

**KARNATAKA STATE OPEN UNIVERSITY**

MUKTHA GANGOTHRI, MYSORE-570006

DEPARTMENT OF STUDIES AND RESEARCH IN MANAGEMENT

No.KSOU/MBA-PCP/2nd Year-3rd SEM/2015-16

Date: 20 -06-2016

CIRCULAR

COMPULSORY PERSONAL CONTACT PROGRAMME (PCP)
FOR 3rd SEMESTER MBA

Dear Learner,

**Sub: - 3rd Semester of Master of Business Administration
Personal Contact Programme 2015-16.**

The Department will conduct compulsory contact programme for the benefit of the students who have been admitted to 2nd year MBA course during the academic year 2015-16. The PCP will be held at following centres.

Sl. No	Centre	Venue	Dates	Contact No.
1	G.T.INSTITUTE OF ADVANCED STUDIES # 10/15, SUNKADAKATTE, MAGADI MAIN ROAD, VISHWANEEDAM POST, BANGALORE-560091 PH:080-23485545	Bangalore	15-07-2016 To 23-07-2016	0821-2519245
2	KSOU CAMPUS, MUKTHA GANGOTHRI, , MYSORE-570006	Mysuru	30-07-2016 To 07-08-2016	0821-2519245

The students of Third Semester MBA shall compulsorily attend PCP at any one of the above said centre 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 faculties of KSOU. Besides, special lectures / case study discussions by Management Consultants / Industrialists. Management Games will also be arranged. Further the activities such as Seminar, Group Discussions, etc. will also be conducted as part of IA.

Classes and seminars will be held from 10.00AM to 5PM on all the days.

The students concerned are hereby directed to attend the programmes to avail of the benefits. The Assignment Questions and Seminar Topics are also hosted on the University website: www.karnatakastateopenuniversity.in

Students are required to bring the Identity Card and Study Materials that have been sent by the University for reference. If the students fail to attend the Personal Contact Programme in toto, they shall not submit the assignment as the same will not be considered for IA.

Assignment Questions & Seminar Topics have been enclosed herewith. You are requested to submit the assignment on or before **16-08-2016** without fail.

The faculty look forward to meet you in the contact programme

Sd/-
Chairman, DOS&R in Management
KSOU, Mysore

Sd/-
Dean (Study Centre)
KSOU, Mysore

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ON INDIA GOVERNMENT SERVICE

BOOK POST

To,

Sri / Smt.....

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FROM,
THE CHAIRMAN
Department of Studies & Research in Management
Karnataka State Open University
Muktha Gangothri, Mysore-570 006.

MBA III-SEMESTER SEMINAR CIRCULAR - 2016

Dear Learner,

The Department of Management will conduct Personal Contact Programme (PCP) at Bangalore and Mysore centres. In this programme lectures will be delivered and Internal Assessment (IA) activities like Seminar will be conducted.

The Department will also conduct seminar during the programme. The candidates are required to prepare on **any one** of the seminar topics **per course**. 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 2016. 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 compulsory. Those who fail to present seminar paper will lose seminar marks.
8. Before presenting the seminar, paper should be handed over to the faculty.
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. Compulsorily the candidates should attend the PCP. Those who fail to attend the programme 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 PCP.

With best wishes,

Sd/-
CHAIRMAN
Department of Studies and Research in
Management, KSOU, Mysore.


KARNATAKA STATE OPEN UNIVERSITY

MUKTHA GANGOTRI, MYSORE-570 006
DEPARTMENT OF STUDIES AND RESEARCH IN MANAGEMENT

MBA III-SEMESTER SEMINAR TOPICS - 2016

{For the Students who have been enrolled to Second Year MBA Course during the Academic Year 2015-16}

PREPARE SEMINAR PAPER ON ANY ONE OF THE TOPICS PER COURSE

YOU MUST PRESENT ATLEAST ONE CASE (EXAMPLE)

C - 13 Entrepreneurial Development and Small Business:-

1. The Entrepreneur as Strategist
2. Think Fresh to Grow Big.

C - 14 Services Management:-

1. Service strategies in health care industry.
2. Financial services – Problems & Prospects.

C - 15 Project Management:-

1. Start up India – Opportunities and Objects.
2. Execution strategies for project management.

ELECTIVES (GROUP A) FINANCE:-

C-16A Financial Market and Institutions: -

1. Indian's institutional impediments to sustainable growth.
2. The future debt market: Boon or Bane.

C-17A Advanced Corporate Finance: -

1. Information asymmetry and its impact on firms financing decision.
2. Capital Rationing.

C.18A Security Analysis and Portfolio Management: -

1. Mutual Fund Investment – Pros & Cons.
2. Foreign Portfolio Investment – Issues & Challenges.

ELECTIVES (GROUP B) MARKETING:-

C.16B Advertising and Sales Promotions: -

1. “Modern advertisements are consumer oriented” – Comment.
2. “Advertising” – Its impact on Indian Culture.

C - 17B Rural Marketing:-

1. Problems and challenges of Rural Marketing.
2. Role of Government in the Development of Agricultural Marketing.

C- 18B Consumer Behaviour and Marketing Research:-

1. Market Research in FMCG Sector in India.
2. Behavioural trends among Indian youths.

ELECTIVES (GROUP C) HUMAN RESOURCE MANAGEMENT

C-16C Strategic Human Resource Development:-

1. “Managing Human Capital” – Issues and Challenges.
2. Managing diverse work force – Impacts and Rewards.

C-17C Industrial Relations:-

1. Trade Unions in India.
2. Industrial Disputes – Issues & Challenges.

C-18C Compensation Management and Performance Appraisal:-

1. ‘Executive Compensation’ – Issues and Challenges.
2. Recent Trends in Performance Appraisal.


KARNATAKA STATE OPEN UNIVERSITY

MUKTHA GANGOTRI, MYSORE-570 006
DEPARTMENT OF STUDIES AND RESEARCH IN MANAGEMENT

MBA III-SEMESTER ASSIGNMENT CIRCULAR & QUESTIONS- 2016

{For the Students who have been enrolled to Second Year MBA Course during the Academic Year 2015-16}

INSTRUCTIONS:

NOTE: - You are required to read the following instructions carefully before you answer.

1. Assignment cover page should be superscribed by "Assignment for MBA-III Semester: 2015-16", 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.
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 16-08-2016.**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 Department will not be valued.
8. The list of students, who have participated in seminar, test and submitted the assignments will be **displayed on the website** after examination. 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. List out government loan schemes for small business in India.
2. Discuss the role of MSMEs in the economic development of country.

C – 14 Services Management:-

1. Discuss the role of service in Indian economic development.
2. Identify the opportunities for introducing new services in your cities.

C – 15 Project Management:-

1. Critically evaluate various project evaluation techniques
2. Identify the various phases of a project life cycle.

ELECTIVES (GROUP A) FINANCE:-

C-16A Financial Market and Institutions: -

1. Financial market plays a very important role in Development of Indian Economy . Illustrate.
2. Explain the instruments of Money Market

C-17A Advanced Corporate Finance: -

1. Explain agency problem and its impact on financial policies of a firm.
2. Explain the Impact of inflation on the Investment decision.

C.18A Security Analysis and Portfolio Management: -

1. Briefly explain the SEBI guidelines for primary market and secondary market and elucidate the history of Indian stock exchange.
2. Differentiate between Fundamental and Technical analysis in detail.

ELECTIVES (GROUP B) MARKETING:-

C.16B Advertising and Sales Promotions: -

1. What is advertising? Explain the classification of advertising.
2. Define sales promotions? Discuss the various tools of sales promotion to motivate consumers.

C - 17B Rural Marketing:-

1. What is rural marketing environment? Discuss the factors of rural marketing environment.
2. Define market research. Explain the various techniques of market research.

C- 18B Consumer Behaviour and Marketing Research:-

1. Explain the significance of consumer behaviour in online selling.
2. Discuss the consumer behaviour model appropriate to Indian scenario.

ELECTIVES (GROUP C) HUMAN RESOURCE MANAGEMENT

C-16C Strategic Human Resource Development:-

1. Explain the role and competencies of HRD Professional.
2. What is Human Resource Development? Discuss the steps involved in HRD Process..

C-17C Industrial Relations:-

1. Discuss the grievance redressal procedure briefly.
2. Explain the concept of labour welfare with suitable examples.

C-18C Compensation Management and Performance Appraisal:-

1. Explain the challenges of Compensation Management.
2. Explain any two performance appraisal used by Software Company.