

Total No. of Questions – 10]
(2091)

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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 : Attempt five questions in all by selecting one question from each Section. Each question is of 14 marks.

SECTION-I

1. How would you define business research? What are the major components of a good research study? Illustrate with an example.
2. Discuss how a research topic is chosen taking the help of review of literature. Also discuss various sources of research literature.

SECTION-II

3. Select a research problem, enlist the variables in the problem and formulate a theoretical framework to demonstrate the link between the variables under study.
4. Which techniques of problem solving will be appropriate and efficient in the following problem situations? Explain your answer.
 - (a) An Industrial relations problem arises out of a worker's dismissal.
 - (b) High rejections occur in a particular component manufacture while for all other components rejection is quite low in a manufacturing division.
 - (c) A new computerized production control system is to be introduced in a manufacturing organization.

SECTION-III

5. How are research designs classified? What are the distinguishing features of each? What is the rationale behind choosing an appropriate research designs for different types of research study?
6. What is the significance of sample selection in research? Explain the factors which should be considered while selecting a sample for research.

SECTION-IV

7. What is the difference between a questionnaire and a schedule? What are the steps involved in the questionnaire design?

8. (a) What do you mean by reliability and validity of questionnaires?
- (b) Discuss with the help of examples the four key levels of measurement.

SECTION-V

9. What is analysis of variance? What are the assumptions of the technique? Give an example where this technique could be used.
10. Write a detailed note on report writing highlighting Bibliography and Citations, Structure and Components of Research Report.
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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. "Customers don't buy products; they seek to acquire benefits". What is the reasoning behind this statement, and what are its pitfalls? What are tangible and intangible qualities of Products?

2. What are the components of marketing information system? Discuss each component citing suitable real world examples.

UNIT-II

3. How you can achieve requisite width and depth of a product mix? Discuss this statement in the context of tourism industry in Himachal Pradesh.

4. Explain why the service location affects the quality characteristics relevant to the customer. Explain why a personal one-to-one service delivery is the 'natural' form of service delivery.

UNIT-III

5. Discuss primary and secondary types of measurement. Explain comparative and non-comparative scales citing suitable examples for each type of sub scale.

6. Imagine a product of your choice that is going to gain importance after COVID-19 pandemic. Estimate its demand and discuss a suitable forecasting method along-with its merits and demerits.

UNIT-IV

7. What are the three main types of distribution intensity? Why is intensive distribution more difficult to control, and why are channel members harder to motivate?

8. Think about the last time you bought an expensive item. Write down why do you think you recognized the need to buy the item, what information you looked at, who you talked to about the purchase and why you bought the brand you did.

UNIT-V

9. Write short notes on any *two* of the following :
- (i) Network marketing.
 - (ii) Regulatory framework in marketing.
 - (iii) Marketing issues in 21st century.
 - (iv) Define e-marketing strategy and explain how it is used? Does an e-business model include only online models?
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Ph.D. Course Work in Management Examination
CONTEMPORARY ISSUES IN FINANCE AND
FINANCIAL MARKETS

Paper-II
(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. Elucidate the concept of Financial Strategy. Discuss various components of Strategic Planning process.
2. Using relevant example explain the linkage between corporate strategy and Financial strategy. Discuss the implication of capital budgeting on corporate strategy.

UNIT-II

3. What are stock market scripts? Discuss importance and process of listing of scripts.
4. “Securities and Exchange Board of India (SEBI) is a statutory regulatory body entrusted with the responsibility to regulate the Indian capital markets”. Discuss. Throw a light on origin, evolution and Powers of SEBI.

UNIT-III

5. Discuss two important pillars of behavioural finance. What are contemporary research trends in behavioural finance?
6. Differentiate merger and acquisition. What are key steps involved in a M & A process.

UNIT-IV

7. Discuss opportunities and challenges of Multinational Corporations. What role do MNCs play in affecting financial health of Indian Companies?
8. Write notes on :
 - (a) Forward contract and future contract.
 - (b) Call option and Put option.

UNIT-V

9. Discuss impact of COVID-19 on structure and functioning of Banking System in India. Suggest ways to handle challenges posed by COVID-19 for banking Industry.

10. Write notes on :
 - (a) Banc assurance.
 - (b) Factoring and Securitization.

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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. State the significance of HRM to the organizations.
What are the challenges of HRM? Why does HR matters now more than ever in changing trends in Business Environment?

2. What is employee empowerment? Describe some of the various forms of empowerment, barriers to empowerment and delineate empowerment scenario in Indian Organizations.

UNIT-II

3. State the need and importance of motivation. Describe the motivational tools and applications that are used in organizations.
4. What is meant by the term ‘Organizational Culture’? How do organizations go about maintaining their cultures? What steps are involved? Describe them.

UNIT-III

5. Define the term ‘Trade Union’. What is the nature of Trade Unions in India? Describe the objectives and functions of trade union in our country.
6. Describe the health and welfare measures in India.

UNIT-IV

7. Define the concept of ‘Corporate Social Responsibility’ in Indian Organizations. To what extent has Indian Corporates taken up the responsibility of ‘Building India’.

8. Describe the HRD Culture and Climate.

UNIT-V

9. Leadership is portrayed as the process of influencing others to direct their efforts toward the pursuit of a specific goals. Describe some of the major factors that influence the managerial leadership process across cultures.
10. Briefly discuss the Human Relation Challenges of the future in organizations.
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