Dear Student,

Sub: Third Semester Master of Business Administration Contact Programme 2011-12.

The Department will conduct compulsory contact programme for the benefit of the students who have been admitted to II-YEAR MBA course during the academic year 2011-12. The PCP will be held at following centres.

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Centre</th>
<th>Venue</th>
<th>Dates</th>
<th>Contact Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>MYSORE</td>
<td>Kuvempu Trust First Grade College, Opposite to Chandrakala Hospital, Jayalakshmipuram, Mysore-570 012</td>
<td>20-04-2012 to 28-04-2012</td>
<td>0821-2500873 (Ext:268-MBA Dept)</td>
</tr>
<tr>
<td>2.</td>
<td>BANGALORE</td>
<td>Aishwarya Institute of Management Studies &amp; Research Mysore-Magadi Ring Road, Opposite to Bangalore University Quarters, Gnanabharathi, Ullal Circle, Bangalore-560 001</td>
<td>04-05-2012 to 12-05-2012</td>
<td>080-23212188</td>
</tr>
</tbody>
</table>

The students of MBA III semester shall compulsorily attend PCP at any one of the said places without fail. If the students fail to attend at any one of the said places, they will lose the marks set apart for the IA marks.

During the programme the Department will arrange lectures on the Syllabi by the renowned professors working in reputed institutions and Universities. Besides, special lectures / case study discussions by Management Consultants / Industrialists / Professionals will also be arranged. Further the activities such as Seminar, Test, Group Discussions etc., will also be conducted as part of IA.

Classes will be held from 9.00AM to 5 PM on all the days.

The Students concerned are hereby directed to attend the programme to avail of the benefits. The Assignment questions & Seminar topics are also hosted on the University website. (www.ksoumysore.com).

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 21-05-2012 without fail.

The faculty looks forward to meet you in the contact programme.

Dr. Jagadeesha
Professor and Chairman
DOS in Commerce & Management
Email Id: mbaksou@yahoo.co.in.

Prof. T.D. Devegowda
Dean (Study Centre)
KSOU, Mysore
MBA III-SEMESTER SEMINAR CIRCULAR: 2011-12

Dear Student,

The Department will conduct compulsory personal contact programme (PCP) at Bangalore and Mysore centers. During the Programme, lectures will be delivered and Internal Assessment activities like Assignments, Seminar and Test will be conducted.

Seminar will be conducted by the Department. The candidates of MBA THIRD SEMESTER are required to prepare seminar paper on any one of the topics per course. The topics of seminar are appended herewith for your reference. Candidates are required to present paper before the group of participants, faculties and the resource persons. At the end, proper conclusion will be drawn based on discussion. The candidates are required to prepare the seminar paper in tune with the following guidelines.

Guidelines:

1. Seminar paper should be at least 3 pages in hand written only. Typed/Xerox copies etc will not be entertained.
2. Proper conclusion should be given at the end.
3. It should be prepared referring books, journals, and reports of both national and international standards.
4. It should not be the replica of the guidelines or the study material sent by the University or the materials of any website or any other student's seminar paper.
5. It should cover the critical evaluation on the area.
6. Students are requested to focus on cases (Examples).
7. The register number and name of the candidates should be written legibly.
8. After presenting the paper, it should be handed over to the resource person.
9. Every candidate of M.B.A. - III semester, should compulsorily present 2 papers per day.
10. The details regarding timing of the seminar and test will be notified on the first day of the PCP.
11. The candidates are required to take part in the PCP compulsorily. Those who fail to attend the programme will lose internal assessment marks.
12. Further no chance would be given to such candidates under any circumstances.
13. No correspondence will be entertained in this regard.
14. The students should submit papers and present it compulsorily, failing which they will not get marks.
15. An objective type test will be conducted on the last day of the PCP on all the six subjects.

The department will be eagerly looking forward for your active participation in PCP.

With best wishes,

Dr. Jagadeesha
Former Dean (Academic), & Chairman
DOS and Research in Management
PREPARE SEMINAR PAPER ON ANY ONE OF THE TOPICS PER COURSE
(You should present at least one case)

C-13 MANAGEMENT OF SMALL BUSINESS & ENTREPRENEURSHIP DEVELOPMENT
1. Small Business v/s Globalization
2. Business in Politico-Legal Environment

C-14 BUSINESS POLICY AND STRATEGIC MANAGEMENT
1. Business Process Re-Engineering

C-15 OPERATIONS RESEARCH
1. Game theory – A tool to build competitiveness
2. Use of Queueing Theory in real life situations.

GROUP A: FINANCE
C-16A INVESTMENT MANAGEMENT
1. Techniques of capital budgeting in manufacturing industry.
2. Innovations in investment management.

C-17A MERCHANT BANKING & FINANCIAL SERVICES
1. Factoring – A hybrid system of finance.

C-18A MANAGEMENT OF INFRASTRUCTURAL FINANCING
2. Role of infrastructure in economic development.

GROUP B: MARKETING
C-16B PRODUCT AND BRAND MANAGEMENT
1. Quality Assurance of Brand in Outsourcing.
2. Core Competency v/s Diversification.

C-17B MARKETING OF SERVICES
2. Local Services v/s Global Branding.

C-18B SALES & DISTRIBUTION MANAGEMENT
1. FDI in Retail Sector – Issues.
2. Centralized v/s Decentralized distribution.

GROUP C: HUMAN RESOURCE
C-16C MANAGEMENT OF TRAINING & DEVELOPMENT
1. Training – An “Investment or Gift”.
2. Role of Computers in Training and Development.

C-17C COMPENSATION MANAGEMENT
1. “Equal Pay–Equal Work”
2. Differential Compensation in IT Sector.

C-18C ORGANIZATIONAL DEVELOPMENT AND CHANGE MANAGEMENT
1. Creativity Management in Information Technology.
2. Capability building in Civil Aviation.
Instructions:

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

1. Write the Roll Number, Name and Title of the course at the beginning of your answer of each subject assignment.
2. You should answer one question only under each paper/course.
3. You should write the assignment separately with regard to each paper/course.
4. You should not reproduce the answer either from the study material or from any website.
5. Assignments without Roll No. and Name will be rejected.
6. After writing the assignment, you should tag the assignment together, put them in a cover and sent it to the address given below.
7. Assignment cover should be superscribed by “Assignment for MBA-III Semester: 2011-12” and write your Name and Roll number legibly.
8. Your assignment should reach to the:

   Chairman,
   DOS in Management,
   Karnataka State Open University,
   Manasagangotri, Mysore-570006

9. Assignments should reach us on or before 21-05-2012 the assignments received after the last date will be summarily rejected. No further extension is allowed.

10. Assignment sent to any other address of the University will not be valued.

11. The lists of students who have participated in seminar and test have submitted the assignments will be displayed on the website 20 days before commencement of examination. Any discrepancies there in should be brought to the notice of the department with in fifteen days time. 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 recommended to keep a copy of the Assignments with them and submit it in case the University demands the same.

ASSIGNMENTS

COURSE 13 - MANAGEMENT OF SMALL BUSINESS & ENTREPRENEURSHIP

1. Explain in detail the incentives and subsidies provided for starting small business in India.

2. Discuss the various stages of project formulation.

COURSE 14- BUSINESS POLICY & STRATEGIC MANAGEMENT

1. Organizations have no values of their own, but they reflect the values of the top Management” – Discuss.

2. Explain the various techniques of evaluating strategic alternatives.
COURSE 15 – OPERATIONS RESEARCH

1. The data on maintenance cost per year and resale prices of equipment whose Purchase price is Rs. 80,000 is given in below table. You are required to find the optimal period for replacement.

<table>
<thead>
<tr>
<th>Year</th>
<th>Maintenance Cost</th>
<th>Resale Price (Rs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1500</td>
<td>75000</td>
</tr>
<tr>
<td>2</td>
<td>1900</td>
<td>72000</td>
</tr>
<tr>
<td>3</td>
<td>2300</td>
<td>70000</td>
</tr>
<tr>
<td>4</td>
<td>2900</td>
<td>65000</td>
</tr>
<tr>
<td>5</td>
<td>3600</td>
<td>58000</td>
</tr>
<tr>
<td>6</td>
<td>4500</td>
<td>50000</td>
</tr>
<tr>
<td>7</td>
<td>5500</td>
<td>45000</td>
</tr>
</tbody>
</table>

2. Six jobs are to perform in the order of AB. The processing times (Minutes) for the jobs are given in below table. You are required to calculate the Cycle time and Operations Time.

<table>
<thead>
<tr>
<th>Job</th>
<th>Machine - A</th>
<th>Machine - B</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>3</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>5</td>
<td>9</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>8</td>
<td>1</td>
</tr>
</tbody>
</table>

ELECTIVE A- FINANCE

COURSE – 16A INVESTMENT MANAGEMENT

1. Explain the use of scenario analysis for evaluating a risky project.
2. For an investment outlay of Rs. 1,00,000, the expected net cash flow is Rs. 34,432, Rs. 39,530, Rs. 39,359, and Rs. 32,219 over the next 4 years. Calculate the payback period, NPV, IRR.

COURSE 17A MERCHANT BANKING AND FINANCIAL SERVICES

1. Discuss the role of National Housing Bank in housing finance.
2. Explain the uses of credit rating to investors, issuers, intermediaries and regulators.

COURSE 18A MANAGEMENT OF INFRASTRUCTURE FINANCE

1. Critically evaluate the role played by multilateral development agencies in financing infrastructure projects.
2. What are the factors responsible for the evolution of private and commercially Financed project in India?

ELECTIVE B: MARKETING

COURSE 16B- PRODUCT & BRAND MANAGEMENT

1. What are the characteristics of consumer product? Explain the various schemes for classifying the consumer product.
2. Explain the steps in marketing planning process.

COURSE 17B- SERVICE MARKETING

1. Explain the role of service industry in economic development of a nation
2. Explain the factors influencing the pricing for non-profit organizational product.
COURSE 18B- SALES & DISTRIBUTION MANAGEMENT

1. Explain the challenges faced by international sales managers.
2. “Demographics decides the Indian distribution pattern” – discuss.

ELECTIVE C: HUMAN RESOURCE MANAGEMENT

COURSE-16C- MANAGEMENT OF TRAINING & DEVELOPMENT

1. Discuss the role and significance of training and development activity in public Sector enterprises in the current scenario.
2. Discuss various techniques for building rapport with trainees.

COURSE 17C: COMPENSATION MANAGEMENT

1. Bring out the salient features of the incentive schemes followed in Indian industries.
2. Briefly explain various phases of development of payment systems.

COURSE – 18C: ORGANIZATION DEVELOPMENT & CHANGE MANAGEMENT

1. Discuss the issues in consultant client relationship.
2. Examine the problems involved in research on OD.

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ON INDIA GOVERNMENT SERVICE
BOOK POST

To,

Sri / Smt ...........................................

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FROM:
THE CHAIRMAN
Department of Studies in Management
Karnataka State Open University
Manasagangotri, Mysore-570006