

# **GITAM INSTITUTE OF MANAGEMENT**

**GITAM (Deemed to be University)**

**GRCET Descriptive Examination**

**Paper: Management**

**Time: 2 Hours**

**Max. Marks: 80**

## **Section – A (Management)**

Answer any four from the following:

4 X 10 = 40 Marks

1. Define management. Explain 14 principles of general management.
2. Briefly explain functions of management.
3. What is organization structure? Illustrate with the organizational chart.
4. Define motivation. Explain any two motivation theories.
5. What do you mean by financial statements? Illustrate different tools of their analysis.
6. Briefly explain various stages of product life cycle.
7. Explain the phases in consumer decision making process.
8. Briefly discuss types of layout with examples.

## **Section – B (Research Methodology)**

Answer any four from the following:

4 X 10 = 40 Marks

1. What is research design? What are the essential characteristics and types of research design?
2. Distinguish between qualitative and quantitative research methods
3. Explain various sampling techniques.
4. Define hypothesis. Briefly explain types of hypothesis.
5. What are the different types of data used in the research? Explain.
6. Briefly explain various qualitative data collection techniques.
7. What is questionnaire? Briefly explain different types of questionnaire.
8. What is measures of central tendency? Explain different measures of central tendency.

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GITAM (Deemed to be University), Visakhapatnam

## **Syllabus for PhD Entrance Descriptive Examination**

### **Paper: Management**

#### **Unit-I**

Introduction to Management – Management though – functions and principals of management: Planning – Planning premises, type and steps in planning – Decision making and forecasting, steps in decision making – Management by objectives (MBO) and decision tree analysis – organizing structure, type of organizations, Principals of Organizing, Delegations, and Decentralization of authority – line and staff functions – leading-leadership, styles of leadership, Theories of leadership – Blake and Mouton’s Managerial grid- Motivation, process, Maslow’s McGregor and Hertzberg theories of Motivation – Controlling – Importance, Process of Controlling – Techniques of controlling.

#### **Unit –II**

Concepts in HRM; Human Resource planning –objectives, process and techniques-job analysis-job description-selecting human resource-induction, training and development-performance appraisal and evaluation- job evaluations industrial relations and trade unions-labour welfare and social security measures.

#### **Unit -III**

Financial management -Nature and scope of Financial Management-Time Value of Money-Valuation Concepts and Models-Risk and Return-Financial Statement & its Analysis-statement of changes in Financial Position-Cash Flow statement-Ratio Analysis- Financial Planning - cost of capital- Form of Capital Structure: Capital structure- Leverages-Business/Financial Forecasting - sources of Finance-control of capital Issues: Securities and Exchange Board of India- Working capital Management - Management of Earnings-Dividend Policy and Decision, Bonus Issue and Right Issue- Financial markets and Marketing of securities- Underwriting of capital issues- Merchant Banking - Investment Trusts and Mutual Funds- Long term Investment Decision: Capital Budgeting (Including Risk and Decision Tree Analysis)- Cash Flows for investment Analysis: Concepts and Determination- Lease Financing and Hire purchase- short term financing instruments. Mergers, Acquisitions and Restructuring-financial institutions & markets and derivatives instruments.

#### **Unit –IV**

Marketing environment and consumer behavior market segmentation targeting and positioning: product decisions, product mix, product life cycle: New product development: Branding and packing: Pricing methods and strategies – promotion mix channel Management: Making of service: Customer relation management: New issues in Marketing, E-Marketing.

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## **Unit – V**

Role and scope of production management; facility location; layout planning and analysis; production planning and control - production process analysis; demand forecasting for operations: determinants of product mix; production scheduling; work measurement; time and motion study; statistical quality control. Role and scope of operations research.

## **Unit - VI**

**Managerial Economics:** Demand analysis and demand forecasting, Production function cost – output relation, market structure and pricing practices, national income concepts, business cycles Phase effects and controlling measure.

**Entrepreneurship:** Entrepreneurship Concepts, Types, Motivation, Factors, Stages, Barriers, small scale Industries definition, Features steps in setting of a small Unit Problems and financial Institution support.

## **Unit – VII**

**Emerging Technologies in Management:** Industry 4.0, Disruptive Technologies, Technology trends in Business - Big Data Analytics, Cloud Computing, Digital Currency, Cryptocurrency, Blockchain, Internet of Things, Artificial Intelligence, Machine Learning, Robotics, 3D Printing, Drones, Augmented and Virtual Reality.

## **Unit – VIII**

Business, International Business and Global Business – Meaning and Definition, International Business – Nature and Scope, Globalization – Issues, Opportunities and Challenges, International Business – Institutions and Regulations, Indian Politics and the International Business environment