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Roll No......................

P-01

Ph.D. Management Studies I Semester End Examinations (Aug 2026)

Research Methodology (PH-DMS-101A)

Time- 3hrs

Max.Marks-60

Attempt 5 questions in all by selecting one question from each unit. Question 1 is compulsory and each Question carries 12 marks.

Q.1		**Marks**
(a)	Differentiate between applied research and fundamental research with one suitable management research example.	2
(b)	Explain the significance of identifying a research gap before formulating research objectives.	2
(c)	Distinguish between conceptual framework and theoretical framework.	2
(d)	State any two advantages of conducting a systematic literature review in doctoral research.	2
(e)	Under what conditions is correlation analysis preferred over regression analysis?	2
(f)	Explain the role of DOI and researcher identifiers in improving academic visibility.	2

UNIT-I

Q.2(a)	Explain the process of identifying and defining a research problem in management research with suitable examples.	6
Q.2(b)	Compare qualitative, quantitative and mixed-method research paradigms highlighting their strengths and limitations.	6
Q.3(a)	"A well-formulated research problem determines the success of the entire research process." Critically discuss this statement with appropriate justification.	6
Q.3(b)	Discuss the importance of developing research objectives and hypotheses after an extensive review of literature.	6

UNIT-II

Q.4(a)	Design a suitable research plan for investigating employee engagement in the IT sector, explaining each methodological step.	6
Q.4(b)	Explain the characteristics, advantages and limitations of exploratory, descriptive and causal research designs.	6
Q.5(a)	Compare experimental and non-experimental research designs with reference to management research applications.	6
Q.5(b)	Critically examine deductive and inductive reasoning in theory development with suitable examples.	6

UNIT-III

Q.6(a)	Explain various probability and non-probability sampling techniques and justify their suitability for doctoral research.	6

Q.6(b)	Discuss different methods of data collection and explain how reliability and validity of research instruments are ensured.	**6**
Q.7(a)	Discuss the importance of descriptive and inferential statistical techniques in analyzing management research data.	**6**
Q.7(b)	A doctoral researcher obtains a statistically non-significant result despite a strong theoretical foundation for the study. Critically analyse the situation with reference to: • Statistical power • Sample size • Type II error • Confidence interval	**6**

UNIT-IV

Q.8(a)	Discuss the importance of ethical principles throughout the research process and explain the responsibilities of a doctoral researcher.	**6**
Q.8(b)	Evaluate the usefulness of reference management software in organizing scholarly literature and preparing research manuscripts.	**6**
Q.9(a)	Explain the structure and essential elements of a doctoral thesis with suitable justification for each component.	**6**
Q.9(b)	Discuss the significance of proper citation practices, plagiarism detection tools and responsible scholarly publishing in research.	**6**

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P-02

Ph.D. Computer Applications/Management Studies: Semester End Examinations (Aug 2026)

Research & Publication Ethics (RPE-102A)

Time- 3hrs

Max.Marks-60

Attempt 5 questions in all by selecting one question from each unit. Question 1 is compulsory and each Question carries 12 marks.

Q.1		**Marks**
(a)	Distinguish between ethics and values in the context of research.	2
(b)	What do you understand by a predatory publisher? State any two warning signs.	2
(c)	Mention any two author identifiers used in scholarly communication.	2
(d)	What is the significance of the DOI (Digital Object Identifier) in research publications?	2
(e)	State any two differences between Scopus and Web of Science.	2
(f)	Expand COPE and WAME. Mention one function of each organization.	2

UNIT-I

Q.2(a)	Discuss the relationship between philosophy, ethics, and scientific research. Explain how philosophical thinking contributes to responsible research practices.	8
Q.2(b)	Explain the importance of acknowledging sources in academic writing. What are the consequences of failing to cite references properly?	4
Q.3(a)	Define scientific integrity. Explain how fabrication, falsification, and plagi violate the principles of responsible research with suitable examples.	6
Q.3(b)	Explain the unethical publication practices of duplicate publication, redu publication, salami publication, data manipulation, and image manipulation. Di their effects on scientific literature.	6

UNIT-II

Q.4(a)	What is publication ethics? Discuss the responsibilities of authors, reviewers, editors, and publishers in ensuring ethical publication practices.	7
Q.4(b)	Explain the role of COPE and WAME in promoting transparency, fairness, and accountability in scholarly publishing.	5
Q.5(a)	What is meant by conflict of interest? Explain financial, personal, institutional, and academic conflicts with suitable examples.	6
Q.5(b)	Describe the procedures followed by journals in dealing with allegations of publication misconduct. Discuss the importance of authorship criteria and contributorship statements.	6

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UNIT-III

Q.6(a)	Explain the concept of Open Access. Compare Gold Open Access and Green Open Access publishing models with their advantages and limitations.	6
Q.6(b)	What is SHERPA/RoMEO? Explain how researchers can use it to understand copyright policies and self-archiving permissions before submitting a manuscript.	6
Q.7(a)	Discuss the role of journal recommendation tools such as JANE, Elsevier Journal Finder, Springer Journal Suggester, and similar platforms in selecting suitable journals.	6
Q.7(b)	Explain the working principles of plagiarism detection software such as Turnitin, Ouriginal (Urkund), iThenticate, and other open-source tools. Discuss their advantages and limitations.	6

UNIT-IV

Q.8(a)	Compare bibliographic databases, indexing databases, and citation databases. Explain the major features of Scopus and Web of Science.	6
Q.8(b)	Define Journal Impact Factor (JIF). Explain how it is calculated and critically evaluate its usefulness in assessing journal quality.	6
Q.9(a)	Explain the purpose and calculation of SNIP, SJR, CiteScore, and IPP. Discuss their role in journal evaluation.	6
Q.9(b)	Discuss the research performance indicators h-index, g-index, i10-index, and Altmetrics. Compare these metrics in terms of their applications, strengths, and limitations for evaluating researchers and research outputs.	6

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P-03

Ph.D., Management Studies I Semester End Examinations (August 2026)

Recent Trends & Advancements in Management (PH-DMS-103A)

Time- 3hrs

Max.Marks-60

Attempt 5 questions in all by selecting one question from each unit. Question 1 is compulsory and each Question carries 12 marks.

Q.1		**Marks**
(a)	Define the concept of 'Evidence-based Management' (EBMgt).	2
(b)	Distinguish briefly between a management trend and a true paradigm shift.	2
(c)	State what is meant by 'Platform Business Models' in a digital economy.	2
(d)	Explain the core focus of 'Talent Analytics' in Strategic Human Capital Management.	2
(e)	What are 'Institutional Voids' in the context of emerging markets?	2
(f)	Clarify the difference between shareholder primacy and stakeholder capitalism.	2

UNIT-I

Q.2(a)	Explain the fundamental tension in the 'relevance vs. rigor' debate within contemporary management research.	6
Q.2(b)	Analyze how the Resource-Based View (RBV) of the firm shifts when integrating the 'Dynamic Capability' perspective to tackle fast-evolving industries.	6
Q.3(a)	Illustrate the process of theory building versus theory extension when a researcher studies an emerging domain.	6
Q.3(b)	Critique how post-modern management approaches challenge traditional classical and behavioral management theories.	6

UNIT-II

Q.4(a)	Identify the primary data governance and digital ethics challenges that organizations face during full-scale digital transformations.	6
Q.4(b)	Analyze how Big Data Analytics alters executive decision-making processes, shifting them away from traditional intuitive frameworks.	6
Q.5(a)	Apply the concept of 'Strategic Agility' to explain how a traditional business can survive disruption from automation and robotics.	6
Q.5(b)	Examine the governance and legal challenges presented by digital ecosystems, focusing on who is held accountable when algorithmic biases occur.	6

UNIT-III

Q.6(a)	Explain how the gig economy and platform organizations are restructuring traditional psychological contracts and employment relationships.	6
Q.6(b)	Formulate advanced research questions to investigate the impact of hybrid work environments on employee psychological safety and virtual collaboration.	6
Q.7(a)	Illustrate how strategic leadership must adapt to foster an innovation-driven strategy model under highly volatile (VUCA) conditions.	6
Q.7(b)	Analyze executive compensation mechanisms through both the lens of stakeholder theory and organizational outcomes to evaluate corporate accountability.	6

UNIT-IV

Q.8(a)	Describe how environmental, social, and governance (ESG) frameworks act as strategic imperatives rather than mere compliance metrics.	6
Q.8(b)	Analyze the strategic reconfigurations global enterprises must execute to mitigate political risk, protectionism, and de-globalization forces.	6
Q.9(a)	Apply comparative models of capitalism to demonstrate how internationalization strategies vary when expanding into emerging markets.	6
Q.9(b)	Critically analyze the operational tensions an MNE encounters when executing a circular economy model across weak institutional frameworks.	6

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P-04

Ph.D. Management Studies I Semester End Examinations (August 2026)
Marketing Management (PH-DMS-105A)

Time- 3hrs
Max.Marks-60

Attempt 5 questions in all by selecting one question from each unit. Question 1 is compulsory and each Question carries 12 marks.

Q.1		Marks
(a)	Explain the meaning and scope of modern marketing management	2
(b)	State the components of a Marketing Information System (MIS).	2
(c)	Define services and explain any two characteristics that distinguish them from goods.	2
(d)	What is meant by Physical Distribution in Supply Chain Management?	2
(e)	Define Green Marketing, giving one suitable example.	2
(f)	List any four components of e-marketing.	2

UNIT-I

Q.2(a)	Explain the marketing environment and the process of environment scanning suitable examples.	7
Q.2(b)	Interpret the significance of Customer Experience (CX) management personalization in modern marketing.	5
Q.3(a)	Analyze the major challenges faced by marketing managers today	5
Q.3(b)	Explain role of the Marketing Information System (MIS) in strategic planning	7

UNIT-II

Q.4(a)	Explain the marketing mix for services with suitable examples.	6
Q.4(b)	Discuss the major problems faced in the marketing of services.	6
Q.5(a)	Evaluate the Gap Model of Service Quality and explain how it helps in improving service delivery.	9
Q.5(b)	Discuss the role of digital self-service technologies in service recovery.	3

UNIT-III

Q.6(a)	Explain the components of Supply Chain Management (SCM) and the types of distribution channels.	7
Q.6(b)	Discuss the impact of global disruptions on Supply Chain Management.	5
Q.7	Assess the Indian retail scenario and its future prospects in light of FDI in retail and the growth of e-retailing and omnichannel retailing.	12

UNIT-IV

Q.8(a)	Discuss the concept and relevance of Holistic Marketing in 21st century business enterprises.	**6**
Q.8(b)	Explain the regulatory framework applicable to Mergers and Acquisitions in India.	**6**
Q.9	Examine the scope of Applied Marketing Research with reference to Demand Forecasting and Advertising Research.	**12**

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P-05

Ph.D. Management Studies I Semester End Examinations (August 2026)

Financial Management (PH-DMS-106A)

Time- 3hrs

Max.Marks-60

Attempt 5 questions in all by selecting one question from each unit. Question 1 is compulsory and each Question carries 12 marks.

Q.1		Marks
(a)	State any three limitations of financial statements as a basis for financial decision making.	2
(b)	Distinguish between compounding and discounting.	2
(c)	What is meant by asset allocation in portfolio management?	2
(d)	Define a derivative and name any two instruments used for hedging.	2
(e)	What is financial inclusion? Mention any one Indian initiative promoting it.	2
(f)	What is a Neo-bank? How does it differ from a traditional bank?	2

UNIT-I

Q.2	Discuss the principal sources of long-term finance available to an Indian firm and their implications for its capital structure.	12
Q.3	Discuss ESG reporting and sustainable finance, and examine the challenges in integrating ESG disclosures into corporate reporting.	12

UNIT-II

Q.4	Explain the measurement of risk and return of a two-security portfolio and analyse the role played by the correlation coefficient in risk reduction.	12
Q.5	Discuss the assumptions underlying the Efficient Market Hypothesis and the empirical evidence that challenges it.	12

UNIT-III

Q.6	Discuss the FinTech-led transformation of financial intermediation in India and the new categories of risk it has created.	12
Q.7	Critically evaluate the arguments for and against the regulation of crypto assets in an emerging economy such as India.	12

UNIT-IV

Q.8	Discuss the structure of the Indian banking system and evaluate the impact of Small Finance Banks on credit delivery to the MSME sector.	12
Q.9	Examine the rise of retail investors in the Indian capital market and the consequences of behavioural trading patterns for market stability.	12

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