DEPARTMENT OF MANAGEMENT STUDIES

Pre - Ph. D SYLLABUS

2017-2018
### DEPARTMENT OF MANAGEMENT STUDIES

#### PRE – Ph.D SYLLBUS

<table>
<thead>
<tr>
<th>SUB. CODE</th>
<th>PAPER</th>
<th>TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>MG.R 1701</td>
<td>I (Common Paper)</td>
<td>RESEARCH METHODOLOGY</td>
</tr>
</tbody>
</table>

**PAPER II (Choose any one) Specialisation paper**

<table>
<thead>
<tr>
<th>SUB. CODE</th>
<th>PAPER</th>
<th>TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>MG.R 1702</td>
<td>II</td>
<td>GENERAL MANAGEMENT</td>
</tr>
<tr>
<td>MG.R 1703</td>
<td>II</td>
<td>FINANCIAL MANAGEMENT</td>
</tr>
<tr>
<td>MG.R 1704</td>
<td>II</td>
<td>MARKETING MANAGEMENT</td>
</tr>
<tr>
<td>MG.R 1705</td>
<td>II</td>
<td>HUMAN RESOURCE MANAGEMENT</td>
</tr>
<tr>
<td>MG.R 1706</td>
<td>II</td>
<td>TOURISM THEORIES, PRACTICES AND PHILOSOPHIES</td>
</tr>
</tbody>
</table>
Objective:

Unit-I
Research: Need and Significance of Research; Methods of research - Pure, Applied, Exploratory, Descriptive, Causal and Experimental designs.

Unit-II
Measurement and Scaling: Concept of measurement; Reliability and validity; Types of scales – Nominal, Ordinal, Interval and Ratio scales.
Sample design: Concept of sampling; sampling methods; sample size determination; sampling errors.
Questionnaire: Design; pilot study and developing the final questionnaire, data editing, coding.

Unit-III
Hypotheses testing: Types of Hypotheses; Procedure for testing the hypotheses.
Parametric tests: Large sampling tests- tests for proportions, Test for means, Test for S.D’s; Small sample tests- Testing for means , t-test, ANOVA– one way and two way classifications and Chi-square test, Association of attributes and inferences.

Unit-IV
Correlation: Types, Karl Pearson’s and spearman’s rank correlation
Regression Analysis: Least square fit for a linear regression, two lines of regression, properties of regression coefficients, multiple linear regressions
Time series analysis: Components, models – Additive, Multiplicative and Mixed, Trend analysis

Unit-V
Cluster analysis: Conducting and determination of number of clusters, applications
Factor analysis: Conducting and determining the factors, applications
Conjoint analysis: Conducting and the procedure of analysis
MDS: Determination of number of dimensions, labelling, assumptions and limitations.
Discriminant Analysis: procedure and applications

REFERENCE BOOKS:
1. Donald R. Cooper, Pamela S. Schindler: Business Research Methods, 8/e, TMH, 2009.
MG.R-1702 GENERAL MANAGEMENT

Unit 1

Unit 2

Unit 3

Unit 4

Unit 5

Reference Books:

8. Jennifer George and Gareth Jones “Understanding and Managing Organizational Behavior”, Published by Pearson Education Inc.
9. Certo and Certo: Modern Management,10/e,PHI,2009
Objective: The objective of the course is to provide the necessary basic inputs and tools to manage the finance function. The course has been designed to provide the research students with knowledge of emerging issues and trends in financial markets and new innovations in the financial sector. The emphasis in the course will be on the practical knowledge along with the conceptual understanding of the subject. The course also aims at providing an international perspective in the field to the students. After the completion of the course, the students should be able to understand the management of finances of the business organization.

Unit – 1: Introduction to the Finance Function and Capital Structure Decisions—Objective: Profit or Wealth Maximization and EPS Maximization. An overview of Managerial Finance functions - Time value of money: present value, future value of money and the basic valuation models.

Capital Structure Decisions: Concept and measurement of cost of capital, Debt vs. Equity, cost of equity, preference shares, equity capital and retained earnings, weighted average cost of capital and marginal cost of capital. Capitalisation, financial leverage, operating leverage and composite leverage. EBIT-EPS Analysis, Indifference Point/Break even analysis of financial leverage.

Unit – 2: Issues in Corporate Restructuring: Need, Methods of restructuring, Mergers and Acquisitions, Divesture, Contracting out, Outright sale, Disinvestment, leveraged buyout.


References
The objective of this course is to prepare students to read and understand the literatures and stimulate new research interests in the field of marketing.

Unit

1. **Marketing** – Basics, Present day importance of marketing in national and global context; Consumer Behaviour – Decision Making Perspectives, Improving the judgement process, Theories of consumer behaviour; Services Marketing Mix. Strategies for dealing with intangibility, inventory, inconsistency and inseparability.


References:
1. Kotler, P., Marketing Management; Analysis, Planning, Implementation and Control, New Delhi, MacMillan
2. Schiffman, L.G. and Kanuk, L.L., Consumer Behaviour, New Delhi, PHI.
5. Keegan, W., Global Marketing Management, Englewood Cliffs, New Jersey, PHI.
MG.R. 1705  HUMAN RESOURCE MANAGEMENT

OBJECTIVE:
The student should be able to critically analyze organizational situations, prescribe courses of action necessary for problem solving, and integrating the steps necessary for effective implementation. Upon completion, the Ph.D. student should be able to indicate and explain various research issues in HR interventions that may be required when dealing with the work environment, people and problems.

UNIT-1:

Organizational Change & Development: Measurement and Coping strategies for frustration, Stress & Burn out. Quality of Work Life, Work Life Balance, Motivation, Leadership Styles, Job Satisfaction, Organization Culture, Organizational Effectiveness

UNIT -2:


UNIT -3:

Employee Training and Development: Significance, Methods, and Training Procedure – Evaluating Effectiveness of Training – Management Development Programs: Concept, Skills to be Developed, and Evaluating its Effectiveness – Performance Appraisal: Objectives, Methods, Developing and Administering an Appraisal program – Limitations to its Effectiveness.

UNIT -4:


UNIT -5:


REFERENCES BOOKS:


15. Pareek U; *Understanding Organizational Behaviour*, Oxford University Press.


This paper will help the scholars gain conceptual clarity on the evolved theories, practices and philosophies with regard to the tourism and its allied activities.

UNIT I

Tourism and Its Theories: Different Tourism Systems- Leiper, Mill-Morrison, Mathieson & Wall and Butler’s Tourism Area Life Cycle (TALC) - Doxey’s Irridex Index – Demonstration Effect – Crompton’s Push and Pull Theory, Stanley Plog’s Allo-centric and Psyco-centric Model of Destination Preferences, Theory of Travel Motivations, Tourism Industry Network- Direct, Indirect and Support Services, Basic Components of Tourism - Transport- Accommodation- Facilities & Amenities, Horizontal and Vertical Integration in Tourism Business

UNIT II

Travel Business: Travel Agent & Tour Operator- Types of Itinerary - Resources and Steps for Itinerary Planning - Tour Formulation and Designing Process for FITs & GIT, Group Tour Planning and Components – Special Interest Tours (SITs), Tour Packaging: Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours, Components of Tour Cost, Travel Documentation, Operation of Package Tour, Trends of Travel Business

UNIT III


UNIT IV


UNIT V


REFERENCE BOOKS
DEPARTMENT OF MANAGEMENT STUDIES
MAHATMA GANDHI UNIVERSITY
NALGONDA, TELANGANA

RESEARCH PROGRAMME (M.PHIL./PHD), 2017-18

Model Question paper

Paper - I

Time: 3 Hours

Maximum Marks: 100

RESEARCH METHODOLOGY

(PART - A)

(ANSWER ALL THE SHORT QUESTIONS) 5 *4 = 20 MARKS

Unit wise
1.
2.
3.
4.
5.

(PART – B)

(ANSWER ALL THE FOLLOWING ESSAY QUESTIONS) 5*16 = 80 MARKS

Answer the following questions. All questions carry equal marks 5 x 20 = 100 Marks

6a). Explain the rationale behind selecting various types of research approaches in business management.

Or

b). “A well defined research problem is half solved” – Justify it with apt examples.

7a). Explain the concept of sampling error. Briefly explain various types of sampling errors encountered in business management research. What is the procedure for avoiding non-response error in marketing research?

Or

b). What is the need for formulating hypotheses in business management research? Explain the procedure of formulating and testing hypotheses for two population means (dependent samples).

8 a). Explain the concept of measurement error. What are various tools and techniques for attitude measurement in consumer research related to FMCG products?

Or

b). what is reliability and validity of measurement. Explain procedure for testing reliability and validity of survey instrument used in your research.

9). i) Describe procedure for conducting small sample Mann-Whitney U-test in human resources management research.

ii). Use Kruskal-Wallis test to determine whether there is significant difference in the following populations. Use $\alpha = 0.05$ level of significance.

Population-1 15 19 24 20 35 -
Population -2 25 35 32 22 24 -
i). Explain procedure for hypotheses testing for multiple regression analysis.

ii). A sample survey of 5 families was taken and figures were obtained with respect to their annual savings $x_1$ (Rs in 100’s), annual income $x_2$ (Rs in 1000’s), and family size $x_3$. The data is summarised in the table below:

<table>
<thead>
<tr>
<th>Family</th>
<th>Annual savings ($x_1$)</th>
<th>Annual Income ($x_2$)</th>
<th>Family size ($x_3$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>10</td>
<td>16</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>5</td>
<td>13</td>
<td>6</td>
</tr>
<tr>
<td>3</td>
<td>10</td>
<td>21</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>8</td>
<td>13</td>
<td>3</td>
</tr>
</tbody>
</table>

(a) Find the least-square regression equations of $x_1$ on $x_2$ and $x_3$, (b) Estimate the annual savings of a family whose size is 4 and annual income is Rs16,000.

10 a). What is meant by research report? What are various stages of report writing?

Or

b). Explain criteria for good research report. Justify the criteria.