

# 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.

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