

**Pre. Ph.D. Course Work (2017 Course) : ( Management Studies ) :**  
**SUMMER - 2019**  
**SUBJECT : PAPER – II RECENT ADVANCES IN MANAGEMENT STUDIES**

Day : Wednesday  
Date : 24/04/2019

Time : 10.00 AM TO 1.00 PM  
Max. Marks : 100

**S-2019-5358**

**N. B. :**

- 1) Attempt **ANY FOUR** questions from **Section - I**.
- 2) Attempt **ANY TWO** questions from **Section - II**.
- 3) Answers to both sections should be written in **SEPARATE** answer sheets.

**SECTION - I**

- Q.1** What do you understand by the term Customer Relationship management? (15)  
Explain different techniques/methods of Customer Relationship Management.
- Q.2** Differentiate between an Entrepreneur and an Intrapreneur? What are the (15)  
essential attributes of an Entrepreneur?
- Q.3** What do you understand by World Class Manufacturing? What are the (15)  
methods and strategies followed for World Class Manufacturing?
- Q.4** Explain the importance of Training and Development in service sector with (15)  
appropriate examples.
- Q.5** Write short notes on : (ANY THREE) (15)
- a) Recruitment and Selection
  - b) Social Responsibility of Business
  - c) Kaizen
  - d) Organized Retailing

**SECTION - II**

- Q.6** What do you understand by the term Capital Budgeting? Explain some of the (20)  
methods of Capital Budgeting.
- Q.7** What do you understand by the term Marketing Mix? Explain with an (20)  
example.
- Q.8** What is the importance of Leadership in Management? Describe different (20)  
Leadership Styles with examples.

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