

# KARNATAKA STATE OPEN UNIVERSITY



MUKTHA GANGOTHR, MYSORE-570006

## DEPARTMENT OF STUDIES AND RESEARCH IN MANAGEMENT

No.KSOU/MBA-PCP/2<sup>nd</sup> Year-IV Sem/2020-21

Date:20-11-2021

### CIRCULAR

### COMPULSORY PERSONAL CONTACT PROGRAMME (PCP) FOR 4<sup>th</sup> SEMESTER MBA-2021(JULY 2019-20)

Dear Learner,

Sub: - 4<sup>th</sup> SEMESTER MBA 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 academic year July 2019-20. The classes will be held on **Online** and Seminar will be held in the following centers through **Offline**.

<b>PCP Classes will be held on online from 04-12-2021 to 09-12-2021</b>	<b>PCP Co-ordinator: Prof. C. Mahadeva Murthy {9342121583}</b>
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Sl. No	Centre	Venue	Dates	Contact No.
<i>OFFLINE SEMINARS AT FOLLOWING CENTERS</i>				
1	KSOU, MUKTHAGANGOTHR, MYSORE – 570 006.	Mysore	17-12-2021 To 19-12-2021	Prof. Mahadevamurthy C. 9342121583
2	DON BOSCO INSTITUTE OF TECHNOLOGY, KUMBALAGODU, MYSORE ROAD, BANGALORE	Bangalore	17-12-2021 To 19-12-2021	Prof. Chandrashekar 9900228506

The students of Fourth 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. **An Industrial visit will also be arranged during seminars.**

**Classes will be held 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 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 **30-12-2021** 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 GANGOTHRI, MYSORE-570 006

**DEPARTMENT OF STUDIES AND RESEARCH IN MANAGEMENT**

No.KSOU/MBA-PCP/2<sup>nd</sup> Year- **IV SEM/**

Date: 20-11-2021

**MBA IV-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 topic per course and attend Offline seminars in 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-IV 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 is compulsorily. Those who fail to present seminar paper will lose seminar marks of 10 Marks per paper.
8. Before presenting the seminar, paper should be handed over to the resource person.
9. Every candidate (Fourth 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/-**  
**CHAIRMAN**  
**Department of Studies and Research in**  
**Management, KSOU**

**MBA IV-SEMESTER SEMINAR TOPICS - 2021**

***PREPARE SEMINAR PAPER ON ANY ONE OF THE TOPICS PER COURSE  
YOU MUST PRESENT ATLEAST ONE CASE (EXAMPLE)***

**C – 19 QUALITY AND OPERATIONS MANAGEMENT**

1. Role of Machine Learning in manufacturing industries.

**OR**

2. Cost and Time efficiency in operations.

**C – 20 INTERNATIONAL BUSINESS**

1. International Business Environment - Pros and Cons.

**OR**

2. Post COVID-19 Impact on International Business.

**C – 21 STRATEGIC MANAGEMENT**

1. Corporate Governance – Issues and challenges.

**OR**

2. Strategic Planning – A Road map to achieve Competitive Advantage.

**ELECTIVES (GROUP A) FINANCE**

**C-22A STRATEGIC FINANCIAL MANAGEMENT**

1. Financial Engineering – Challenges in Strategic Financial Management.

**OR**

2. Financial Distress and Turnaround Strategies – Post COVID 19 situation.

**C-23A INTERNATIONAL FINANCIAL MANAGEMENT**

1. International Capital Budgeting – Issues and Challenges.

**OR**

2. Role of Foreign Exchange Market in India.

**C-24A DERIVATIVES**

1. Participants and their role in Derivatives Market.

**OR**

2. Use of Derivatives in agriculture- Issues and Challenges

**ELECTIVES (GROUP B) MARKETING**

**C-22B RETAILING AND SUPPLY CHAIN MANAGEMENT**

1. Supply Chain Management in online shopping.

**OR**

2. International purchasing in current scenario.

**C-23B BUSINESS MARKETING**

1. Impact of Covid-19 on Business Marketing.

**OR**

2. B to B Marketing : Issues and Challenges.

**C-24B INTERNATIONAL MARKETING**

1. Globalization V/s Localisation

**OR**

2. International Marketing- Impact of Covid-19.

**ELECTIVES (GROUP C) PEOPLE MANAGEMENT**

**C-22C KNOWLEDGE MANAGEMENT**

1. Knowledge Management- Impact on Organisational Competitiveness.
- OR**
2. Strategic Knowledge Management in the Digital era- Indian Scenario.

**C-23C INTERNATIONAL HUMAN RESOURCE MANAGEMENT**

1. Knowledge Transfer in Multinational Company- Comment.
- OR**
2. Repatriation- Problems and Prospectus

**C-24C LABOUR LEGISLATION**

1. Child Labour- Issues and Challenges.
- OR**
2. Safety and health of workers protected under the Factories Act- Comment.

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# KARNATAKA STATE OPEN UNIVERSITY

MUKTHA GANGOTHRI, MYSORE-570 006

DEPARTMENT OF STUDIES AND RESEARCH IN MANAGEMENT

## MBA IV-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-IV Semester: 2020-2021”, 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, Mysore-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:

**Chairman**  
DOS&R in Management  
Karnataka State Open University,  
Mukthagangothri, Mysore-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.
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 **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 – 19 QUALITY AND OPERATIONS MANAGEMENT**

1. Write a note on industry 4.0.  
**OR**
2. A company produces a small component for all industrial products and distributes it to five wholesalers at a fixed price of Rs. 2.50 per unit. Sales forecasts indicate that monthly deliveries will be 3,000, 3,000, 10,000, 5,000 and 4,000 units to wholesalers 1, 2, 3, 4 and 5 respectively. The monthly production capabilities are 5,000, 10,000, 12,000 at plants 1, 2 and 3 respectively. The direct costs of production of each unit are Rs. 1.00, Rs. 0.90 and Rs. 0.80 at plant 1, 2 and 3 respectively. The transportation costs of shipping a unit from a plant to a wholesaler are given below.

	Wholesaler				
	1	2	3	4	5
Plant 1	0.05	0.07	0.10	0.15	0.15
Plant 2	0.08	0.06	0.09	0.12	0.14
Plant 3	0.10	0.09	0.08	0.10	0.15

Find how many components each plant supplies to each wholesaler in order to maximize profit.

**C – 20 INTERNATIONAL BUSINESS**

1. Explain the different modes of entry to the International Business.

**OR**

2. What are the different types of Trade Blocks? Discuss.

**C – 21 STRATEGIC MANAGEMENT**

1. What is Strategic Management? Explain its process.

**OR**

2. Elucidate Porter's Five Force Model.

**ELECTIVES (GROUP A) FINANCE**

**C-22A STRATEGIC FINANCIAL MANAGEMENT**

1. Explain the various stages of Venture Development and Financing.

**OR**

2. Recent trends in Mergers and Acquisitions.

**C-23A INTERNATIONAL FINANCIAL MANAGEMENT**

1. Discuss the role and functions of International Monetary Fund (IMF).

**OR**

2. Explain the different types of risk exposure in foreign exchange.

**C-24A DERIVATIVES**

1. Explain the different types of Derivatives.

**OR**

2. Discuss in detail the Binomial Model of Derivatives.

**ELECTIVES (GROUP B) MARKETING**

**C-22B RETAILING AND SUPPLY CHAIN MANAGEMENT**

1. Examine the present trends in Supply Chain Management.

**OR**

2. How do you measure customer satisfaction as the end point of Supply Chain Management. Explain with examples.

**C-23B BUSINESS MARKETING**

1. Examine the relevance of Supplier relationship in Industrial marketing.

**OR**

2. Compare and contrast buyer behaviour model of buyers of Industrial products and Consumer products.

**C-24B INTERNATIONAL MARKETING**

1. Discuss the documentation and regulations of Multinational Companies for International Marketing.

**OR**

2. Explain the various tariffs and non-tariffs barriers in India.

**ELECTIVES (GROUP C) PEOPLE MANAGEMENT**

**C-22C KNOWLEDGE MANAGEMENT**

1. Explain the characteristics of learning organisations. What are the initiatives for learning organisation?

**OR**

2. What is Knowledge Management? Elaborate various steps involved in Knowledge Management process.

**C-23C INTERNATIONAL HUMAN RESOURCE MANAGEMENT**

1. Elaborate the current scenario in International Training and Development.

**OR**

2. Discuss the various aspects involved in Expatriate Training

**C-24C LABOUR LEGISLATION**

1. Discuss the various Labour Laws that are enforced to improve the quality of work life of labours.

**OR**

2. Explain the various provisions of health safety and welfare measures.