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(1089)

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Ph.D. Course Work in Management Examination
RESEARCH METHODOLOGY IN MANAGEMENT
Paper-I
(Compulsory)

Time : Three Hours] [Maximum Marks : 70

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Answer *one* question from each Section.

SECTION-I

1. What are the various types of research reviews in 'Business Research'? Give sources of literature for such reviews.

2. What are 'Research Issues'? How are these issues conceptualized? Explain with suitable example.

SECTION-II

3. What are the different approaches to Problem Solving in Business Research? Explain with suitable examples, how these approaches help in Hypothesis formulation?

4. Write short notes with examples on:
 - (a) Casual Research;
 - (b) Null Hypothesis vs. Alternative Hypothesis;
 - (c) Brain Storming vs. Delphi Method;
 - (d) Idea Generation.

SECTION-III

5. (a) What factors would you take into account in deciding how large your sample should be when devising a probability sample?
(b) In what circumstances might you employ snowball sampling?

6. Write different research design used in business research. Explain any *two* suitable examples.

SECTION-IV

7. What are the issues you consider for designing structured interview schedule or self-completion questionnaire? How would you check its reliability and validity?

8. A researcher wishes to compare two retail malls on the following attributes:
- Convenience of location
- Parking
- Visual Merchandise
- (a) Design a Likert scale to accomplish this task.
- (b) Design a semantic differential scale to accomplish this task.
- (c) Design a graphic rating scale to accomplish this task.

SECTION-V

9. (a) What does statistical significance mean? What does it mean to say that a correlation of 0.42 is statistically significant at $p < 0.05$?
- (b) A researcher uses chi-square test to predict a client's sales volume based on gross domestic product, personal income, disposable personal income, unemployment, and the consumer price index. Draw a contingency table for the problem?
10. Aditya wants to map the profile of respondents based on internet use activities. He prepares a list of 16 statements and collect data from 31 respondents to find the cluster solution. Write the steps of Cluster Analysis in SPSS by adding the following variable..... (Only SPSS procedures you have to write.)

(Rating Scale : 1. Never, 2. Occassionally, 3. Considerably,
4. Almost Always, 5. Always.)

1. Collecting Product/Service information and specification.
 2. Collecting information of current vendor.
 3. Searching and collecting information of new vendor.
 4. Collecting competitive and other information for purchase.
 5. Cost/Price comparison.
 6. E-mail.
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**Ph.D. Course Work in Management Examination
CONTEMPORARY ISSUES IN MARKETING
MANAGEMENT**

Paper-I

(Optional)

Time : Three Hours]

[Maximum Marks : 70

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Attempt *five* questions in all, selecting *one* question from each unit. All questions carry equal marks.

UNIT-I

1. Define marketing information system. Explain its relevance for business organizations in this competitive era.
2. "Developing marketing strategy is more critical than implementing marketing strategy, because if the strategy is flawed, its implementation doesn't matter". Comment.

UNIT-II

3. Measurement of service quality is a critical issue especially in present competitive era. Discuss the relevance of SERVQUAL model in it.
4. Identify the major four characteristics that affect the marketing of services and the additional marketing considerations that services require.

UNIT-III

5. Define demand forecasting. Critically evaluate the various techniques prevailing for demand forecasting.
6. Define consumer attitude. Explain various comparative measurement scales prevailing for the measurement of attitude of the consumers.

UNIT-IV

7. Examine the significance of coordination in supply chain. What are the obstacles faced in coordination of supply chain? Discuss remedies.
8. Discuss the importance of supply chain management in services and product retailing. Illustrate in the context of Indian retail sector.

UNIT-V

9. Explain the following concepts :
- (a) Green Marketing.
 - (b) Holistic Marketing.
10. "Indian population is having less access to computer and internet technology, even then the E-marketing in India is highly popular". In the light of above statement discuss E-marketing and emerging trends in E-marketing.
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Ph.D. Course Work in Management Examination
CONTEMPORARY ISSUES IN FINANCE
AND FINANCIAL MARKETS
(Optional)
Paper – II

Time : Three Hours]

[Maximum Marks : 70

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Attempt any five questions. All questions carry equal marks (14 marks).

1. (a) Calculate the duration for Bond A and Bond B with 7% and 8% coupons having a maturity period of 4 years. The face value is Rs. 10,000. Both the bonds currently yield 6 percent.
(b) Growth of share of company A is 15%, and its dividend payout ratio is 40%. Its risk (standard deviation) in growth rate is 5%. The P/E ratio is 22.5%. Use Whiteback-Kisor Model and suggest the investment decision regarding this share.

2. Which are the parties involved in the issue of shares in the stock market? What are the different functions of the lead managers, registrars, and underwriters? Also explain need and procedure for listing of securities.

3. Describe the following aspects of capital markets :
 - (a) Book building.
 - (b) Rolling settlement.
 - (c) The concepts—stop loss, churning, and profit booking.
 - (d) Role of SEBI in relation to Brokers and Issuing company.
 - (e) Salient features of NSE Nifty 50, Bank Nifty and Nifty Junior.
 - (f) What is price rigging?
 - (g) Give a bird's eye view about NSDL.

4. Is there any linkage between corporate strategy and financial strategy? Explain by giving examples. Also explain and illustrate any *one* model for Bond valuation.

5. Explain the guidelines of RBI and BASEL about Capital Adequacy. How these are helping banking sector? Do you think that the BASEL norms have brought in efficiency in banking operations? Give arguments.

6. How risk managed by Banking Industry? What is Asset-Liability Management? Describe the use of Assets and liability management in risk management.

7. Explain features of following :
- (a) FIIs,
 - (b) Gilt fund,
 - (c) FPIs,
 - (d) Investment bankers, and
 - (e) Unit linked plans of mutual funds.
8. What is corporate restructuring? In what forms it is carried out? Describe merits and limitations of these forms of corporate restructuring.
9. What do you mean by Behavioral Finance? What are its main constructs? How the research studies in behavioral finance useful in financial decisions?
10. (a) Discuss the role of Arbitragers, Hedgers and Speculators in foreign exchange market.
(b) Define the concept of foreign currency futures with suitable examples. Explain the terms and options.
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**Ph.D. Course Work in Management Examination
CONTEMPORARY ISSUES IN HUMAN
RESOURCE MANAGEMENT**

Paper – III

(Optional)

Time : Three Hours]

[Maximum Marks : 70

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.

Note : Attempt *five* questions in all, selecting *one* question from each Unit. All questions carry equal marks.

UNIT-I

1. Define the term 'strategy' and 'strategic management'. Discuss the role of human resource management in strategic management. Enlighten the concept with the help of an example.

2. Suppose you are assigned to develop a career planning and development program in a large organization with a diverse workforce. What unique concerns you might have and how are you going to execute the task?

UNIT-II

3. Describe the coping strategies for stress, both for individual and the organizational levels. Summarize and evaluate these various strategies for prevention and effective management of stress.
4. What do you understand from the term 'Quality of work life'? How can it be measured in Organizations?

UNIT-III

5. What are the objectives of social security? Describe the social security measures in India.
6. State the causes and nature of disputes in India. Describe the conciliation procedure for settlement of disputes in India. Discuss the measures that HR can adopt to minimize disputes in organizations.

UNIT-IV

7. A Human Resource Audit evaluates the personal activities used in organizations. In short it is a check on human resource activities and how those activities support the organizations strategy. Elucidate the statement.

8. Define the term 'Value'. Describe the concept of human values in HRM. What are contemporary work cohorts? How is Indian Value System similar/different from the World Value System.

UNIT-V

9. Incorporate all the factors that distinguish IHRM from domestic HRM.
10. Discuss the relevance of culture in international HRM. Discuss the cultural difference across countries.
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