

Pre. Ph.D. Course Work (2017 Course) : SUMMER - 2018
(Management Studies)

SUBJECT: PAPER – II MANAGEMENT CONCEPTS

Day: **Tuesday**
Date: **26/06/2018**

S-2018-4783

Time: **10.00 AM TO 01.00 PM**
Max. Marks: 100

N.B.:

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

SECTION – I

- Q.1** What do you mean by Corporate Strategy and Explain the process of Strategy formulation (15)
- Q.2** Explain the Process and Techniques of Human Resources Planning. (15)
- Q.3** Explain the factors considered for estimating requirement of Working Capital of a manufacturing company. (15)
- Q.4** Write a note on Digital Marketing. (15)
- Q.5** Write Short Notes on (**ANY TWO**) (15)
- a) HRM in Changing environment.
 - b) Scope of International Business.
 - c) Total Quality Management
 - d) Receivables management.

SECTION - II

- Q.6** What do you mean by Balance of Payment? Explain the contents of BOP. (20)
- Q.7** Explain the International Sources of Finance. (20)
- Q.8** How the study of Consumer Behavior assist marketers in segmenting markets and positioning products? Explain with suitable examples. (20)
