

Reg. No. :

Name :

Ph.D. ENTRANCE EXAMINATION, NOVEMBER 2022

FACULTY OF MANAGEMENT STUDIES

MANAGEMENT

Time : 3 Hours

Max. Marks : 100

Instructions :

- 1) Answer **any ten** questions each from Section **A** and **B**.
- 2) Each question carries **5** marks.
- 3) No additional Answer sheets will be provided.
- 4) Candidates should clearly indicate the section, Question number in the answer booklet.

Part – A

Research Methodology

I. Answer any **ten** questions :

1. What are the types of research? Compare them, using examples.
2. Describe the scientific method of identifying the research gap for a problem of your choice?
3. Discuss, using illustrations, the process of research?
4. Illustrate the scientific method of identifying the sample size? Enumerate the effect of non-scientific way of arriving at the sample size?
5. Compare and contrast the effect of Sampling and Non-Sampling errors on research outcome?
6. List the sources of data? Highlight the smoothening process to be adopted before using the data?

7. Discuss the process of reliability testing? Give examples.
8. State various methods of collecting the primary data for a scientific research? Highlight their suitability to various types of research?
9. Detail the format of a good questionnaire? Illustrate.
10. Highlight the importance of Pilot Testing? State the effect on the research outcome, if not done seriously?
11. Describe, using examples, the precautions to be taken while preparing the interview schedule for identifying the satisfaction of employees on the work environment?
12. Discuss, the usefulness of the measures of central tendency in analysing the data set of your choice?
13. Describe the situations that calls for the adoption of the Measures of Dispersion techniques in business application?
14. Illustrate the association of attributes.
15. Detail the layout and features of a good research report.

(10 × 5 = 50 Marks)

Part – B

Management

- II. Answer any **ten** questions :
1. Explain, using examples, any two decision making techniques used in by managers?
 2. Discuss the necessity for having the individual and group behavioural techniques? Illustrate their point of convergence?
 3. What is Balanced Scorecard? State it's application in business?
 4. Detail, using own data, any two leveraging techniques used by finance managers?

5. Illustrate the CAPM is used by managers to measure the risks? Illustrate.
6. Describe the relevance of Mckinsey's 7s framework in today's context? How to address the shortcomings?
7. Discuss, using illustrations, the differences in Marketing Mix Planning Strategies for National and International Markets?
8. Elaborate on the Japanese TQM Concepts? Is it relevant today?
9. Analyse and compare the hypothesis testing procedures of any three tests, using examples
10. "The Russia - Ukraine war is a game changer of the World economy" – Critically examine. Your analysis should be backed by statistics.
11. "Many major economies are slipping into the recession; has impact on other economies too. Start-ups Worldwide are suffering due to the withdrawal of financial support from VCs/ angel investors/banks. We can conclude that the headwind of start-ups is over" – Comment on the future of start-ups in India?
12. "International Financial institutions have a great role to play, as the growth rate of the World is predicted to be a percent or less" - Unfold the scenario.
13. Whistle blowing has become a profession - Is it true? Highlight the trends in that field, using examples?
14. Discuss the adoption of Artificial Intelligence and Machine Learning resulting in job loss in the finance domain?
15. "E-Commerce has metamorphosized the face of marketing" - Discuss and justify your arguments with illustrations?

(10 × 5 = 50 Marks)