machines problem given the processing times is shown on each machine. Calculate the total elapsed time.

Job	M ₁	M ₂	M ₃
1	13	3	8
2	18	8	4
3	8	6	13
4	23	6	8

C-17D Supply Chain Management

1. Explain various objectives of SCM.
OR
2. Discuss the importance of Supplier relationship management.

C-18D Material and Purchase Management

1. Discuss the importance of material management in an organization.
OR
2. Write a note on spare part management.

ELECTIVES (GROUP E) TOURISM

C-16E Tourism Development

1. Write about the tourism development in Karnataka.
OR
2. What is the role of ITDC to promote tourism in India.

C-17E Tourism Sales and Marketing

1. What role does training play in helping someone to develop selling ability?
OR
2. Explain the issues and challenges faced by Global Tourism Industry.

C-18E Hospitality Management

1. Write brief note on the nature of Hospitality Industry.
OR
2. What are the distinction between resort hotels and commercial hotels?

ELECTIVES (GROUP F) CORPORATE LAW

C-16F Corporate Law

1. Briefly explain the process of strategic planning and formulation towards corporate reconstruction.
OR
2. What do you mean by valuation of business? Briefly explain the need of valuation.

C-17F Insurance Law

1. Explain the procedures for amalgamation and transfer of the insurance institution.
OR
2. Write note on –
 - a. Non-Indian Insurance Companies
 - b. Sanction of Advocate-General
 - c. Search and seizure

C-18F Intellectual Property Rights

1. Write an explanatory note on Assignment and Licensing of Copyrights.
OR
2. Make a critical analysis of Patentable and Non-Patentable Inventions.

ELECTIVES (GROUP G) INFORMATION TECHNOLOGY (IT)

C-16G Database Management System

1. Describe any two types of the organisation technique along with merits and demerits.
OR
2. What is the importance of Entity Relationship diagram? Explain different symbols and notation used in ER diagram.

C-17G Business Intelligence and Analytics

1. Explain Business Intelligence architecture with neat diagram.
OR
2. Briefly explain Data Preparation and Exploration.

C-18G E-Commerce

1. Explain major types of E-Commerce with suitable examples.
OR
2. Discuss about different types of E-Commerce payment systems used.
