

Common for all streams.

Adikavi Nannaya University, Rajahmundry
Department of Commerce and Management Studies
Syllabus for pre-Ph.D. Examination

Paper I

Sub: Recent Advances in Management Studies and Research Methodology
Common for All

UNIT-I (Recent Advances in Management Studies)

Increasing remote and flexible working environment – Team building – Employee engagement – 360 degree performance appraisal system - Talent Management –Customer Relationship Management –Retailing –supply chain management –service quality

UNIT-II (Recent Advances in Management Studies)

Technology driven organizations — Increasing corporate social responsibility –Financial services –Factoring – Securitization – Merchant Banking – Financial Inclusion - MicroFinance models – Women Empowerment - Fintech

UNIT –III

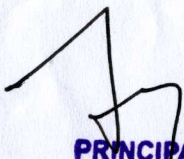
Meaning and significance of research – Types and approaches to research – research problems – source of research problems – Methods of identifying research problem – Formulating a research problem – Research design –Elements of research design. Data collection – concept of data, primary and secondary data –Methods of collecting data – observation –Interview and questionnaire –Measures of central tendency – Measures of dispersion –Simple correlation and regression analysis

UNIT-IV

Concept of Sampling – Sampling methods – Null Hypothesis-Alternative hypothesis-procedure for testing of hypothesis-parametric tests vs non parametric tests-Test of two samples –Test of differences between mean and proportions of small and large samples – Chi square test of independence and goodness of fitness – Analysis of variance.

UNIT-V

Research ethics- ethical issues-publication ethics-plagiarism-use of plagiarism software-problems lead to unethical behaviour-predatory publications.


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Adikavi Nannaya University, Rajamahendravaram
Department of Commerce and Management Studies, AKNU
Pre-Ph.D Examination

Sub: Recent Advances in Management Studies and Research Methodology
(Common for all)

Max Marks: 100

Time 3 hrs.

N.B. Attempt either and or questions, each question carries 20 marks.

1).a. What is talent management? Explain its importance in the organization.

(Or)

b. Define customer relationship management? Explain the functions of CRM.

2).a. Explain the concept of financial inclusion in detail.

(Or)

b. Write a detailed note on factoring.

3).a. What are the various types of research? Explain.

(Or)

b. Distinguish between correlation and regression.

4).a. What is sampling? Explain different sampling methods.

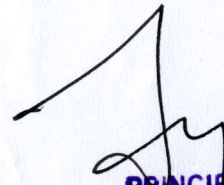
(Or)

b. Write a note on chi square test for goodness of fit.

5).a. What are research ethics? Explain the issues involved in research ethics.

(or)

b. Discuss the concept of plagiarism in detail.


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Pre- Ph.D Syllabus

ADIKAVI NANNAYA UNIVERSITY: RAJAHMUNDRY
DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES

Pre-Ph.D. Course work syllabus

Paper-II: (Dake Pranavi-19101003)

HUMAN RESOURCE MANAGEMENT, ITDA and PANCHAYAT SYSTEM

UNIT-1

Human Resource Management: Meaning of HRM, Evaluation of HRM, Functions- Role of HRM in organization.

UNIT-2

Human Resource Planning: Meaning, Evaluation, Need & Objectives of HRP, Process HRP, Human Resource Planning in India.

UNIT-3

Labour welfare programmers, Statutory & Non-Statutory, Extra mural & Intra mural, Welfare Officer Role, Status, Functions, Worker Education schemes in India.

UNIT-4

Community Development: Concept, definition, objectives-structure and functions of ITDA, Tribal Community: Definition, Cultural, social, and economic changes in tribal communities. Socio-economic status of Rural Communities.

UNIT-5

Panchayat Raj: Role of Panchayat Raj Act, Panchayati Raj system in India; 73rd Constitutional Amendment. Panchayati Raj Institutions in Andhra Pradesh – Structure and Functions; Local Self Government and Community Development Programmes and Rural Development Strategies.

Reference Books:

1. P.S.Rao., **Essentials of Human Resource Management & IR**, Himalaya, Mumbai
2. Cynthia D. Fisher & Lyle F. Schoenfeld; **Human Resource Management**, Wiley India, New Delhi.
3. Moorthy. M.V: "**Principles of Labour Welfare**". Oxford University, Press, New Delhi
4. Desai, A. R. 1977. **Rural Sociology in India**, Popular Prakashan, Bombay
5. Baldok Peter (1974) **Community Work and Social Work**, Routledge&Kegan Paul, London
6. **Voluntary Action Network India (1995). State Panchayat Acts – a Critical Review**, New Delhi: Author.
7. Dube, S.C. (1960). **The Tribal problems in India**.
8. Roy Burman (1975). **Perspectives for Administration and Development of the Scheduled Tribes**.


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ADIKAVI NANNAYA UNIVERSITY: RAJAHMUNDRY
DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES

Pre-PhD Course work syllabus

Paper-II: (Dake Pranavi-19101003)

HUMAN RESOURCE MANAGEMENT, ITDA and PANCHAYAT SYSTEM

Max. Marks 100

Time 3 Hrs

N.B. Attempt any five questions, each question carries 20 Marks

Unit 1

Q1a) Define Human Resource Management (HRM) explain briefly role of HR Manager.

Or

Q1b) Discuss challenges and ethical aspects of Human Resource Management (HRM)

Unit 2

Q2a) Define Human Resource Planning (HRP) and objectives of HRP?

Or

Q2b) Explain Human Resource Planning (HRP) process and HRP in India?

Unit 3

Q3a) Distinguish between Extramural and Intramural welfare measures?

Or

Q3b) Define Labour welfare programmers, Statutory & Non-Statutory programmes?

Unit 4

Q4a) Define Community Development and Objectives of community development?

Or

Q4b) Define Tribal Community? Explain Socio economic cultural changes in Tribal Community?

Unit 5

Q5a) Define Panchayat Raj? Explain Structure and Functions?

Or

Q5b) Define Community Development Programmes and Rural Development Strategies.


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**Adikavi Nannya University, Rajamahendravaram
Department of Commerce & Management
Syllabus for Pre-Ph.D Examination
(B.MadhuBabu, Full-time Ph.D scholar, APRCET-2019)**

Digital Marketing

UNIT-1: Introduction of Digital Marketing on Consumer Behavior, Definition Of Digitalization of Consumers, Consumer Motivation and Consumer Attitudes.

UNIT-2: Importance of Digital Marketing , Effective Factors of Technology and Digital Consumers , Factors That are The Evolution of Digital Marketing.

UNIT-3: Digital Marketing Consumer Segmentation and Marketing Positioning Advantages and Disadvantages of Digital Marketing.

UNIT-4: Technology Influence the Consumer Behavior on Digital Marketing, Consumer Decisions and Decision Making process, Marketing Communications.

UNIT-5: Consumer Needs for Digital Marketing and Consumer Benefits of Digital Marketing, Difference Between Traditional Marketing and Digital Marketing.

P.Uma
Co-Guide:
Dr.P.Uma Maheswari Devi
Dept.of Commerce&Managrment Studies
Adikavi Nannya University , RJY.

Ch. Srinivas
Research Guide:
Dr.Ch.Srinivas(Associate prof.)
Depart.of Management Studies.
SRI Y.N college, Narsapur.

P.Uma

[Signature]
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Adikavi Nannaya University, Rajamahendravaram
Department of Commerce and Management Studies, AKNU

Pre-Ph.D Examination

Paper-II

Digital Marketing

Max Marks: 100

Time: 3 hrs

N.B. Attempt any **five** questions, each question carries 20 marks.

1).a. Define Digital Marketing and explain about Digital Marketing on consumer behavior?

(or)

b. Definition of Digitalization of consumers?

2).a. Explain about the Importance of Digital Marketing?

(or)

b. Discuss the Effective factors of technology and digital consumers?

3.a. What is the digital marketing consumer segmentation and marketing positioning?

(or)

b. Advantages and Disadvantages of Digital marketing?

4.a. Define Technology influence the consumer behavior on digital marketing?

(or)


b. Digital marketing consumer Decisions and consumer Decision making process?

5.a. Difference between traditional marketing and Digital marketing?

(or)

b. Consumer needs for digital marketing and consumer benefits of digital marketing?

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Adikavi Nannaya University, Rajamahendravaram
Department of Commerce & Management Studies
Paper II Syllabus for Pre-Ph.D. Examination
(Research Scholar: Geddam Pavan Kumar)
Principles & Practices of Total Quality Management

Unit I- Introduction

Introduction – Need for Quality – Evolution of Quality – Definitions of Quality – Dimensions of Product and Service Quality – Basic Concepts of TQM – TQM Framework – Contributions of Deming, Juran and Crosby – Barriers to TQM – Quality statements – Customer focus – Customer Orientation, Customer Satisfaction, Customer Complaints, and Customer Retention – Costs of Quality.

Unit II - TQM Principles

Leadership – Strategic quality planning, Quality Councils – Employee involvement – Motivation, Employee Empowerment, Team and Teamwork, Quality Circles Recognition and Reward, Performance Appraisal – Continuous Process Improvement – Plan Do Check Act (PDCA) Cycle, 5S, Kaizen – Supplier partnership – Partnering, Supplier Selection, Supplier Rating.

Unit III - TQM Tools & Techniques

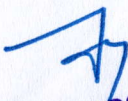
The Seven Traditional Tools of Quality – New Management Tools – Six Sigma: Concepts, Methodology, Applications to Manufacturing, Service Sector Including it – Bench Marking – Reason to Bench Mark, Bench Marking Process – Failure Mode Effective Analysis (FMEA) – Stages, Types.

Unit IV - TQM Methodologies

Control Charts – Process Capability – Concepts of Six Sigma – Quality Function Deployment (QFD) – Taguchi Quality Loss Function – Total Productive Maintenance (TPM) – Concepts, Improvement Needs – Performance Measures.

Unit V – Quality Management Systems Organizing & Implementations

Need for ISO 9000 – ISO 9001-2008 Quality System – Elements, Documentation, Quality Auditing – QS 9000 – ISO 14000 – Concepts, Requirements and Benefits – TQM Implementation in Manufacturing and Service Sectors.


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Reference Books:

1. Dale H. Besterfield, et al., "Total Quality Management", Pearson Education Asia, Third Edition, Indian Reprint 2006.
2. James R. Evans and William M. Lindsay, "The Management and Control of Quality", 8th Edition, First Indian Edition, Cengage Learning, 2012.
3. Suganthi.L and Anand Samuel, "Total Quality Management", Prentice Hall (India) Pvt. Ltd., 2006.
4. Janakiraman. B and Gopal .R.K., "Total Quality Management – Text and Cases", Prentice Hall (India) Pvt. Ltd., 2006.
5. Shridhara Bhat K, Total Quality Management – Text and Cases, Himalaya Publishing House, First Edition 2002.

Research Co-Guide
Dr. N.Uday Bhaskar
Dept. of Commerce & Management Studies
AKNU
Rajamahendravaram

Research Guide
Dr.Gandham Sri Rama Krishna
Associate Prof.
Dept. of Management Studies
Dr.C.S.Rao P.G. Centre
Sri Y.N.College, NARSAPUR
Mobile: 9440173731

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Adikavi Nannaya University, Rajamahendravaram
Department of Commerce & Management Studies
Pre-Ph.D Examination
Paper-II: Principles & Practices of Total Quality Management
Model Question Paper
(Research Scholar: Geddam Pavan Kumar)

Max.Marks:100

Time: 3Hrs.

Answer all questions. Each question carries 20 marks.

1. a) Define Total Quality Management. Elaborate principles, elements and barriers of TQM.
(Or)
b) Explain the Customer Focus Orientation, Satisfaction and Customer Retention in the perspective of TQM.
2. a) Discuss the Employee Orientation in view of TQM and explain about Employee Involvement, Motivation, Empowerment and Importance of Teamwork.
(Or)
b) Explain and Discuss role of Plan Do Check Act (PDCA) Cycle, 5-S, Kaizen in detail.
3. a) What are the Traditional Tools of Quality Management.? Elaborate the Concepts, Methodology and Applications of the Six Sigma.
(Or)
b) What is Failure Mode Effective Analysis (FMEA) Stages, Types? Explain its Role in TQM.
4. a) What are the Methodologies used for TQM. Discuss any two of them in detail.
(Or)
b) Explain the Concepts of Quality Function Deployment (QFD) and Total Productive Maintenance (TPM) in the perspective of TQM.
5. a) Explain the Significance of Quality Management Systems and explain its elements and documentation.
(Or)
b) Write about TQM Implementation in Manufacturing and Service Sectors and explain the Concepts of Benchmarking.

Research Co-Guide
Dr. Uday Bhaskar
Dept. of Commerce & Management Studies
AKNU
Rajamahendravaram

Research Guide
Dr.Gandham Sri Rama Krishna
Associate Prof.
Dept. of Management Studies
Dr.C.S.Rao P.G. Centre
Sri Y.N. College
NARSAPUR
Mobile: 9440173731

Adikavi Nannaya University, Rajamahendravaram

Department of Commerce and Management Studies

Syllabus for pre-PhD Examination

SERVICES MARKETING & CRM

(Karri Srinivasu -Admn.19201011)

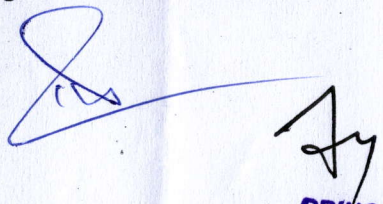
Unit – I: Introduction to Services Marketing: Importance and characteristics of Services: Growth of Services Sector; Services in the Indian Economy; Services Strategy.

Unit – II: Marketing Research; Consumer Behaviour and Buying Decision Process – Organization Buyer Behaviour – Market Segmentation and Targeting. Market Segmentation and Services Positioning; Service Demand Management Designing and Managing Service Product.

Unit – III: Service quality Management: Service Quality Audit – GAP Model of Service Quality– Total quality Services Marketing – Service Excellence, Pricing of Services – Pricing Strategies Linked to Value Perceptions.

Unit – IV: Service Distribution – Managing Physical Evidence – Internal Marketing- External Marketing: Word of Mouth Communication. Interactive Marketing- of Moments of Truth - Service Deficiencies - consumer Grievance Recovery Strategies.

Unit – V: Management Customer Relationship Management : Elements of CRM – CRM Process – Importance of CRM – Planning and Managing CRM Programme – Concept of Customer Loyalty— Customer Retention Strategies – CRM in services.



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Adikavi Nannaya University, Rajamahendravaram
Department of Commerce and Management Studies

Pre-PhD Examination

Sub: Services Marketing & CRM

(K Srinivasu -Admn.19201011)

Max Marks: 100

Time 3 hrs.

N.B. Attempt either and or questions, each question carries 20 marks.

1).a. Define services marketing? Explain the importance and characteristics of services?

(Or)

b. Discuss the growth of Service sector?

2).a. Explain about Consumer Behavior and buying decision process?

(Or)

b. Discuss the market segmentation and targeting? Explain various market segmentation strategies?

3).a. What is service quality management? Explain about GAP Model of service quality?

(or)

b. Discuss about pricing of services? Explain various pricing strategies?

4).a. Differentiate between internal and external marketing?

(or)

b. Explain about consumer grievance recovery strategies?

5).a. Define Customer Relationship Management? Discuss the importance of CRM?

(or)

b. Explain about various Customer Retention Strategies?



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Admn. No: 19201004

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PAPER - II

PERFORMANCE OF SELFHELP GROUPS

(J. Rama Haritha, Part-Time Ph.D Scholar APRCET 19)

UNIT - 1 - Self Help Groups: Introduction, Origin, Objectives, Nature, Scope, Structure, Goals, Advantages, Characteristics, Functions, Need, Benefits, Opportunities, Weaknesses, Challenges.

UNIT - 2 - Economic Development: Role, Impact of SHGs on the Socio-Economic Development; SHGs for poverty alleviation; Measures to Make SHGs Effective, Role of DWCRA, Utilisation of Resources and funds.

UNIT - 3 - Financial Performance: Comparative Statement, Common size statement, Trend Analysis, Funds Flow Analysis, Cash Flow Analysis, Ratio Analysis. Analysis of the Financial Management Skills of SHGs, Financial Decision on Utilization of Funds. Sustainability of Micro-finance in India, Micro-credit programmes, Impact of Micro-finance for women development.

UNIT-4-Women Empowerment: Role of SHGs for Women Empowerment, Need for Empowerment of Rural Women, Problems for Women Empowerment in India, Economic empowerment of Women, Educational Empowerment of Women, Social Empowerment of Women, Health Empowerment of Women, Legal Empowerment of Women, Political Empowerment of Women; Micro Finance for Rural Entrepreneurs; Role and Importance of Women Entrepreneurship, Status of Women Entrepreneurs.

UNIT - 5 - Agencies Support SHGs: NABARD, DRDA, MEDP, Niti Aayog, Integrated Rural Development Program (ITDA); the SHG-Bank Linkage Programmes, Rashtriya Mahila Kosh (RMK), Mahila Samridhi Yojana (MSY), Udyogini Scheme, Mahila Udyam Nidhi Scheme and NGOs.

Co-Guide:

Dr. P. Uma Maheswari Devi

Head, Dept. of Commerce & Mgmt. Studies

Adikavi Nannaya University

Research Guide

Dr. G. S. Rama Krishna

Associate Prof. Dean of Academi

PAPER – II

PERFORMANCE OF SELFHELP GROUPS

Max. time: 3 Hrs

Max. Marks: 100

Write all the questions and all carries equal marks.

1. Define Self Help Group. Explain its origin, nature and scope.

(or)

Describe the characteristics, benefits and challenges of SHGs.

2. Explain the role and impact of SHGs in socio economic development.

(or)

Identify the reasons why economic development is important.

3. What is meant by Ratio Analysis? Explain its advantages and limitations.

(or)

Bring out the financial performance indicators.

4. State the principles and benefits of Women Empowerment.

(or)

Outline the functions, role and importance of Women Entrepreneurship.

5. Interpret the role, functions and achievements of NABARD for SHGs.

(or)

Explain the role and importance of DRDA for SHGs.


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Adikavi Nannaya University, Rajamahendravaram
Department of Commerce and Management Studies, AKNU
Syllabus for Pre – Ph.D examination
Paper-II

Subject: E-Waste Management
(K. Ramamohan Reddy, Roll No-19201002)

Unit-1

Introduction of E- waste: E- waste; composition and generation: Classifications for E-waste; Basic principles of E waste management, segregation of e-waste; increase in e-waste amounts – trends & reasons; Sustainable Life Cycle of E-Waste: Strategies of the E-Waste Management.

Unit-2

E waste impact on Environment: toxicity of e-waste; Global warming; domestic e-waste disposal, public health impacts & environment impacts of e-waste, Risk assessment due to e-waste on soil, air & water; Need for stringent health safeguards and environmental protection laws in India. International E-waste Statistics,

Unit-3

E-waste control measures: common e-waste management scenarios; Official Take-Back System, Transboundary Movement of E-waste, Extended Producers Responsibility (EPR), necessity for government regulation; Import of e-waste permissions, Producer-Public-Government cooperation.

Unit 4

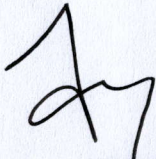
Recycling & Refurnishing: introduction; benefits of recycling, recycling of different types of e-waste, business opportunities in recycling; Recycling Parties; e-waste recycling in formal, informal sectors(business model); Technologies for recovery of e-waste. Estimation and recycling of e-waste in metro cities of India.

Unit-5

E- Waste Legislation: E-waste (Management and Handling) Rules, 2011 & 2016; the international legislation: The Basel Convention; The Bamako Convention. Waste Electrical and Electronic Equipment (WEEE) Directive in the European Union, Restrictions of Hazardous Substances (RoHS) Directive.

References

1. Hester R.E., and Harrison R.M. 2009. Electronic Waste Management. Science.
2. Fowler B. 2017. Electronic Waste – 1st Edition (Toxicology and Public Health Issues). Elsevier.
3. Johri R., “E-waste: implications, regulations, and management in India and current global best practices”, TERI Press, New Delhi
4. The Global E-waste Monitor 2017, Quantities, Flows, and Resources Authored by Baldé, C.P. Forti, V.Gray, R. Stegmann, P. United Nations University
5. Book on E-waste by Royal Society of Chemistry
6. Book “e-waste” by David M Barkch. Abdo publishing
7. The complete technology book on e-waste Recycling – NIIR


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Adikavi Nannaya University, Rajamahendravaram
Department of Commerce and Management Studies,
Paper-II (model question paper)
Subject: E-Waste Management

(K. Ramamohan Reddy, Roll No-19201002)

Marks 100

Time 3 Hrs

N.B. Attempt any five questions, each question carries 20 Marks

Unit 1

Q1a)

Or

Q1b)

Unit 2

Q2a)

Or

Q2b)

Unit 3

Q3a)

Or

Q3b)

Unit 4

Q4a)

Or

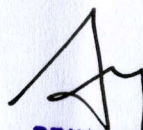
Q4b)

Unit 5

Q5a)

Or

Q5b)



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**Adikavi Nannaya University, Rajamahendravaram
Department of Commerce & Management
Syllabus for Pre-Ph.D Examination**

Kanuvu Sathish
Digital Marketing

UNIT-1: Introduction of Digital Marketing on Consumer Behavior, Definition Of Digitalization of Consumers, Consumer Motivation and Consumer Attitudes.

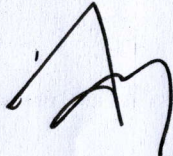
UNIT-2: Importance of Digital Marketing , Effective Factors of Technology and Digital Consumers , Factors That are The Evolution of Digital Marketing.

UNIT-3: Digital Marketing Consumer Segmentation and Marketing Positioning Advantages and Disadvantages of Digital Marketing.

UNIT-4: Technology Influence the Consumer Behavior on Digital Marketing, Consumer Decisions and Decision Making process, Marketing Communications.

UNIT-5: Consumer Needs for Digital Marketing and Consumer Benefits of Digital Marketing, Difference Between Traditional Marketing and Digital Marketing.

P. Uma



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Adikavi Nannaya University, Rajamahendravaram
Department of Commerce and Management Studies, AKNU

Pre-Ph.D Examination

Paper-II

Digital Marketing

Max Marks: 100

Time: 3 hrs

N.B. Attempt any five questions, each question carries 20 marks.

1).a. Define Digital Marketing and explain about Digital Marketing on consumer behavior?

(or)

b. Definition of Digitalization of consumers?

2).a. Explain about the Importance of Digital Marketing?

(or)

b. Discuss the Effective factors of technology and digital consumers?

3.a. What is the digital marketing consumer segmentation and marketing positioning?

(or)

b. Advantages and Disadvantages of Digital marketing?

4.a. Define Technology influence the consumer behavior on digital marketing?

(or)

b. Digital marketing consumer Decisions and consumer Decision making process?

5.a. Difference between traditional marketing and Digital marketing?

(or)

b. Consumer needs for digital marketing and consumer benefits of digital marketing?

P. One


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Adikavi Nannaya University, Rajamahendravaram
Department of Commerce & Management Studies
Syllabus for Pre-Ph.D Examinations
Paper-II : HUMAN RESOURCE MANAGEMENT

(Haleena Dakkumalla, Part – Time Ph.D Scholar APRCET19)
(Admn. No:19201005)

Unit-I: Concept of Human Resource Management – Principles and Functions of HRM, – Challenges of HRM.

Unit-II: HR Planning – Job Analysis – Recruitment, Selection, Tests & Interview Techniques.

Unit-III: Training & Development – Need, Process and Methods of Training & Development – Performance Appraisal – Methods.

Unit-IV: Compensation – Principles & Methods of Payment – Incentives & Rewards – Managing Industrial Relations – Trade unions.

Unit-V: Work-Life Balance – Definitions – Need for Work-Life Balance – Reasons for and Consequences of imbalance – Measures to be taken by Employers & Employees - Six Components of Work – Life Balance.

Text Books:

1. P S Rao, Essentials of HRM & IR.
2. M V Prasad Kumar, K Ramesh, G V V Vijay Kumar, Work Life Balance, V D M Verlag.

P. Uma

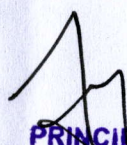
Co- Guide:

Dr. P Uma Maheswari Devi,
Head,
Dept. of Commerce & Management Studies,
Adikavi Nannaya University,
Rajamahendravaram.

Research Guide:

Dr. R Pardhasaradhi,
Associate Professor & Head,
Dept. of Management Studies,
Dr C S Rao PG Centre,
Sri Y N Collge, Narsapur.

P. Uma



Adikavi Nannaya University, Rajamahendravaram
Department of Commerce & Management Studies
Pre-Ph.D Examination
Paper-II: Human Resource Management
Model Question Paper

(Haleena Dakkumalla, Admn. No:)

Max Marks: 100

Time: 3hrs

Answer all questions. Each question carries 20 marks.

1. a) Define HRM and describe the functions of Human Resource Management.
[or]
b) Elaborate different Challenges of HRM.
2. a) What is HR Planning? Explain the process of Job Analysis.
[or]
b) Differentiate Recruitment and Selection and explain the Selection Process.
3. a) Narrate different methods of Training.
[or]
b) Explain the traditional and modern methods of Performance Appraisal.
4. a) Explain different Compensation methods.
[or]
b) Define Industrial Relations. What are the advantages of Trade unions?
5. a) Define Work-Life Balance. What is the need for it?
[or]
b) Explain the Six Components of Work – Life Balance. What are the Consequences of imbalance?

Co- Guide:

Dr. P Uma Maheswari Devi,
Head,
Dept. of Commerce & Management Studies,
Adikavi Nannaya University,
Rajamahendravaram.

P. Uma

Research Guide:

Dr. R. Pardhasaradhi,
Associate Professor & Head,
Dept. of Management Studies,
Dr C S Rao PG Centre,
Sri Y N Collge, Narsapur.

[Signature]

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9

Pre- Ph.D Syllabus

ADIKAVI NANNAYA UNIVERSITY: RAJAHMUNDRY
DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES

Pre-Ph.D. Course work syllabus

Paper-II: (Madan sekhar Murri-19201012)

Supply Chain Management & Services Marketing

UNIT-1

Supply chain Management: Introduction to supply chain management, Definition, importance, Significance, Strategic Supply chain management Roles and Responsibilities.

UNIT-2

Global Supply chain Management: Meaning, Issues and Challenges in Global supply chain management, Bench marking, Focus areas in supply chain management.

UNIT-3

Strategic Supply Chain management: Definition, Importance, Role of strategic planning, Supply chain performance. Measurements, Balance score card, supply chain designing and implementation.

UNIT-4

Introduction to Service marketing: Definition, importance and characteristics of services, Differences in Goods versus Service, Growth of service sector, Services in Indian economy, Service Strategy.

UNIT-5

Consumer Behavior in Services: Definition, Significance, Process of Market segmentation, Service targeting and positioning, New service Development

Reference Books:

1. Sunil Chopra, Peter Meindl, Supply Chain Management ,Pearson Education, India i
2. Sinha, A. and Kotzab, H., Supply Chain Management: A Managerial Approach, Tata McGraw-Hill Education, 2011.
3. Sople, V.V., Supply Chain Management: Text and Cases, Pearson, 2011
4. K.Ramana Mohan rao: Service marketing, Pearson education. New Delhi
5. Bhattacharya: Service marketing, Excel publications

P. Uma


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ADIKAVI NANNAYA UNIVERSITY: RAJAHMUNDRY
DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES

Pre-PhD Model Question paper

Paper-II: (Madan sekhar Murri-19201012)

SUPPLY CHAIN MANAGEMENT & SERVICES MARKETING

Max. Marks 100

Time 3 Hrs

N.B. Attempt any five questions, each question carries 20 Marks

Unit 1

Q1a) Define supply chain management, explain briefly roles and responsibilities.

Or

Q1b) Discuss significance of supply chain management

Unit 2

Q2a) Define Benchmarking, Explain its significance in supply chain management?

Or

Q2b) what are the challenges in global supply chain management?

Unit 3

Q3a) what is strategic supply chain management? Explain role of strategic planning?

Or

Q3b) Define Balance score card? Explain supply chain performance?

Unit 4

Q4a) Define Service marketing? Explain characteristics of service marketing?

Or

Q4b) Define Service strategy? Explain services in Indian economy?

Unit 5

Q5a) Define consumer behaviour in service? Explain its significance?

Or

Q5b) Define market segmentation? Explain its process?


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Adikavi Nannaya University, Rajamahendravaram
Department of Commerce and Management Studies
Syllabus for pre-PhD Examination

SERVICES MARKETING & CRM

(Krishna Babu Sambaru -Admn.19201009)

Unit – I: Introduction to Services Marketing: Importance and characteristics of Services: Growth of Services Sector; Services in the Indian Economy; Services Strategy.

Unit – II: Marketing Research; Consumer Behaviour and Buying Decision Process – Organization Buyer Behaviour – Market Segmentation and Targeting. Market Segmentation and Services Positioning; Service Demand Management Designing and Managing Service Product.

Unit – III: Service quality Management: Service Quality Audit – GAP Model of Service Quality– Total quality Services Marketing – Service Excellence, Pricing of Services – Pricing Strategies Linked to Value Perceptions.

Unit – IV: Service Distribution – Managing Physical Evidence – Internal Marketing- External Marketing: Word of Mouth Communication. Interactive Marketing- of Moments of Truth - Service Deficiencies - consumer Grievance Recovery Strategies.

Unit – V: Management Customer Relationship Management : Elements of CRM – CRM Process – Importance of CRM – Planning and Managing CRM Programme – Concept of Customer Loyalty— Customer Retention Strategies – CRM in services.

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Adikavi Nannaya University, Rajamahendravaram
Department of Commerce and Management Studies
Pre-PhD Examination

Sub: Services Marketing & CRM

(Krishna Babu Sambaru -Admn.19201009)

Max Marks: 100

Time 3 hrs.

N.B. Attempt either and or questions, each question carries 20 marks.

1).a. Define services marketing? Explain the importance and characteristics of services?

(Or)

b. Discuss the growth of Service sector?

2).a. Explain about Consumer Behavior and buying decision process?

(Or)

b. Discuss the market segmentation and targeting? Explain various market segmentation strategies?

3).a. What is service quality management? Explain about GAP Model of service quality?

(or)

b. Discuss about pricing of services? Explain various pricing strategies?

4).a. Differentiate between internal and external marketing?


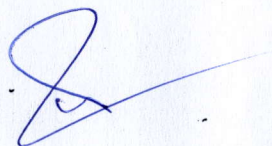
(or)

b. Explain about consumer grievance recovery strategies?

5).a. Define Customer Relationship Management? Discuss the importance of CRM?

(or)

b. Explain about various Customer Retention Strategies?



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Syllabus for Pre-PhD Examination
Paper II (K.ManikanteswaraReddy)
Climate Finance Markets and Services

UNIT – I : Structure of Financial System – Role of Financial System in Economic Development – Financial Markets and Financial Instruments – Capital Markets – Money Markets – Primary Market Operations – Role of SEBI – Secondary Market Operations – Regulation – Functions of Stock Exchanges – Listing – Formalities – Financial Services Sector Problems and Reforms.

UNIT – II : Financial Services: Concept, Nature and Scope of Financial Services – Regulatory Frame Work of Financial Services – Growth of Financial Services in India – Merchant Banking – Meaning-Types – Responsibilities of Merchant Bankers – Role of Merchant Bankers in Issue Management – Regulation of Merchant Banking in India. Credit Rating – Meaning, Functions – Debt Rating System of CRISIL, ICRA and CARE. De-mat Services-Need and Operations-role of NSDL and CSDL.

UNIT – III :Introduction to Climate Change – Climate Change Policy Framework –Provisions of the United Nations Framework Convention on Climate Change (UNFCCC) –Kyoto Protocol.Introduction to Climate Change Mitigation and Low Carbon Development –Strategic Frameworks and Policy Approaches–International Mechanisms to Support Climate Change Mitigation and Low Carbon Development – Landscape of Climate Change Finance Sources.

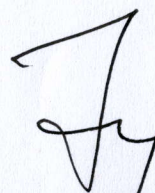
UNIT – IV :Green Bond Market Overview– Green Bond Principles and Green Loan Principles – Differences between a Green Bond and a Green Loan in comparison to Regular Bonds and Loans–Eligibility Criteria for Projects to be Financed through Green Bond and Green Loan Instruments–Subsidies and Incentives for Green Bond Issuance –Green Bond Benefits for Issuers and Investors.

UNIT – V :International Guidance and Standards – Global Green Bond Market Developments–Mapping of Status of Guidance for Green Bonds in Emerging Markets-Process of Creating and Issuing a Green Debt Instrument–Market participants in Green Debt Markets–Overview of Regulations and Guidelines for Green Bonds in Emerging Markets.


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Suggested Books:

1. Bhole&Mahakud, Financial Institutions and Market, TMH, New Delhi
2. V.A.Avadhani, Marketing of Financial Services, Himalayas Publishers, Mumbai
3. DK Murthy, and Venugopal, Indian Financial System, IK Int Pub House
- 4.Punithavathy Pandian, Financial Markets and Services, Vikas, New Delhi
- 5.Vasanth Desai,Financial Markets & Financial Services, Himalaya, Mumbai
- 6.Sonia Labatt & Rodney R. White, Carbon Finance-The Financial Implications of Climate Change, John Wiley & Sons, Inc.
- 7.Arnaud Brohe, Nick Eyre & Nicholas Howarth, Carbon Markets, Earthscan, London
- 8.Wei-Yin Chen, Toshio Suzuki& Maximilian Lackner, Handbook of Climate Change Mitigation and Adaptation, Springer,Switzerland.
- 9.Mark Maslin, Climate Change: A Very Short Introduction, Oxford,United States of America



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Department of Commerce and Management Studies

Syllabus for Pre-PhD Examination

Paper II (K.ManikanteswaraReddy)

Climate Finance Markets and Services

Marks 100

Time 3 Hrs

N.B. Attempt any five questions, each question carries 20 Marks

Unit 1

Q1a)

Or

Q1b)

Unit 2

Q2a)

Or

Q2b)

Unit 3

Q3a)

Or

Q3b)

Unit 4

Q4a)

Or

Q4b)

Unit 5

Q5a)

Or

Q5b)


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12

Adikavi Nannaya University, Rajamahendravaram
Department of Commerce and Management Studies
Syllabus for pre-PhD Examination

SERVICES MARKETING & CRM

K. Suresh Kumar Regd. 19201008

Unit – I: Introduction to Services Marketing: Importance and characteristics of Services: Growth of Services Sector; Services in the Indian Economy; Services Strategy.

Unit – II: Marketing Research; Consumer Behaviour and Buying Decision Process – Organization Buyer Behaviour – Market Segmentation and Targeting. Market Segmentation and Services Positioning; Service Demand Management Designing and Managing Service Product.

Unit – III: Service quality Management: Service Quality Audit – GAP Model of Service Quality– Total quality Services Marketing – Service Excellence, Pricing of Services – Pricing Strategies Linked to Value Perceptions.

Unit – IV: Service Distribution – Managing Physical Evidence – Internal Marketing- External Marketing: Word of Mouth Communication. Interactive Marketing- of Moments of Truth - Service Deficiencies - consumer Grievance Recovery Strategies.

Unit – V: Management Customer Relationship Management : Elements of CRM – CRM Process – Importance of CRM – Planning and Managing CRM Programme – Concept of Customer Loyalty— Customer Retention Strategies – CRM in services.

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Adikavi Nannaya University, Rajamahendravaram
Department of Commerce & Management Studies
Pre-Ph.D Examinations

Paper-II: Services Marketing
Model Question Paper

(Konakanchi Suresh Kumar, Admn. No.)

Max Marks:100

Time:3hrs

Answer all questions. Each question carries 20 marks.

1. a) Define Services and explain the Characteristics of a Service.
[or]
b) Define Services Marketing. Discuss the reasons for the growth of Service Sector.
2. a) What are the steps in designing Service Strategy.
[or]
b) Describe the elements of Services Marketing Mix.
3. a) Define Market Segmentation and describe the bases for Services Market Segmentation.
[or]
b) Elaborate the steps in developing a New Service.
4. a) Define Service Quality. What are the determinants of it?
[or]
b) Explain the GAP Model of Service Quality.
5. a) What is Total Quality Services Marketing? Discuss the Research Approaches of Service Quality.
[or]
b) Write a critical essay on the marketing of Educational Services.

Co-Guide:

Dr. N Uday Bhaskar
Dean, Student Affairs,
Dept. of Commerce & Management Studies
Adikavi Nannaya University
Rajamahendravaram.

Research Guide:

Dr. R Pardhasaradhi
Associate Professor & Head
Dept. of Management Studies
Dr C S Rao PG Centre
Sri Y N Collge, Narsapur.


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NPA MANAGEMENT

(V. Venkatarao, 19201007)

Objective:

1. To Provide basic concept of Financial System in India.
2. To provide basic concepts of non-performing assets and make the students
3. Familiarized with methods in prevention of NPAs in Indian banking system.

Unit I: Introduction :Financial System in India- Evolution of Banking - Phases of development - Origination Structure and Functions of RBI and Co-operative Banks.

Unit II: NPA concept-NPA definition-RBI Rules and Guidelines-Prudential Accounting Norms-Income Recognition, Asset classification and Provisioning Effects of NPA- Causative Factors of NPA-External factors, Borrowal factors and Internal factors.

Unit III: NPA management-Identification of NPAs-Prevention of NPAs-Credit Risk Management-Maintenance of NPA records and proper accounting system-

Unit IV: Trends in NPA levels of public sector, private sector and foreign banks in India challenges.

Unit V: Government of India and RBI initiatives in controlling NPAs-DRTs, SARFAESI Act, LokAdalats-Compromises-One-Time Settlements and other NPA reduction strategies.

Suggested Books:

Text Book:

1. BanambarSahoo, Bankers' Handbook on NPA Management, Asia Law House, Hyderabad.

Reference Books:

1. Bidani, SN, Managing NPAs in Banks, Vision Books, New Delhi.
2. Vandana Joshi, Research on NPA Management: NPA 1 & Recovery Management in Coop. Banking Sector, LAP LAMBERT Academic Publishing, Germany.
3. RBI Reports on Trends and Progress of Banking in India.

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(19201007, V. Venkatar Rao)
AdikaviNannaya University, Rajamahendravaram

Department of Commerce and Management studies

Pre-Ph.D Examination

Sub: Non Performing Assets (NPA'S) Management

Max Marks : 100

Time : 3hrs

1). a. What is the Financial System?. Discuss the structure of present Indian financial System?

(Or)

b. Define Co Operative Banks? Explain the Role of Commercial banks in India?

2). a. What is NPA'S? Explain the RBI Rules and Guidelines on NPA'S?

(Or)

b. Explain the various causes of Non-Performing Assets?

3). a. Identification of NPAs-Prevention of NPAs

(Or)

b. Determine the Credit Risk? Explain the Credit Risk Management?

4).a. Illustrate the Trends in NPA levels in public sector and private sector banks?

(Or)

b. Write about the consequences of increase of NPA'S in India and what are the Challenges faces by the foreign banks?

5). a. Determine the NPA reduction strategies?

(Or)

b. Write about the guidelines of RBI on controlling of NPA'S in India?



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Syllabus for Pre-Ph.D. Examinations
Common for all

Paper-I

Sub: Recent Advances in Management Studies and Research Methodology

UNIT-I : (Recent Advances in Management Studies)

Increasing remote and flexible working environment – Team building – Employee engagement – 360 degree performance appraisal system – Talent Management – Consumer Relationship Management – Retailing – Supply chain management – service quality.

UNIT-II (Recent Advances in Management Studies)

Technology driven organizations – Increasing corporate social responsibility – Financial services – Factoring – Securitization – Merchant Banking – Financial Inclusion – Micro Finance models – Women Empowerment – Fintech.

UNIT-III

Meaning and significance of research – Types and approaches to research – research problems – source of research problems – Methods of identifying research problem – Formulating a research problem – Research design – Elements of research design.

Data collection – concept of data, primary and secondary data – Methods of collecting data – observation – Interview and questionnaire – Measures of central tendency – Measures of dispersion – Simple correlation and regression analysis.

UNIT-IV

Concept of Sampling – Sampling methods – Null Hypothesis-Alternative hypothesis-procedure for testing of hypothesis-parametric tests vs. non parametric tests-Test of two samples – Test of differences between mean and proportions of small and large samples – Chi square test of independence and goodness of fitness – Analysis of variance.

UNIT-V

Research ethics – ethical issues-publication ethics-plagiarism-use of plagiarism software-problems lead to unethical behaviour-predatory publications.

References

1. Mark Saunders, Philip Lewis, Adrian Thornbill, Research Methods for Business Students, Pearson, ND.
2. Churchill, Iacobucci & Israel, Marketing Research: A South Asian Perspective, Cengage, New Delhi
3. C.R. Kothari, Research Methodology, New Age International.
4. Carver & Nash, Data Analysis with SPSS. Cengage, New Delhi.
5. Alan Bryman & Emma Bell, Business Research Methods, Oxford University Press.
6. Donald R. Cooper & Pamela S. Schindler, Business Research Methods 8th Edition, Tata McGraw Hill.
7. K.V.S. Sarma, Statistics made simple, do it yourself on PC, Prentice Hall.
8. V P Michael, Research Methodology in Management, Himalaya, Mumbai.

Adikavi Nannaya University, Rajahmundry
Department of Commerce and Management Studies, AKNU

Pre-Ph.D. Examinations

Paper-I

Sub: Recent Advances in Management Studies and Research Methodology
(Common for all)

Max Marks: 100

Time 3 hrs.

N.B. Attempt all questions, each question carries 20 marks.

1 a) What is talent management? Explain its importance in the organization.

(Or)

b) Define customer relationship management? Explain the functions of CRM.

2.a) Explain the concept of financial inclusion in detail.

(Or)

b) Write a detailed note on factoring.

3 a) What are the various types of research? Explain.

(Or)

b) Distinguish between correlation and regression.

4 a) What is sampling? Explain different sampling methods.

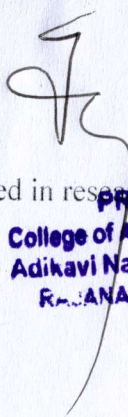
(Or)

b) Write a note on chi square test for goodness of fit.

5 a) What are research ethics? Explain the issues involved in research ethics.

(Or)

b) Discuss the concept of plagiarism in detail.


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Department of Commerce and Management Studies

Syllabus for Pre-Ph.D. Examinations

Paper-II (S Linga Reddy)
Sub: HR Analytics

UNIT-I: Definition and Functions of HRM, Principles of HRM, Challenges, Ethical Aspects of HRM.

UNIT-II: Concepts of HR Planning, Factors Influencing HR planning, HR Planning Process, Job Analysis, Use and Process of Job Analysis, Recruitment, factors governing recruitment Process, source of recruitment, Selection, Selection Tests and Interviews.

UNIT-III: Employee Motivation, Concept & features of motivation, importance of motivation in Organization behaviour, Maslow's need hierarchy theory of motivation, ERG theory of motivation and Herzberg's Theory.

UNIT-IV: Concept – Nature, Scope and importance of quantitative techniques – Applications of quantitative techniques in business decision making.

UNIT-V: Measures of Central Tendency, Measures of Dispersion , Types of averages, Arithmetic Mean, Geometric Mean ,Harmonic Mean, Median, Mode, Simple correlation and Regression Analysis, Comparison between Correlation and Regression.

References

- 1.Venkata Raman C.S., and Srivastava BK Personnel / Human Resource Management, TMH,ND
2. Cynthia D. Fisher & Lyle F. Schoenfeld; / Human Resource Management, Wiley India, New Delhi
- 3.Udai Pareek, Organizational Behaviour, Oxford University Press.
4. Karam Pal, Management Process and Organisational Behaviourjr, IK Int Pub House,ND
- 5.K.V.Sivayya and K.Satya Rao Business Mathematics
6. Anderson, Quantitative Methods for Business, Cengage, ND

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**Adikavi Nannaya University, Rajahmundry
Department of Commerce and Management Studies, AKNU**

Pre-Ph.D. Examinations

Paper-II (S Linga Reddy)

Sub: HR Analytics

Max Marks: 100

Time 3 hrs.

N.B. Attempt all questions, each question carries 20 marks.

1 a) What is Human Resource Management? Explain nature and scope of HRM.

(Or)

b) What are qualities of HR Manager? Explain

2.a) Discuss about job analysis and explain purpose of job analysis

(Or)

b) Discuss about Recruitment and Selection. Explain Selection tests and interviews.

3 a) Explain the concept of Motivation. Explain the role of motivation in Organization Behaviour.

(Or)

b) Explain Maslow's theory of motivation.

4 a) Explain scope and applications of Quantitative techniques

(Or)

b) Define collection of data. Explain Primary and Secondary data. Also explain Various methods in collecting Primary data.

5 a) Define measures of Central Tendency (Average). Explain different types of averages.

(Or)

b) Distinguish between Correlation and Regression.

Adikavi Nannaya University, Rajamahendravaram
Department of Commerce & Management Studies
Syllabus for Pre-Ph.D Examinations

Paper-II : ORGANISATIONAL BEHAVIOUR

(Shaik Rahim Basha, Full-Time Ph.D Scholar, APRCET19)
(Admn. No. 19101004)

Unit-I: Meaning, Nature & Scope of Organisational Behaviour – Fundamentals Concepts of OB – Challenges and Opportunities of OB.

Unit-II: Foundations of Individual Behaviour – Values – Attitudes – Perception – Personality – Job Satisfaction.

Unit-III: Motivation – Process of Motivation – Types of Motivation, External, Internal – Mc Gregor's Theory 'X'. Theory 'Y' - Maslow's Need - Hierarchy Theory, Herzberg's Two Factor Theory - Victor Vroom's Expectancy Model - Porter & Lawler's Model of Motivation.

Unit-IV: Group Dynamics, Group Norms, Group Cohesiveness – Group Conflicts – Causes, Consequences, Conflict Resolution.

Unit-V: Organisational Change – Process – Resistance to Change – Organisational Culture.

Text Book:

1. Stephen P Robbins, Organisational Behaviour.

Co- Guide:

Prof. S Teki,
Principal College of Arts & Commerce,
Dept. of Commerce & Management Studies,
Adikavi Nannaya University,
Rajamahendravaram.

Research Guide:

Dr. R Pardhasaradhi,
Associate Professor & Head,
Dept. of Management Studies,
Dr C S Rao PG Centre,
Sri Y N Collge, Narsapur.

Adikavi Nannaya University, Rajamahendravaram
Department of Commerce & Management Studies
Pre-Ph.D Examinations

Paper-II: Organisational Behaviour

Model Question Paper
(Shaik Rahim Basha, Admn. No.)

Max Marks:100

Time: 3hrs

Answer all questions. Each question carries 20 marks.

1. a) Explain the nature, scope and challenges of Organisational Behaviour.
[or]
b) Describe the Fundamental Concepts of OB.
2. a) Explain the Perceptual Process.
[or]
b) What is Personality? Explain different types of Personality.
3. a) Define Motivation. Explain Theory X and Y.
[or]
b) Explain Maslow's Need Hierarchy Theory.
4. a) Write a note on group norms and group cohesiveness.
[or]
b) Explain Conflict Resolution Strategies.
5. a) Why do people resist change? How do you overcome Resistance to Change?
[or]
b) How to develop an effective Organisational Culture?

Co- Guide:

Prof. S Teki,
Principal College of Arts & Commerce,
Dept. of Commerce & Management Studies,
Adikavi Nannaya University,
Rajamahendravaram.

Research Guide:

Dr. R Pardhasaradhi, ✓
Associate Professor & Head,
Dept. of Management Studies,
Dr C S Rao PG Centre,
Sri Y N Collge, Narsapur.

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Department of Commerce and Management Studies
Syllabus for Pre-Ph.D. Examination

Paper – 1

Sub: Recent Advances in Management Studies and Research Methodology
(Common for All)

Unit - 1 (Recent Advances in Management Studies)

Increasing remote and flexible working environment – Team building – Employee engagement – 360 degree performance appraisal system – Talent Management – Customer Relationship Management – Retailing – Supply chain management – Service quality.

Unit – II (Recent Advances in Management Studies)

Technology driven organizations – Increasing corporate social responsibility – Financial services – Factoring – Securitization – Merchant Banking – Financial inclusion – Micro-finance models – Women Empowerment – Fin-tech.

Unit – III

Meaning and significance of research – Types and approaches to research – research problems – Source of research problems – Methods of identifying research problem – Formulating a research problem – Research design – Elements of research design.

Data collection – Concept of data, primary and secondary data – Methods of collecting data – Observation – Interview and questionnaire – Measures of central tendency – Measures of dispersion – Simple correlation and regression analysis.

Unit – IV

Concept of Sampling – Sampling methods – Null Hypothesis – Alternative hypothesis – procedure for testing of hypothesis-parametric tests Vs. non-parametric tests-Tests of two samples – Test of differences between mean and proportions of small and large samples – Chi-square test of independence and goodness of fitness – Analysis of variance.

Unit – V

Research ethics – Ethical issues-publication ethics-plagiarism-use of plagiarism software-problems lead to unethical behaviour-predatory publications.

Research Co-Guide

Prof. S.Teki

Dept. of Commerce & Management Studies

AKNU

Rajamahendravaram

Research Guide

Dr.Gandham Sri Rama Krishna

Associate Prof.

Dept. of Management Studies

Dr.C.S.Rao P.G. Centre

Sri Y.N.College, NARSAPUR

Mobile: 9440173731

Adikavi Nannaya University, Rajamahendravaram
Department of Commerce and Management Studies
Paper II Syllabus for Pre-Ph.D. Examination

(Research Scholar: Suresh Parla)

Sub: MICRO, SMALL AND MEDIUM ENTERPRISES MANAGEMENT

Unit – I- Entrepreneurial activities and types of entrepreneurs, Entrepreneurship meaning and definition, importance, characteristics and qualities of entrepreneurship. Role of entrepreneurship in economic development and social responsibilities. Micro, small and medium enterprise meaning and significance in Indian economy.

Unit – II - Opportunities and challenges for the growth of micro, small and medium enterprises in India. Financing of micro, small and medium enterprises challenges and prospects. Project formulation, project identification and formulation, feasibility study, project report preparation, location of unit, registration with the DIC.

Unit – III - Management functions in micro, small and medium enterprises: Finance functions, capital estimation and source of finance, subsidies and incentives, venture capital. Marketing and human resource management functions.

Unit – IV - Sickness in micro, small and medium enterprises. Causes of sickness, preventions of sickness and remedies, measures for sickness, role of Board for Industrial and Financial Reconstruction (BIFR).

Unit – V - Ancillary industries, industrial estates and rural industries. Role of SIDO, SSIDC, SISI, DIC.

References Books:

- 1) B.E.V.L.Naidu, K.V.Nagaraj, G.Ranganatham, Srilakshmi Yarlagadda (2016), Entrepreneurship, Himalaya Publishing House, Mumbai
- 2) Dr. S.S.Khanka (2012), Entrepreneurial Development, S.Chand & Co. Ltd., New Delhi
- 3) Neeta Baporikar (2007), Entrepreneurship Development & Project Management, Himalaya Publishing House, Mumbai
- 4) Nandan H(2011), Fundamentals of Entrepreneurship, PHI Learning Private Ltd., New Delhi
- 5) Poornima M Charantimath (2006) Entrepreneurship Development, Small Business Enterprises, Pearson, New Delhi.
- 6) Rajeev Roy (2010), Entrepreneurship, Oxford University Press, New Delhi
- 7) Rudra Saibaba (2018), Entrepreneurship, Kalyani Publishers, Ludhiana.

Adikavi Nannaya University, Rajamahendravaram
Department of Commerce and Management Studies

Pre – Ph.D. Examination

Paper – II: MICRO, SMALL AND MEDIUM ENTERPRISES MANAGEMENT

Model Question Paper

(Research Scholar: Suresh Parla)

Max Marks: 100

Time: 3 hrs

Answer all questions. Each question carries 20 marks.

- 1) a. Define Entrepreneurship and explain Characteristics and Qualities of Entrepreneurship?
(OR)
b. Define Entrepreneur and explain activities and types of Entrepreneurs?
- 2) a. What is the Role of Micro, Small and Medium Enterprises in economic development in India?
(OR)
b. What is meant by a Project? Discuss the process of Project Formulation
- 3) a. What are the sources of finance and what are the subsidies to Micro, Small and Medium Enterprises?
(OR)
b. How the Micro, Small and Medium Enterprises plan for marketing and human resource activities?
- 4) a. What are the sicknesses in Micro, Small and Medium Enterprises and explain causes of sicknesses?
(OR)
b. Explain the role of Board for Industrial and Financial Reconstruction (BIFR) in Micro, Small and Medium Enterprises.
- 5) a. What is the importance of Rural/ Village Industries and what are the different types? Discuss the scope of development for Rural Industries in India.
(OR)
b. What is the role of DIC in development and establishment of Micro, Small and Medium Enterprises in Andhra Pradesh?

Research Co-Guide
Prof. S. Teki
Dept. of Commerce & Management Studies
AKNU
Rajamahendravaram

Research Guide
Dr.Gandham Sri Rama Krishna
Associate Prof.
Dept. of Management Studies
Dr.C.S.Rao P.G. Centre
Sri Y.N.College, NARSAPUR
Mobile: 9440173731
Mail: drgrsk66@gmail.com



Rapdu Bhavane Rushi

Adikavi Nannaya University, Rajamahendravaram
Department of Commerce and Management Studies
Syllabus for pre-PhD Examination
Paper II (R. Bhavana Rushi)

Human Resource Management

Unit -1

Introduction definition and functions of HRM; principles of HRM; changing environment of HRM; challenges; ethical aspects of HRM.

Unit -2

Procurement; HR planning concepts factors influencing Hr planning Hr planning process; JOB analysis recruitment and selection; tests and interview techniques.

Unit -3

Training and development - need process methods and techniques evaluation, management development evaluating employee performance career development and counseling.

Unit -4

Compensation – concepts and principals; influencing factors; current trends in compensation – methods of payment incentives and rewards.

Unit -5

Managing industrial relations – trade unions – employee participations schemes – collective bargaining managing knowledge workers.

Reference books:

1. Venkata Raman C.S., and Srivastiva BK Personnel / Human Resource Management, TMH,ND
2. Cynthia D. Fisher & Lyle F. Schoenfeld; / Human Resource Management, Wiley India, New Delhi.
3. DK Tripathi, Human Resource Management: Text & Cases, Wisdom, Delhi
4. Fisher, Managing Human Resource, Cengage, ND
5. N.K.Singh / Human Resource Management, Excel Publications.
6. Jyothi - / Human Resource Management, Pearso Education, New Delhi.
7. Biswajeet Pattnayak / Human Resource Management, Prentic hell of India New Delhi.
8. P.S Rao , Essentials of Human Resource Managemen & IR, Himaliya ,Mumbai
9. Dwivedi & Agarwal, Human Resource Management, Vikas, ND
10. R.Wayne Mondy and Robert M.Noel, Human Resource Management, Pearson

Adikavi Nannaya University, Rajahmudnry
Department of Commerce and Management Studies, ANUR
Pre-Ph.D. Examination,2020
Paper II (R. Bhavana Rushi)

Human Resource Management

Max. Marks 100

Time 3 hrs.

N.B. Attempt any five questions , each question carries 20 marks

Q1A) Define Human Resources management (HRM) and briefly functions of HRM

Or

Q1B) Discuss in nutshell emerging challenges of HRM in the wake of Globalization and augment strategies facing challenges effectively

Q2A) What is Human Resource Planning, what type of research you would undertake to plan for Human Resources in large business organisation in India

Or

Q2B) Distinguish between recruitment and selection and explain various types interview techniques

Q3A) Define development and outline a research design to identify training and development needs large higher educational institute

Or

Q3B) what is employee performance and how do you evaluate employee performance ?

Q4A) Define employee compensation and how do you arrive at comprehensive compensation package for for professional working in a knowledge based industry like higher education

Or

Q4B) Briefly explain factors influencing in deciding employee compensation

Q5A) Briefly outline vivid strategies for harmonious employee relations

Or

Q5B) Define participatory management and explain briefly how do you promote employee participation in Management of your organisation assuming you are heading a higher educational institution.


PRINCIPAL
College of Arts and Commerce
Adikavi Nannaya University
RAJANAGARAM-533 296