

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 Ph.D. Scholars

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 - 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

Null hypothesis vs. Alternative hypothesis, Tests of hypothesis, parametric vs. Non parametric test, procedure for testing of hypothesis, Tests of significance for small samples, applications t-test –One sample test for testing mean and proportion of large and small samples. Discriminate analysis-Conjoint analysis-Factor analysis-Cluster analysis.



HEAD

Department of Commerce & Management Studies
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East Godavari District, A.P.



Chairman, BOS
Department of Commerce & Management Studies
Adikavi Nannaya University

Com & Management - 101
Pre Ph.D Examinations, 2022

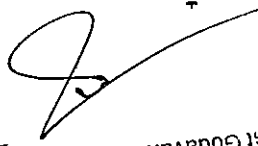
Branch- DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES
Paper-1: RECENT ADVANCES IN MANAGEMENT STUDIES AND
RESEARCH METHODOLOGY

Max. Marks: 100

Time: 3 hrs.

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

1. (a) What is Performance Appraisal System? And explain 360 degree performance appraisal system.
(Or)
(b) What is CRM? And explain the CRM practices in Indian Industry
2. (a) What is Merchant banking? Discuss the functions of merchant banking.
(Or)
(b) What is factoring? And explain various functions of factoring in India.
3. (a) What is Data? And explain various kinds of charts and diagrams used in data Analysis.
(Or)
(b) What is Research Design? And explain its elements in brief.
4. (a) What is Sampling? And explain the various sampling designs and techniques.
(Or)
(b) Explain the different types of chi-square tests with suitable example?
5. (a) What is Research? And explain different ethical issues in research.
(Or)
(b) Explain problems lead to unethical behaviour under research ethics.


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Adikavi Nannaya University, Rajamahendravaram,

Department of Commerce & Management Studies

Pre- PhD Examination (Ms. Y. Bhagya latha) (Reg. No: 21101001)

Paper II Sub: ECOPRENEURSHIP & GREEN TECHNOLOGIES

Unit I - A new horizon for environmental clean-up – Introduction. Concept of Sustainable development; History of ecopreneurialism. Characteristics of Entrepreneur-Sustainable business model. Need for eco-preneurship.

Unit II - Eco-preneurship in Agricultural Science & technologies - Organic farming- organic formulations, urban agriculture, mushroom cultivation, Bee keeping, Single cell protein, terrace & herbal gardening, organic certification, Bio-fertilizer production, Nursery technology.


Unit III - Eco-Cycle solutions - Concept, Definition, Zero Waste management- Environment-friendly product design, Clean production, distribution, Consumer empowerment, Resource recovery, Producer responsibility, subsidies. Ecopreneurship in waste management –wealth from wastes -composting, vermin composting.

Unit IV - Eco-preneurship in Green energy technologies- solar technologies, Bio-energy, Biomethanation, Bio-diesel production, Fuel cell, improved chullah.

Unit – V - Concept of Green Building: Sustainability and Energy Efficiency, Green buildings and sustainable ratings, designs of green buildings. LEED certification. Policies & regulation: Micro financing – evolution of MF in India. Indian Government Business Loan schemes MSMES.

References

1. Sustainable and Responsible Entrepreneurship and Key Drivers of Performance, 2021 Cristina Raluca Gh Popescu, Rahul Verma
2. Handbook of renewable energy technologies. 2011. Ahmed F Banzal (Brunel University, UK) Ramesh C Banzal (The University of Queensland, Australia) Eds world scientific publishing Co pvt. Ltd 876P
3. "Toilets that Make Compost" Low-cost, sanitary toilets that produce valuable Compost for crops in an African context by peter Morgan, Stockholm Environmental Institute 2007.
4. Bauer, M. Möslle, P. and Schwarz, M. 2010 Green Building – Guidebook for Sustainable Architecture, Springer-Verlag Berlin Heidelberg
5. Designing for Zero Waste: Consumption, Technologies and the Built Environment, by Steffen Lehmann (Editor), Robert Crocker (Editor), (Earthscan Book Series on Sustainable Design) 1st Edition, Routledge Publishers, January 12, 2012.
6. The Zero Waste Solution: Unrashing the Planet One Community at a Time by Paul Connett Ph.D. (Author), Jeremy Irons (Foreword), Chelsea Green Publishing (October 18, 2013) Larson, Andrea 2000. Business Strategy and the Environment. pp. 304–317.
7. McDonough, William 2002. *Cradle to Cradle: Remaking the Way We Make Things*. New York: North Point Press. pp. 27–30.
8. Pastakia, A. 2002. Assessing ecopreneurship in the context of a developing country. *Greener Management International*, 93-108.
9. Yunus, et al., 2006. *Creating a world without poverty: Social business and the future of capitalism*. New York: Public Affairs.


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Paper II Sub: ECOPRENEURSHIP & GREEN TECHNOLOGIES

Max Marks: 100

Time: 3 Hrs

Attempt either and or questions carries 20 Marks.

1. A) Explain the term Ecopreneur. Explain the Characteristics & importance of Ecopreneurship.
(OR)

B) Explain the role of Ecopreneurship in achievement of sustainable development goals.

2. A) Discuss the importance of Organic Farming.

(OR)

B) Explain any Four Agri based cottage industries .

3. A) What is Zero Waste management. Explain it's Concepts and Characteristics.

(OR)

B) Discuss Ecopreneurship in waste management.

4. A) Explain Eco-preneurship in Green energy technologies.

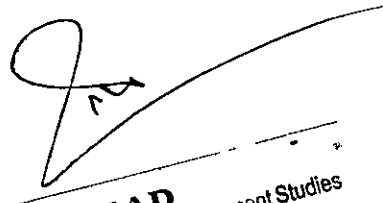
(OR)

B) What is the process of Bio-diesel production.

5. A) What is LEED certification. Explain it's Policies & regulation.

(OR)

B) Explain the role of MSME's in development of Ecopreneurship in India.


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Paper II Subject: Corporate Social Reporting in Banking sector


UNIT I: Introduction to CSR, Meaning & Definition of CSR, History & evolution of CSR. Concept of Charity, Corporate Citizenship, CSR-an overlapping concept. Concept of Sustainability & Stake holder Management. Applicability of CSR.

UNIT II: CSR-Legislation in India & the world. Section 135 of Companies Act 2013. Scope of CSR Functions under Schedule VII.. Indian Legislative Framework CSR Policy. Computation of Net Profit's Implementing Process in India.

UNIT III: Appointment of Independent Directors on the Board, and CSR & Permissible Activities. A Detailed Study. CSR Policy & CSR Committee. CSR as Organizational Brand Building Factors influencing CSR

UNIT IV: Impact of CSR: Interlinkages / impact of CSR on other arms of business. Branding & Value addition. CSR Impact Assessment: Models and Approaches. CSR Impact Assessment Reporting CSR Implementation Agency: Identification, Evaluation & Monitoring.

UNIT V: Social Impact Assessment & CSR Audit in Accounting and Taxation Aspects | Impact Measurements. Guidelines on CSR: Guidelines on CSR and Sustainability for Public Sector Enterprises & Private Sector Enterprises. CSR in Banking Public & Private Sector Companies.


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Department of Commerce & Management Studies
Pre- PhD Examination (V.G.N. Phani Kumar, Adm No:21101002)


Paper II Sub: Corporate Social Reporting in Banking sector

Max Marks 100

Time: 3 hrs

Answer any five questions. each question carries 20 marks.

1. (a). On which companies, Corporate Social Responsibility Policy (CSR) provisions specified under section 135 of the Companies Act, 2013 are applicable?
(Or)
(b). Which companies are not required to constitute CSR Committee?
2. (a). How the 'Net Profit' is required to be calculated as per these CSR Rules (the Rules)?
(Or)
(b). What are the functions of CSR Committee?
3. (a). What do we mean by 'CSR activities'? What are the activities which do not qualify as CSR Activities?
(Or)
(b). What do you mean by CSR Policy? Who is the competent authority to approve the CSR policy?
4. (a). What are the broad methods by which CSR projects can be implemented by a company?
(Or)
(b). Whether all implementing agencies are required to be registered with the Central Government by filing the form CSR-1?
5. (a). What is the treatment of unspent amount which was required to be spent in pursuance of the CSR policy?
(Or)
(b). What are the penal provisions for not complying with the provisions of transferring unspent amount of a CSR project?


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Adikavi Nannaya University, Rajamahendravaram,
Department of Commerce & Management Studies
Pre- PhD Examination
(Mr.Maddula V.S.S. Rama Gupta, Rag. No.22101001)

Paper II Sub: MARKETING & CRM

Unit - I Importance and Scope of Marketing: Concepts of Marketing; Marketing Management Tasks; Marketing Environment; Marketing and Customer Value - Industrial Marketing, Services Marketing, Global Marketing.

Unit -II: Marketing Information System and Marketing Research; Consumer Behaviour and Buying Decision Process – Organization Buyer Behaviour – Market Segmentation and Targeting.

Unit III: Development of Marketing Offerings Strategy – New Product Development- Product line and Decisions--Product-mix--Product Differentiation – Product Life Cycle Management - Brand Management - Packaging.

Unit - IV: Pricing Strategies and Programs; Setting the Price – Adapting the Price Initiating Response to Price Changes - Delivering Value: Designing and Managing Value Networks – Channels of Distribution.

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

Suggested Books

1. Kotler, Keller, Koshy & Jha, Marketing Management, Pearson, New Delhi
2. William J Stanton, Fundamentals of Marketing, McGraw-Hill, New Delhi.
3. Arun Kumar and Meenakshi, Marketing Management, Vikas, New Delhi
4. Pride and Ferrell, Marketing Management: Planning, Implementation & Control, Cengage, ND
5. Rajan Sexena, Marketing Management: Text cases in Indian Context.
6. Keith Blois - Oxford Textbook of Marketing Oxford University Press.
7. Zinkota & Kotabe : Marketing Management , Prentice Hall of India.
8. Joel R. Evans & Barry Berman : Marketing, Wiley India, New Delhi.


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**Adikavi Nannaya University, Rajamahendravaram,
Department of Commerce & Management Studies
Pre- PhD Examination
(Mr.Maddula V.S.S. Rama Gupta, Rag. No.22101001)**

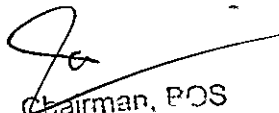
Paper II Sub: MARKETING & CRM

Max Marks: 100

Time: 3 Hrs

Attempt either and or questions carries 20 Marks.

1. A) Explain the importance of Marketing in the new millennium and explain its scope?
(or)
B) State the elements of marketing mix? Explain the role of marketing mix in preparing a marketing plan?
2. A) Explain the importance of segmenting, Targeting and positioning? How you develop STP approach for a luxury car?
(or)
B) Write about the role of marketing research? And explain its MR process?
3. A) Explain the new product development process with relevant example?
(or)
B) Explain the various stages in product cycle? What marketing strategy has to be adopted in respective stages?
4. A) What are the functions of channel? How a channel of distribution is important for FMCG company?
(or)
B) Explain the importance of pricing. What are various pricing strategies?
5. A) Explain the importance of CRM in the present day business? State few CRM Strategies.
(or)
B) Explain the interdependence of motivation and consumer Decision Making?


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Department of Commerce and Management Studies

pre-Ph.D. Examination –(Koppolu Sashi Kiran-Regd.No.19201001)

Part II: Product Marketing

UNIT -I

Introduction to Marketing: Needs - Wants – Demands - Products - Exchange Transactions - Concept of Market and Marketing and Marketing Mix - Production Concept- Product Concept - Sales and Marketing Concept - Societal Marketing Concept - Green Marketing concept - Indian Marketing Environment.

UNIT -II

Market Segmentation, Targeting and Positioning: Identification of Market Segments - Consumer and Institutional/corporate Clientele - Segmenting Consumer Markets - Segmentation Basis – Evaluation and Selection of Target Markets – Positioning significance - Developing and Communicating a Positioning Strategy.

UNIT -III

Product and Pricing Aspects: Product – Product Mix - Product Life cycle - Obsolescence- Pricing- Objectives of Pricing - Methods of Pricing - Selecting the Final price - Adopting price - Initiating the price cuts - Imitating price increases- Responding to Competitor's price changes.

UNIT -IV


Marketing Communication: Communication Process – Communication Mix – Integrated Marketing Communication - Managing Advertising Sales Promotion - Public relations and Direct Marketing - Sales force – Determining the Sales Force Size - Sales force Compensation.

UNIT -V

Distribution, Marketing Organization and Control: Channels of Distribution- Intensive, Selective and Exclusive Distribution- Organizing the Marketing Department - Marketing Implementation - Control of Marketing Performance - Annual Plan Control - Profitability Control- Efficiency Control - Strategic Control. Relevant cases have to be discussed in each unit and in examination case is compulsory from any unit.

References

1. Phillip Kotler: "Marketing Management ", Pearson Publishers, New Delhi, 2013.
2. Rajan Saxena: "Marketing Management", Tata McGraw Hill, New Delhi, 2012.
3. V S Ramaswamy & S Namakumari, Marketing Management Global Perspective Indian Context 4th Edition, Mac Millan Publishers 2009.
4. Tapan K Panda: "Marketing Management", Excel Books, New Delhi, 2012


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Pre-Ph.D Examination (Koppolu Sashi Kiran-Regd No.19201001)

Page II Sub: Product Marketing

Max Marks: 100

Time 3 hrs.

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

1).a. Define Marketing? Explain it's the nature and scope of marketing.

(Or)

b. Explain i)Marketing Mix ii)Marketing environment.

2).a. Define Segmentation and explain the different types of segmentation with suitable examples.

(Or)

b. What is USP? Discuss the relevance of USP while launching new brands in market.

3).a. Discuss the concept of Product Mix with relevant example.

(Or)

b. Explain the objectives and various methods of pricing.

4).a. Elaborate the various elements of promotion mix.


(Or)

b. Describe in detail Integrated Marketing Communication and its relevance in today's market.

5).a. Explain various distribution channels.

(or)

b. Discuss the concept of marketing implementation.


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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 Ph.D. Scholars

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 – 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

Null hypothesis vs. Alternative hypothesis, Tests of hypothesis, parametric vs. Non parametric test, procedure for testing of hypothesis, Tests of significance for small samples, applications t-test – One sample test for testing mean and proportion of large and small samples. Discriminate analysis-Conjoint analysis-Factor analysis-Cluster analysis.

Com & Management -- 101
Pre Ph.D Examinations, 2022
Branch- DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES
Paper-1: RECENT ADVANCES IN MANAGEMENT STUDIES AND
RESEARCH METHODOLOGY

Max. Marks: 100

Time: 3 hrs.

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

1. (a) What is Performance Appraisal System? And explain 360 degree performance appraisal system.
(Or)
(b) What is CRM? And explain the CRM practices in Indian Industry
2. (a) What is Merchant banking? Discuss the functions of merchant banking.
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(Or)
(b) Explain the different types of chi-square tests with suitable example?
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ADIKAVI NANNAYA UNIVERSITY, RAJAMAHENDRAVARAM
DEPARTMENT OF COMMERCE & MANAGEMENT STUDIES
SYLLABUS FOR PRE Ph.D. EXAMINATION
PAPER-II AND MODEL QUESTION PAPER

PAPER – II: FINANCAIL LITERACY FOR FINANCIAL WELLBEING

Research Scholar: D HARIKRISHNA, Full Time

Admn. No.19101007

SYLLABUS

UNIT-I :INDIAN FINANCIAL SYSTEM

Introduction of Indian Financial System – Overview of Indian Financial System - Role of Financial System in Indian Economy – Major Economic Policies

UNIT – II:FINANCAIL INSTITUTIONS

Meaning and Structure and Functions of Financial Institutions –RBI : Its Role and Functions of RBI – Financial Services: Meaning, Structure of Financial Services.

UNIT – III : FINANCAIL MARKETS AND INSTRUMENTS

Introduction to Financial Markets – Components of Financial Markets: Money Market – Capital Market - Govt. Securities Market – SEBI.

Financial Instruments : Loans and Advances – Debentures and Bonds- Receivables – Cash Deposits – Banks Balances, swaps, Futures, Forwards, Shares, ADRs, GDRs, IDRs – Monetary instruments.

UNIT – IV FINANCIAL LITERACY AND PLANNING

Introduction and Need of Financial Planning – Scope of Financial Planning in different domains – Financial Planning for Families and Business Concerns - Financial Inclusion.

UNIT – V FINANCIAL PRODUCTS and SERVICES

Bank fixed deposits, Public Provident Fund, Mutual funds, Stock Market Investments and Bonds. - Introduction to Savings – Time Value of Money – Savings V/s Investment – Inflation Effects on Investment. IRDA – PFRDI.

Reference Books:

- “Banking Theory and Practice” by K C Shekhar and Lekshmy Shekhar. ...
- “Modern Banking: Theory and Practice” by Muraleedharan D. ...
- “Financial Services, Banking and Insurance” by S.Chand

Research Co-Guide

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27/02/2024

ADIKAVI NANNAYA UNIVERSITY, RAJAMAHENDRAVARAM
DEPARTMENT OF COMMERCE & MANAGEMENT STUDIES
SYLLABUS FOR PRE PH.D. EXAMINATION
(D HARIKRISHNA, Full Time Ph.D. Scholar, Admn No.19101007)

PAPER – II: FINANCIAL LITERACY FOR FINANCIAL WELLBEING

MODEL QUESTION PAPER

Max Marks: 100

Time 3hrs

Attempt any five questions, each question carries 20 marks.

5*20=100

1. a) Define Indian Financial system? Explain the Structure of Indian Financial System ?
Or
b) Give a deep explanation about Role of Financial System in Indian Economy ?
2. a) Define Financial Institution and Explain the Structure of Financial Institutions?
Or
b) Explain the Objectives and Functions of RBI ?
3. a) Explain the Concept of Financial Markets and Discuss the various Financial Markets?
Or
b) Explain the concept and types of Financial Services ?
4. a) Define Financial Planning and Discuss the Role and importance of Financial Planning in Human life.
Or
b) Discuss the Scope of Financial Literacy in different domains in Society.
5. a) Explain the different Financial Products available in System.
Or
b) Discuss the role and Functions of IRDA.

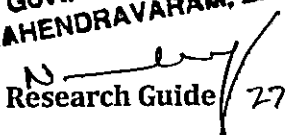

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Research Guide

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27/2/2024

Paper II: RETAIL MANAGEMENT

Objective: to enlighten the students with the Concepts and Strategies of Retailing

UNIT-I Concept of retailing – retail development – types and functions of retailers – multi channel retailing – organized retailing in India – special characteristics of retailing services retailing Global retailing

UNIT -II Retail strategy: market strategy – retail formats and target market selection -- building sustainable competitive advantage – growth strategies – strategic retail planning process-retail life cycle.

UNIT-III Retail location – types, location opportunities – selection of location and Site analysis - financial strategy – strategic profit model – setting and measuring performance objectives- retail service quality.

UNIT-IV Store layout and design, store operations and inventory management merchandise planning and control, buying merchandise – developing assortment plan.

UNIT -V Retail pricing strategy, category management, customer services – retail branding- promotional strategies – advertising, sales promotion, store atmosphere.

REFERENCES

1. Sheikh and Kaneez Fatima, "Retail Management", Himalaya Publishing House, Mumbai, 2012
2. A.J. Lamba: "The Art of Retailing", Tata McGraw Hill Education Pvt. Ltd. New Delhi. 2011
3. Sivakumar, A, "Retail Marketing", Excel Books, New Delhi, 2007
4. Swapna Pradhan, "Retail management", Tata McGraw Hill Education Pvt. Ltd. New Delhi, 2012
5. Berman Barry, Joel R. Evans and Mini Mathur, "Retail Management-A Strategic Approach", Pearson Education, New Delhi, 2011.



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Adikavi Nannaya University, Rajamahendravaram
Department of Commerce and Management Studies
Pre PhD Examination (M.Jayasri-Regd No.21201001)

Paper II: RETAIL MANAGEMENT

Max Marks 100

Time 3 hrs

1.

a) What are the main types and jobs of retailers?

(or)

b) How is online shopping different from traditional stores?

2.

a) How do stores decide who to sell to and what kind of store to be?

(or)

b) What steps do stores take to stay ahead of competitors?

3.

a) How do stores pick where to open?

(or)

b) How do stores make money and measure success?

4.

a) Why is store layout important?

(or)


b) How do stores decide what to sell and how much to buy?

5.

a) How do stores decide how much to charge for products?

(or)

b) What makes a store good at helping customers?



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Department of Commerce & Management Studies

Paper II Syllabus for pre-Ph.D. Examination

(Ms.Ch.Bhargavi Adm.No:22201001)

Paper-II Sub :Banking Services

Unit –I

Introduction to Banking Management, Meaning of a-bank and a-customer, Management of Banks in Rural Areas, Customer Relationship Management in Banks - Meaning and Objectives of CRM in banks, Strategies for Expanding Customer Base, Customer Retention , Handling Customer Grievances.

Unit –II

Credit Management in Banks – Principles of Sound Bank Lending, Loan Policy, , Credit Appraisal and Credit Decision Making, Monitoring and Review of Loan Portfolio, Definition and role of banks in the economy, Importance of asset quality for banks.

Unit –III

Definition of NPA, Classification of NPAs (Substandard, Doubtful, Loss Assets), Causes of NPAs in banking sector, Impact of NPAs on banks and the economy, RBI guidelines on asset classification and provisioning, International reporting standards (IFRS, Basel norms)

Unit –IV

Identification and Assessment of NPAs: Techniques for identifying NPAs, Methods for assessing the extent of NPA problem, Resolution Mechanisms for NPAs - Restructuring and Rescheduling of loans, Asset Reconstruction Companies (ARCs), Insolvency and Bankruptcy Code (IBC), Debt Recovery Tribunals (DRTs).

Unit –V

Role of Government and Regulatory Bodies- Initiatives and schemes to address NPAs (e.g., SARFAESI Act), RBI's role in NPA management, Impact of government policies on NPAs, Best Practices in NPA Management- Strategies for NPA recovery and resolution, Preventive measures to minimize NPAs.



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Adikavi Nannaya University, Rajahmundry
Department of Commerce & Management Studies
Paper-II : Banking services

Max.Marks : 100

Time : 3 hrs

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

1.(a) Describe the banker and customer relationship in detail.

(or)

(b) Explain-briefly-Handling Customer Grievances.

2. (a) Discuss the Principles of Bank Lending.

(or)

(b) Elucidate the role of commercial banks in economic development of the country.

3. (a) Discuss in detail the concept of Non-Performing Assets

(or)

(b) Elaborate the international reporting standards (Basel Norms).

4. (a) Write the note on Insolvency and Bankruptcy code (IBC)

(or)

(b) Discuss the Resolution Mechanisms' for Non-Performing Assets.

5. (a) Describe the Role of RBI in NPA Management.

(or)

(b) What are the preventive measures to minimize NPAs.



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Adikavi Nannaya University, Rajamahendravaram,
Department of Commerce & Management Studies
Pre- PhD Examination (K Rajasekhar, Adm No : 22101002)

PAPER - I - SERVICES MARKETING.

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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East Godavari District, A.P.

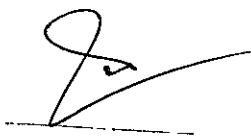
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Department of Commerce and Management Studies
Pre PhD Examination (K.Rajasekhar -Regd No.2201002)

Paper II: SERVICES MARKETING

Max Marks 100

Time 3 hrs

1.
a) What is meant by services marketing Explain characteristics of services?
(or)
b) Explain the Growth of service sector in India
2.
a) Discuss the consumer behavior in buying decision process
(or)
b) How the markets can be segmented based on services?
3.
a) Explain the service quality management?
(or)
b) Illustrate the GAP model of Service quality?
4.
a) How the internal marketing is differ from External marketing?
(or)
b) How do stores decide what to sell and how much to buy?
5.
a) Write about the Elements of customer relationship management?
(or)
b) Explain the concepts of customer loyalty?



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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: (Mr.T.V.S.N.Murthy,)

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

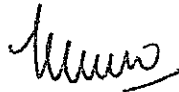
Introduction to Service marketing: Definition, importance and characteristics of services, Differences in Goods versus Service, Growth of service sector, Services in Indian economy, Service Strategy.

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



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ADIKAVI NANNAYA UNIVERSITY: RAJAHMUNDRY
DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES

Pre-PhD Model Question paper

Paper-II: ((Mr.T.V.S.N.Murthy)

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

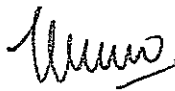
Q4b) Define Service strategy? Explain services in Indian economy?

Unit 5

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

Or

Q5b) Define market segmentation? Explain its process?



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