

KARNATAKA STATE OPEN UNIVERSITY

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

MBA III-SEMESTER ASSIGNMENT CIRCULAR & QUESTIONS JANUARY 2019-20

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: January 2019-20” and Department Address, Title of the Programme, **Elective**, submitted by: Name, Roll No, of the Candidate, submitted to *Chairman*, DOS&R in Management, Karnataka State Open University, Mukthagangothri, Mysuru-570006. (Assignment without Name and Roll No will be rejected)
2. Candidate should answer **both questions** under each paper. Each questions carry 10 marks.
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, Mysuru-570006
6. **Assignments should reach us on or before 30-12-2021.** 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.

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. Explain the different phases of Entrepreneurship Development Programme in Indian Scenario.
2. Discuss the Strategies of establishment of New Business.

C – 14 Services Management

1. Discuss the Impact of Covid-19 on Tourism
2. Outline the changes in healthcare Services.

C – 15 Project Management

1. Critically evaluate the various stages in Project Life Cycle.
2. What is Cost Estimation? Examine the various techniques of Cost Estimation.

ELECTIVES (GROUP A) FINANCE:-

C-16A Financial Markets and Institutions

1. Recent trends in Foreign Direct Investment (FDI) and Foreign Portfolio Investment (FPI).
2. Discuss the guidelines of SEBI for Investors Protection.

C-17A Advanced Corporate Finance

1. What are the different types of Information Asymmetry Theory of Capital Structure? Explain in detail.
2. Explain under what circumstances NPV and IRR approaches of Capital Budgeting give conflicting results.

C.18A Security Analysis and Portfolio Management

1. Discuss the new Issue Markets and Stock Exchanges.
2. What are the roles of Portfolio Managers in Stock Exchanges?

ELECTIVES (GROUP B) MARKETING

C.16B Advertising and Sales Promotions

1. Explain the role of IMC in Marketing.
2. What is DAGMAR approach? Discuss the process of DAGMAR approach.

C - 17B Rural Marketing

1. Examine the various factors contributing to the growth of Rural Marketing.
2. What is Rural Marketing? Discuss the recent trends in Rural Marketing.

C- 18B Consumer behaviour and Marketing Research

1. Examine any two models of consumer behavior.
2. How CRM is out in public sectors.

ELECTIVES (GROUP C) HUMAN RESOURCE MANAGEMENT

C-16C Strategic Human Resource Development

1. Explain the importance of HRD at Micro and Macro level.
2. Examine the various factors consider for successful career planning.

C-17C Industrial Relations

1. What is Trade Union? Mention the characteristics of Trade Union and explain the procedure for registration of Trade Union.
2. Discuss the important guidelines for handling employee grievances.

C-18C Compensation Management and Performance Appraisal

1. Compare and contrast between Straight Piece Work and Hourly Rate Plan with examples.
2. Define Performance Appraisal. Evaluate the different modern techniques of Performance Appraisal.
