

Reg. No. :

Name :

Ph.D. ENTRANCE EXAMINATION, 2023

FACULTY OF MANAGEMENT STUDIES

MANAGEMENT STUDIES

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.

Section – A

Research Methodology

- I. Answer any **ten** questions. Each question carries **5** marks.
1. Differentiate between qualitative and quantitative research paradigms.
 2. What is a research hypothesis, and why is it important in a study?
 3. Define case study research and provide an example of a situation where it could be useful.
 4. Explain the concept of triangulation in research methodology.
 5. Explain the concept of validity in research. How can researchers enhance internal validity?
 6. Define reliability and discuss its importance in research measurements.

7. What is a research instrument, and how does it relate to data collection?
8. Describe the concept of quota sampling. What are its advantages and limitations?
9. Differentiate between exploratory, descriptive, and explanatory research objectives.
10. Compare and contrast open-ended and close-ended survey questions.
11. Describe the process of data coding in qualitative research.
12. Define grounded theory and provide an example of how it can be used in research.
13. Describe the steps involved in the deductive approach to research.
14. Compare and contrast Likert scales and semantic differential scales.
15. State the components of a well-structured hypothesis. Provide a brief explanation of each component using an example.

(10 × 5 = 50 Marks)

Section – B

Management Studies

- II. Answer any **ten** questions. Each question carries **5** marks.
1. Define the term ‘business ethics’ and provide an example of a business decision that could be influenced by ethical considerations.
2. Illustrate how the ‘Theory of Bureaucracy’ proposed by Max Weber can still offer valuable insights into managing complex organizations today.
3. Explain the concept of ‘workplace diversity and its importance in HRM practices.
4. Define ‘employee engagement’ in HRM and explain two strategies organizations can implement to improve employee engagement levels.
5. Define the term ‘strategic human resource management’ (SHRM) and explain how it aligns HR practices with overall organizational goals.

6. Discuss the concept of “internal controls” in accounting and auditing. Provide two examples of internal controls that help prevent fraud and ensure accurate financial reporting.
7. Explain the concept of “audit risk” and how auditors assess and manage it during the audit process.
8. Discuss the relationship between risk and return in the context of investment decisions. How does the concept of risk-return trade-off influence an investor’s portfolio choices?
9. Define “strategic drift” and discuss why it is important for organizations to detect and address it to avoid losing competitive advantage.
10. Define the concept of “brand equity” in marketing and provide two key factors that can influence the development and enhancement of brand equity for a product or service.
11. Discuss the significance of the “normal distribution” (bell curve) in business statistics. Provide an example of how understanding this distribution can aid in decision-making.
12. Define the term tariff in international trade and discuss how tariffs can impact both domestic industries and international business relationships.
13. Explain the concept of “country of origin effect” and how it influences consumer perceptions and purchasing decisions in international markets.
14. Explain the role of “social entrepreneurship” in addressing rural development issues. Provide an example of a social entrepreneurship initiative in a rural context.
15. Discuss the concept of “blue ocean strategy” and how it encourages businesses to create uncontested market spaces through innovation.

(10 × 5 = 50 Marks)