



Sample Paper - Entrance Test for Admission to Doctor of Philosophy

Discipline: Management

Max Time: 3 Hours

Total Marks: 100

There are two sections each of 50 Marks

	Section 1: Management	Marks
1.	<p>“Training and Development are productive investment.” Do you agree? If yes discuss the statement and describe the advantages offered by training and development.</p> <p style="text-align: center;">OR</p> <p>“Communication is an indispensable activity in all organizations”. Analyse this statement and thus bring out the significance of communication in an organization.</p>	15
2.	<p>Dynamic Ltd is a pharmaceutical company. The company is growing at a very fast rate. But there have been certain loopholes in the planning mechanism which is creating difficulties in further growth. Suggest the importance of Planning to the organization for its effective growth.</p> <p style="text-align: center;">OR</p> <p>Mr. Navin Shah is a new generation entrepreneur with not much experience of management. He has generated good systems in terms of organization and leadership. But most processes in his organization do not give the desired output due to lack of appropriate controls. Mr. Navin has never taken the role of control very seriously. You are his consultant and please advise him on the role of control and the various types of control mechanisms that he can have in his company for better results.</p>	15



3.	<p>Delta Finance Company wanted to increase productivity in its typing pool operation. There were 300 typists of varying skills and speeds in the operation. Rather than establish individual performance standards, which management felt would be difficult to administer, the Head of the typing pool decided on group standards. Ten groups of 30 typists each were created, and each was given a production quota. Work measurement analysts fully realized that some typists in each group were more rapid and accurate than others. They also were aware that some typists, while slow, were very accurate and that others who were rapid made more errors. They also had to contend with the relatively frequent influx of new typists who would slow group production, since the job had high labour turnover. The ten groups were created with as equitable a mixture of talents as possible, and the incentive system was designed so that when a group reached its quota all members shared the bonus equally. Merit pay increases were continued to allow for and reward individual performance differences. After the system had been in use for six months, the company found that the rapid, accurate typists resented sharing the bonus equally with slower employees. They felt that they were carrying the group and deserved greater rewards. This was the case even though the rapid, accurate typists received higher pay on a merit basis.</p> <p>Questions:</p> <ol style="list-style-type: none">1. How can the resentment of the more efficient typists be overcome?2. Should the company abandon the system and use only merit increase? How can team spirit be developed? <p style="text-align: center;">OR</p> <p>RaGold India Ltd (RIL) is one of the fast-growing manufacturers of electronic goods in Hyderabad (Andhra Pradesh). Because of the recent downsizing in most state -level public sector undertakings in Andhra Pradesh, each job opening in the state attracts five times more applications than it did just a few years ago. An engineering position (thanks to over 225 engineering colleges in the state) is likely to generate as many as 500 applicants. You would think that under such circumstances, finding employees would be easy, but the widespread lay-offs made during the downsizing and the need for people to seek new career paths, have created a glut of less-than qualified applicants.</p> <p>Questions:</p> <ol style="list-style-type: none">1. What selection tools can RIL use to get the most qualified employees from its vast pool of job seekers?2. Which selection tools do you think are the best predictors of job performance?	20
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Section 2: Research Methodology		
4	<p>Explain any four of the following</p> <ol style="list-style-type: none">Quantitative and Qualitative research methodsPopulation and Sample?Independent variable and Dependent variableLiterature reviewEmpirical researchResearch design	20
5	<p>A brand manager of a new fusion restaurant in the market wish to conduct research to find out what is the current perception of consumers about the restaurant, as compared to its competitors. He also wants to know the most important factors buyers consider while visiting a restaurant. The decision he will take based on the above research are</p> <ol style="list-style-type: none">whether to change menu or notwhether to reposition his restaurantDevelop an appropriate marketing strategy for your restaurant <p>Assume the role of the marketing research agency to write a proposal for this study, including the research questions, general idea of methodology and sampling plan.</p>	30