

2ND SEMESTER MBA-Assignment Questions : 2012

Answer any **one** question from each course:

Max Marks:10

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.
2. You should answer **one question only** under each paper.
3. You should write the assignment separately with regard to each paper.
4. You **should not reproduce the answer as given in 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-II Semester” and write your roll number.**
8. Your assignment should reach to the Department within time to the:

Chairman,
DOS in Management,
Karnataka State Open University,
Manasagangotri, Mysore-570006
9. **Assignments should reach us on or before 09-11-2012.** 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 students are advised to keep a copy of the Assignments with them and submit it in case the University demands the same.
12. The students may visit the KSOU website after completion of their examinations to ensure that their internal assessment is reviewed by the Department and their attendance in Test, Seminar and assignment has been considered. In case of any discrepancy, the students may intimate to the Department immediately within 15 days of announcement in the website.

Course-7

MB107

Management Information System and Computer Applications

Critically evaluate the Data Security measures employed in software industries.

OR

Design the Databases and Algorithms for developing software for library management.

Course-8

MB108

Business Law

Trace the impact of technology on the provisions of NI Act.

OR

Differentiate between Indian Contract Act v/s International Contract Act.

Course-9

MB109

Financial Management

Why should inventory be held? Discuss the role of economic order quantity in inventory management.

OR

Naveen Iron Company is considering to install a machine which costs Rs.1,00,000. The machine has a life of 5 years and has no salvage value. The company's tax rate is 50% and no investment allowance is provided. The company uses straight line depreciation. The estimated cash flows before tax from the proposed investment proposal are as follows:

Year	Cash Flow Before Tax (in Rs.)
1	20,000
2	22,000
3	28,000
4	30,000
5	50,000

Compute the following:

- Pay back period
- Average Rate of Return
- Net present value at 10% discount rate and
- Profitability Index

Course-10

MB110

Marketing Management

Explain the Relevance and Importance of Social Marketing in India.

OR

Identify the various buying motives and explain them briefly with suitable examples.

Course-11

MB111

Human Asset Management

Discuss the various techniques of evaluating employees and managerial performance.

OR

Explain the functions of Human Resource Development and their significance in achieving organizational efficiency.

Course-12

MB112

Executive Communication and Research Methodology

Explain the various statistical tools used for testing hypothesis
How do you eliminate type-1 and type-2 error ?

OR

Examine the role and importance of business etiquette in Global Business Communication.

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



KARNATAKA STATE OPEN UNIVERSITY
MANASAGANGOTHRI MYSORE-570006
DEPARTMENT OF COMMERCE AND MANAGEMENT

MBA II-SEMESTER SEMINAR CIRCULAR: 2012

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 SECOND 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. The register number and name of the candidates should be written legibly.
3. It should be prepared by referring books, journals, and reports of both national and international standards.
4. Students are requested to focus on cases (Examples), may be a live.
5. It should cover the critical issues on the area.
6. Proper conclusion should be given at the end.
7. 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.
8. After presenting the paper, it should be handed over to the resource person.
9. Every candidate of **M.B.A. - II 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.
16. Mere submission of seminar paper will not have a right for the candidate concerned to claim marks, unless he/she makes a presentation and participation in interaction.

17. No attempt shall be made by any candidate to prepare the seminar paper on the topic concerned during seminar.
18. During presentation of seminar, every candidate shall maintain silence and make way for resource person to assess the performance of the candidates.
19. The candidate who fails to maintain silence will be viewed seriously by the resource person.

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

With best wishes,

Prof. Jagadeesha
Chairman
DOS and Research in Management

2ND SEMESTER MBA-Seminar Topics 2012

Answer any **one** question from each course: **Max Marks:10**

Course-7 **MB107**
Management Information System and Computer Applications

Innovations in Information System.

OR

Information Security – Issues and Challenges.

Course-8 **MB108**

Business Law

Trade Related Intellectual Property Rights (TRIPS)? –Issues and Challenges.

OR

Environmental Protection Act (EPA) – Challenges.

Course-9 **MB109**

Financial Management

Inflation v/s Deflation.

OR

Investment Decisions – Issues in Current Scenario

Course-10 **MB110**

Marketing Management

Customer Satisfaction v/s Customer Delight

OR

Predatory Marketing – Myths and Realities

Course-11 **MB111**

Human Asset Management

Ethical issues in acquisition of HR.

OR

Talent Management – Issues and Challenges

Course-12 **MB112**

Executive Communication and Research Methodology

Role of Research in Policy Decisions

OR

Ethics in Business Communication

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