

Adikavi Nannaya University, Rajahmundry
Department of Commerce and Management Studies
Syllabus for Pre-Ph.D. Examination
(Common for All)

Paper I

Sub: Recent Advances in Management Studies and Research Methodology

Unit-I (Recent Advanced in Management Studies)

Increasing remote and flexible working environment – Team building – Employee engagement – 360-degree performance appraisal system – Talent Management – Customer Relationship Management – Retailing – Supply Chain management – Service quality.

Unit-II (Recent Advanced in Management Studies)

Technology driven organization – Increasing corporate social responsibility – Financial services – Factoring – Securitization – Merchant Banking – Financial Inclusion – Microfinance models – Women Empowerment – Fintech.

Unit-III

Meaning and significance of research – Types and approaches to research – research problems – source of research problems – Methods of identifying research problem – Formulating a research problem – Research design – Element of research design. Data collection – Concept of data, primary and secondary data- Methods of collecting data – observation – Interview and questionnaire – Measures of central tendency – Measures of dispersion – Simple correlation and regression analysis.

Unit-IV

Concept of Sampling – Sampling methods – Null Hypothesis – Alternative hypothesis – Procedure for testing of hypothesis – Parametric tests vs non parametric tests – Test of two samples – Test of differences between mean and proportions of small and large samples – Chi square test of independence and goodness of fitness – Analysis of variance.

Unit-V

Research ethics – ethical issues – publication ethics – plagiarism – use of plagiarism software – problems lead to unethical behaviour – predatory publications.

References

1. Mark Saunders, Philip Lewis, Adrian Thornbill, Research Methods for Business Students, Pearson. ND.
2. Churchill, Iacobucci & Israel, Marketing Research: A South Asian Perspective, Cengage, New Delhi.
3. C.R. Kothari, Research Methodology, New Age International.
4. Carver & Nash, Data Analysis with SPSS Cengage, New Delhi.
5. Alan Bryman & Emma Bell, Business Research Methods, Oxford University Press.
6. Donald R. Cooper & Pamela S. Schindler, Business Research Methods 8th Edition, Tata McGraw Hill.
7. K.V.S. Sarma, Statistics made simple, do it yourself on PC, Prentice Hall.
8. V P Michael, Research Methodology in Management, Himalaya, Mumbai.

Adikavi Nannaya University, Rajahmundry
Department of Commerce and Management Studies
Syllabus for Pre-Ph.D. Examination

Paper I

Sub: Recent Advances in Management Studies and Research Methodology

Model Question paper

Max Marks:100

Time :3Hrs

(Attempt all questions, each question carries 20 marks.)

1) A. What is talent management? Explain its importance in the organization.

Or

B. Define customer relationship management? Explain the function of CRM.

2) A. Explain the concept of financial inclusion in detail.

Or

B. Write a detailed note on factoring.

3) A. What are the various types of research? Explain.

Or

B. Distinguish between correlation and regression.

4) A. What is sampling? Explain different sampling methods.

Or

B. Write a note on chi square test for goodness of fit.

5) A. What are research ethics? Explain the issues involved in research ethics.

Or

B. Discuss the concept of plagiarism in detail.

Adikavi Nannaya University, Rajahmundry
Department of Commerce and Management Studies
Syllabus for pre-Ph.D. Examination

Paper I

Sub: Recent Advances in Management Studies and Research Methodology
Common for All

UNIT-I (Recent Advances in Management Studies)

Increasing remote and flexible working environment – Team building – Employee engagement – 360 degree performance appraisal system – Talent Management – Customer Relationship Management – Retailing – supply chain management – service quality

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UNIT-IV

Concept of Sampling – Sampling methods – Null Hypothesis-Alternative hypothesis-procedure for testing of hypothesis-parametric tests vs non parametric tests-Test of two samples – Test of differences between mean and proportions of small and large samples – Chi square test of independence and goodness of fitness – Analysis of variance.

UNIT-V

Research ethics- ethical issues-publication ethics-plagiarism-use of plagiarism software-problems lead to unethical behaviour-predatory publications.

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2. Churchill, Iacobucci & Israel, Marketing Research: A South Asian Perspective, Cengage, New Delhi
3. C.R. Kothari, Research Methodology, New Age International.
4. Carver & Nash, Data Analysis with SPSS, Cengage, New Delhi
5. Alan Bryman & Emma Bell, Business Research Methods, Oxford University Press.
6. Donald R. Cooper & Pamela S. Schindler, Business Research Methods 8th Edition, Tata McGraw Hill
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5) A. What are research ethics? Explain the issues involved in research ethics.

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Adikavi Nannaya University, Rajamahendravaram
Department of Commerce & Management
Syllabus for Pre-Ph.D Examination
(V.M.R.Ramakanth, Full-time Ph.D Scholar, APRCET – 2018)

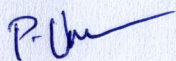
UNIT – 1: Introduction of Digital Marketing on Consumer Behavior, Definition of Digitalization of Consumers, Consumer Motivation and Consumer Attitudes.

UNIT -2: Importance of Digital Marketing, Effective Factors of Technology and Digital Consumers, Factors that influence the Evolution of Digital Marketing.

UNIT-3: Digital Marketing -Consumer Segmentation and Marketing Positioning. Advantages and Disadvantages of Digital Marketing.

UNIT-4: Technology Influence on Consumer Behavior on Digital Marketing, Consumer Decisions and Decision-Making Process, Marketing Communications.

UNIT-5: Consumer Needs for Digital Marketing and Consumer Benefits of Digital Marketing, Difference Between Traditional Marketing and Digital Marketing.



Co-Guide:

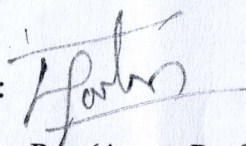
Dr. P.Uma Maheswari Devi

Dept. of Commerce & Management Studies,

Adikavi Nannaya University,

Rajamahendravaram

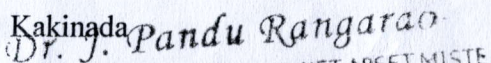
Research Guide:

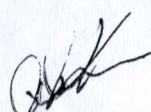


Dr. J.Pandu RangaRao (Assoc. Prof)

Department of Commerce,

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Kakinada

M.Com, M.B.A, M.Phil, Ph. D, NET, APSET, MISTE
LECTURER IN COMMERCE
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Adikavi Nannayya University, Rajamahendravarm

Department of Commerce and Management Studies

Syllabus for Pre-Ph.D Examination - Paper II

Research Topic: *An explorative study on the impact of T.V Advertising on children's Behaviour in Vijayawada region*

Name of the Research Scholar : Gubbala Visali
Hall Ticket No Register No : ...19201013

Subject: Advertising, Branding and Packaging

Unit 1: BRANDING AND PACKAGING DECISIONS

- Introduction - Brand Name and Trademark, Branding Decisions - Advantages & Disadvantages of Branding - Selecting a Brand Name - Functions of Packing - Legal Decisions of Packing.

Unit 2: ADVERTISING MEDIA

- Determination of Advertising media - Brand Name and Trademark, Branding Decisions - Television Advertising - Emerging Media Options - Display or Indoor Publicity

UNIT 3: ECONOMIC AND SOCIAL ASPECTS OF ADVERTISING

- Effects of Advertising on Production Cost - Effect of Advertising on Distribution Costs - Effects of Advertising on Consumer Prices - Advertising and Monopoly - Wastes in Advertising - Social Aspects in Advertising - Ethics in Advertising.

UNIT 4: REGULATION AND CONTROL ON ADVERTISING

- Advertising Standards Council of India (ASCI) - Doordarshan Code - Ministry of Information and Broadcasting.

UNIT 5: CREATIVITY IN ADVERTISING

- Consumer Psychology - Buying Motives - Selling Points - Visualisation - Copy - Headlines - Slogan - Logo

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Adikavi Nannayya University, Rajamahendravarm

Department of Commerce and Management Studies

Model Question Paper for Pre-Ph.D Examination - Paper II

Research Topic: *An explorative study on the impact of T.V advertising on children's behaviour in Vijayawada Region*

Name of the Research Scholar : Gubbala Visali

Hall-Ticket No Register No : ...19201013

Duration: 3 hrs

marks: 100

Subject: Advertising, Branding and Packaging

1. a. Elucidate the advantages and disadvantages of Branding.
(or)
b. Describe the functions of Packaging and Legal Dimension of Packaging.
2. a. Television publicity has become a must of the modern Advertising -
Comment.
(or)
b. What is Advertising media? Explain the determinants of advertising media?
3. a. Critically examine - "Adverting creates Monopoly"
(or)
b. What are ethics in Advertising?
4. a. What is Advertising Standards Council of India (ASCI) and explain the codes of ASCI?
(or)
b. Explain the organisation and functions of Ministry of Information and Broadcasting.
5. a. Describe the Buying and Selling motives in Advertising?
(or)
b. Elaborate the term Consumer Psychology. Explain the main factors influencing Consumer Psychology.



Adikavi Nannaya University, Rajahmundry
Department of Commerce and Management Studies
Syllabus for Pre-Ph.D. Examination

Paper II

Sub: A STUDY ON FINANCIAL PERFORMANCE OF PUBLIC AND PRIVATE COMMERCIAL BANKS IN ANDHRA PRADESH

Syllabus

(Research Scholar: Puja Murali)

(Hall Ticket No:19201014)

UNIT I: INTRODUCTION :

Meaning, Definition of Bank - types of banking system - Unit banking system-Branch banking system-advantages and limitations. Differences between Unit and Branch banking systems.

UNIT II : EVALUATION OF BANKING IN INDIA:

Structure of Indian Banking System- Reserve Bank of India (RBI) and Its functions- Role of bank in Economic development –Nationalisation of Banks-Reasons and impact -Banking sector reforms in India.

UNIT III: INDIAN COMMERCIAL BANKS:

Meaning and definition Commercial Banks –Types of commercial banks Public, Private , retail and foreign commercial banks- functions of Indian Commercial Banks-Payment banks – differences between commercial banks and payment banks

UNIT IV: BANKING LOANS AND ADVANCES:

Difference types of Deposits , Loans & Advances and their features-Loan Pricing-The basic model-Pricing of fixed and floating rate loans-cost benefit loan pricing. NPAs: Concept of gross and net NPAs-causes ,implications & Recovery of NPAs

UNIT V: REGULATIONS AND INNOVATIONS IN INDIAN BANKING SYSTEM:

Regulation of Bank Capital: The need to regulate bank capital-Concept of Economic Model and Regulatory Capital-Basel Accord I,II and III .Banking Innovations: Retail banking products and services-National Electronic Fund Transfer (NEFT) ,ATM, Mobile banking, Net Banking; Payment and settlement system in banks-Clearing and Gateways.

References:

- 1.Introduction to Banking ,Vijayaragavan Iyengar, Excell Books
- 2.Bank Management and Financial services, Peter.s.& Rose and Sylvia C.Hudgins Tata Mec graw Hills
- 3.Management of Banking& Financial Services,Padmalatha Suresh & Justin Paul,Pearson 2nd Edition.

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Adikavi Nannaya University, Rajahmundry
Department of Commerce and Management Studies
Syllabus for Pre-Ph.D. Examination

Paper II

Sub: A STUDY ON FINANCIAL PERFORMANCE OF PUBLIC AND PRIVATE COMMERCIAL BANKS IN ANDHRA PRADESH

Model Question Paper

(Research Scholar: Puja Murali)

(Hall Ticket No:19201014)

Max Marks:100

Time: 3 hrs.

Attempt either a or b questions, each question carries 20 marks.

1) a. What is the Branch Banking system ? Explain advantages and limitations of branch banking system

Or

b. What is the Unit Banking system and Branch Banking system ? Write the differences between these banking systems.

2) a. Write about the functions of the Reserve Bank of India.

Or

b. Explain the reasons and Impact of Nationalisation of Banks in India.

3) a. What is a Commercial bank? Explain about various types of Commercial banks in India.

Or

b. Explain the various functions of Commercial banks.

4) a. Write about different types of deposits and loans in Indian commercial banks.

Or

b. What is NPA? Analyse the reasons and implications and recovery of NPA

5) a. Write about implementation of Indian banking regulations.

Or

b. Explain about the recent innovations in banking customer services.

Handwritten signature and initials in blue ink.

**ADIKAVI NANNAYA UNIVERSITY, RAJAMAHENDRAVARAM
DEPARTMENT OF COMMERCE & MANAGEMENT
SYLLABUS FOR PRE PH.D. EXAMINATION**

(K.ANNAVARAM, PART TIME Ph.D.Scholar, Admn No.19201015)

PAPER – II: BANKING AND DIGITAL PAYMENT SYSTEM.

PAPER - II

UNIT – I : Indian Financial System – Introduction –Objectives and functions – Structure– Financial Institutions- Structure and functions- Financial Markets – Features – Functions – Financial Instruments - Types of Finance Instruments – – Financial Regulatory bodies.

UNIT – II : Financial Institutions – Functions and structure- Types Banks – Commercial banks types and Functions – credit rating agencies – micro finance – RBI Functions.

UNIT – III : Banking System – Structure of Indian Banking system – Non Banking Financial Institutions – Innovations in banking system - Financial Services

UNIT I - V: Technology in Banking System –Various types of technological changes in banking system- Payment Gateways- Digital Payment Platforms

UNIT - V: Electronic and Digital Payment System – Different types of Digital payment methods in India- Customer behaviour in using digital payments – Government Employees role in using of Digital banking platforms.

Reference Books:

- Banking Theory and Practice” by K C Shekhar and Lekshmy Shekhar. ...
- “ Modern Banking: Theory and Practice” by Muraleedharan D. ...
- “ Banking Theory and Practice” by Katait Sanjay. ...
- “ Banking: Theory, Law And Practice” by Gordon & Tarajan
- Digital Payments in India: Background, Trends and Opportunities Hardcover – 1 November 2019- by Jaspal Singh
- Elelctronic Pymtent Systems- Laws and Emerging Technologies- Edwars .A.Morse

Research Co-Guide:
Prof.S.Teki
Dept.of Commerce&Management Studies
AKNU
Rajamahendravaram.

prof. S. Teki

Research Guide: *N. Narasreddy*
Dr.B.P.NARASAREDDY
Lecturer in Commerce
Dept. Of Commerce&Mgt Studies
Government College,
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14/10/22

Jr. B.P. NARASA REDDY
Lecturer in Commerce
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ADIKAVI NANNAYA UNIVERSITY, RAJAMAHENDRAVARAM
DEPARTMENT OF COMMERCE & MANAGEMENT
SYLLABUS FOR PRE PH.D. EXAMINATION
MODEL QUESTION PAPER
(K.ANNAVARAM, PART TIME Ph.D.Scholar, Admn No.19201015)

PAPER – II: BANKING AND DIGITAL PAYMENT SYSTEM

MODEL QUESTION PAPER


Max Marks; 100

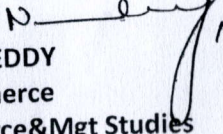
Time 3hrs

Attempt any five questions, each question carries 20 marks.

5 X 20: 100 M

- 1) a) Define the Financial System and explain about the Structure and Functions of Financial system in India?
(or)
b) Explain about the different types of financial Markets.
- 2) a) Explain the structure and functions Financial Institutions.
(or)
b) Discuss about various functions of Reserve Bank of India.
- 3) a) Explain the structure of Indian Banking system
(or)
b) Discuss the objectives and structure of Financial Services in India.
- 4) a) What is the role of Technology in Banking System? Discuss.
(or)
b) Briefly explain the various Digital Payment Platforms available in Indian banking.
- 5) a) Discuss the Customer behaviour in using digital payments
(or)
b) What are the types of Digital Payment methods in India?


Research Co-Guide:
Prof.S.Teki
Dept.of Commerce&Management Studies
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Research Guide: 
Dr.B.P.NARASAREDDY
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Dr. B.P. NARASA REDDY
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ADIKAVI NANAYYA UNIVERSITY RAJAMAHENDRAVARAM
DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES
SYLLABUS FOR PRE-PH.D EXAMINATION PAPER-II
MODEL QUESTION PAPER

SUB: EQUITY VALUATION METHODS IN INDIAN FINANCIAL SYSTEM

RESEARCH SCHOLAR: MEKALA SIVA PRASAD
(HALL TICKET NO: 19201016)

- Unit-I Indian Financial System: Financial Institutions – Objectives – Functions and Structure of Finance – Financial Markets – Financial Instruments – Financial Services
- Unit-II Financial Regulatory Bodies (FRB) : RBI – SEBI, IRDI etc., - Financial Markets – Structure – Types – Objectives.
- Unit-III Methods of Stock Valuation: Absolute method – Relative method – Common Stock valuation methods.
- Unit-IV STOCK MARKET: Stock Exchange, NSE, BSE, Meaning – Functions and Instruments.
- Unit-V SEBI Regulation: Functions of SEBI – Guidelines of Securities Exchange Board of India (April 12 1988) and its role in Share markets.

Research Co-Guide:

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 AKNU
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Prof S.Teki

Research Guide:

N. B.P. Narasa Reddy
 Dr. B.P.Narasa Reddy, 10/22
 Lecturer in Commerce
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 Govt. Arts College (A)
 Rajamahendravaram

Jr. B.P. NARASA REDDY
 Lecturer in Commerce
 Govt. College (A)
 RAJAMAHENDRAVARAM, E.G.DI.

ADIKAVI NANAYYA UNIVERSITY RAJAMAHENDRAVARAM
DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES AKNU
Model Question Paper for Pre Ph.D., Examination Paper-II

SUB: EQUITY VALUATION METHODS IN INDIAN FINANCIAL SYSTEM

RESEARCH SCHOLAR: MEKALA SIVA PRASAD
(HALL TICKET NO: 19201016)

Max Marks : 100

Time : 3hrs

Attempt any 5 Questions, any one out of two questions from each set & each question carries 20 marks:

1. a) Explain functions of financial institutions?
Or
b) What is the structure of financial institutions in India?
2. a) Explain about Financial Regulatory Bodies (FRB)?
Or
b) Role of Financial Markets. Explain.
3. a) Describe Methods of Stock Valuation?
Or
b) Define common Stock Valuation Methods?
4. a) What is the role of Stock Exchange?
Or
b) Role of NSE and BSE in India?
5. a) Functions of Securities Exchange Board of India?
Or
b) SEBI Guidelines for Stock Exchange in India?

Research Co-Guide:

Prof S.Teki
Dept. of Commerce and Management Studies
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Research Guide:

N. B.P. Narasa Reddy. 14/10/22
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ADIKAVI NANNAYYA UNIVERSITY RAJAMAHENDRAVARAM

Department of Commerce and Management Studies

Syllabus for Pre-Ph D. Examination Paper II

Sub: Forensic accounting

Research Scholar: CA SUDHAKARA REDDY SAREDDY

Hall Ticket No:

Unit 1:

Introduction to Forensic Accounting - Meaning - Scope and Need of Forensic accounting – Different Fraud Vulnerabilities - Types of Frauds – Red Flags Detection

Unit 2:

Forensic Accounting Process - Introduction to the issue – Developing the plan – Finding the fraud – Obtain Evidence – Perform Analysis – Reporting

Unit 3:

Forensic Audit Techniques - Introduction to Audit Techniques – Different Forensic audit techniques – Computer Assisted Audit techniques (CAAT) – Generalised Audit Software (GAS) – Data Mining tools

Unit 4:

Use of Excel application of MS Office for Forensic Audit - Excel as an audit tool – Using various formulae of Excel in data Analysis – Digital Forensics and its types – Forensic report writing

Unit 5:

Various Applicable laws in India – Civil Procedure Code 1908 – Indian Contract Act, 1872 – Indian Evidence act, 1872 – The prevention of Money laundering act, 2002 and other miscellaneous acts – Applicable laws outside India

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ADIKAVI NANNAYYA UNIVERSITY RAJAMAHENDRAVARAM

Department of Commerce and Management Studies

Model Question Paper for Pre-Ph D. Examination Paper II

Sub: Forensic accounting

Research Scholar: CA SUDHAKARA REDDY SAREDDY

Hall Ticket No:

Max Marks: 100

Time: 3 Hrs

Attempt any five questions, any one out of two questions from each set & each question carries 20 marks.

1. a) Define Forensic accounting and explain various Fraud vulnerabilities with examples.

Or

b) Explain different types of frauds and how red flags detection can be done.

2. a) Explain the process of Forensic accounting in detail.

Or

b) Explain about role of data mining tools helps in forensic accounting.

3. a) Explain about General Audit Technique in Forensic audit and Statistical and Mathematical Techniques in Forensic.

Or

b) Explain about Digital electronic techniques and Computer aided/Assisted audit techniques in Forensic Audit.

4. a) Explain how excel can be an application for analysing data in a fraud examination and what are the various tools used in such analysis.

Or

b) What are digital forensics and different types of digital forensics.

5. a) Explain the guidelines for forensic report writing.

Or

b) explain the various statutory provisions under Indian laws for financial frauds?

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Adikavi Nannayya University
Rajamahendravaram
Department of Commerce and Management studies
Pre-Ph.D Examination

Syllabus for Paper -II

Name of the research Scholar: Polamuri Sunitha

Hall ticket NO: 19201018

Research Topic: Skill Development & Youth Employability

SYLLABUS :

- I.** Definition & meaning of skill development programmes – Origin of skill development programmes in India – Role of Government in promoting skill development programmes.
- II.** Review of books, journals and thesis on skill development programmes – Research methodology in data collection, analyzing the samples and drawing conclusions, findings & suggestions.
- III.** Study of skill development programmes in India and their contribution in employment generation and growth of economy.
- IV.** Study of skill development programmes focusing on Hyderabad District – Selection of one unit each from Public Sector and Private Sector.
- V.** Chosing random samples in each unit for the purpose of analyzing skill development programmes and their contribution towards growth of employment.



Adikavi Nannayya University
Rajahendravaram
Department of Commerce and Management studies
Pre-Ph.D Examination
Model Question Paper -II

Name of the research Scholar: Polamuri Sunitha
Hall ticket NO: 19201018
Research Topic: Skill Development & Youth Employability

MODEL QUESTION PAPER

1. A) Explain and elaborate meaning of skill development programmes? What are the various programmes and their progress?

(or)

- B) Elaborate the origin, growth and development of skill development programmes in India?

2. A) Explain how skill development programmes generate employment?

(or)

- B) Can the skill development programmes eradicate the unemployment problem in India?

3. A) Can the skill development programmes help in educating and training youth?

(or)

- B) What is the role of Ministry of Micro, Small and Medium Enterprises in promoting skill development programmes?

4. A) Explain the role of Government in giving permissions for establishment of skill development Institutes in India and what are the various incentives in promoting these institutes?

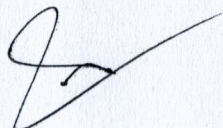
(or)

- B) How far National Institute for Entrepreneurship and Small Business Development is successful in promoting skill development programmes and establishment of start up companies?

5. A) Explain the role of various government agencies and training institutions in the development of skill development programmes and generation of employment for youth?

(or)

- B) Evaluate the success of skill development programmes by various institutes in India since independence?



ADIKAVI NANNAYYA UNIVERSITY RAJAMAHENDRAVARAM
Department of Commerce and Management Studies
Syllabus for Pre-Ph.D. Examination
Paper II

Sub: A comparative analysis of performance of Public and private Life insurance companies (Industry) with special reference to Eluru district.

(Research Scholar :R.Jagadeeswari)

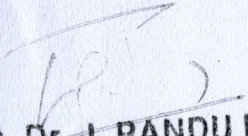
Unit I: Insurance-Concept-Meaning-Types of Insurance-Importance of Life Insurance-Need for Life Insurance-Advantages of Life Insurance-Life Insurance contract.

Unit II: Principles of Insurance- Traditional life insurance plans- Unit linked Insurance Plans- Merits and Demerits-Premiums-bonus- Suitable for the various levels of income earning people

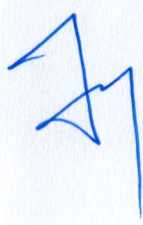
Unit III: Life insurance industry in India-growth and Development-Public sector – Private sector life insurance companies- performance of public and private sector Life insurance companies.

Unit IV: Various types of Life Insurance and health insurance plans their benefits- Sales promotion methods- Finding prospective customers- Counselling and helping customers in filing- extending post Insurance service to customers

Unit V: Regulatory mechanism - IRDA Act- IRDA-Objectives-Functions-Role of IRDA in Indian Life Insurance sector.


Lt. Dr. J. PANDU RANGA RAO
M.Com., M.B.A., M.Phil, Ph.D.,
*Lecturer in Commerce
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prof. S. Rao



ADIKAVI NANNAYYA UNIVERSITY RAJAMAHENDRAVARAM
Department of Commerce and Management Studies
Pre-Ph.D. Examination
Paper II

Sub: A comparative analysis of performance of Public and private Life insurance companies (Industry) with special reference to Eluru district.

Model Question Paper
(Research Scholar :R. Jagadeeswari)

Time: 3 hrs

Max.marks:100

Answer the following. Each question carries 20 marks

1. a) What is Insurance? Discuss its importance

OR

b) Define Life insurance and explain its advantages and limitations

2. a) What is Life insurance contract? Discuss various principles of insurance contract

OR

b) Differentiate traditional life policies and modern life policies.

3.a) Write in brief history of life insurance sector in India?

OR

b) Critically examine the performance of public and private sector Life insurance companies.

4. a) Explain the procedure of counselling and helping customers in filing.

OR

b) Discuss different sales promotion methods of Life insurance plans

5. a) IRDA Act 2000.

OR

b) Describe the objectives and functions of Insurance Regulatory and Development Authority

LI. DR. J. PANDU RANGA RAO
M.Com., M.B.A., M.Phil, Ph.D.,
Lecturer in Commerce
P.R. Govt. College (A) Kakinada-1,

9

ADIKAVI NANNAYYA UNIVERSITY RAJAMAHENDRAVARAM
Department of Commerce and Management Studies
Syllabus for Pre-Ph.D. Examination
Paper II

Sub: Role of Urban Cooperative Banks in Financial Inclusion
Model Question Paper

(Research Scholar: Shaik Darga Madina)

R.Ot (Hall Ticket No: 9057954010) **Adm NO - 192 01020**

Unit I

Introduction- Meaning, Concept and Objectives of Cooperative Banks- History and Development of Cooperative Banks in India.

Unit II

Cooperative Banks- Introduction-Types of Cooperative Banks- Merits and Demerits of Cooperative Banks

Unit III

Urban Cooperative Banks- Establishments and Administration- Andhra Pradesh Cooperative Society Acts 1964- Rules and Provisions-Role of RBI in Urban Cooperative Banks.

Unit IV

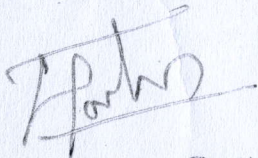
Bank and Customer relations in Urban Cooperative Banks- Services to Customer-Types of Services- Types of Deposits-Types of Loans- KYC Norms-New Trends in Urban Cooperative Banks- New Challenges to Urban Cooperative Banks.

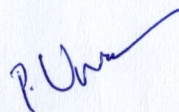
Unit V

Financial Inclusion-Meaning-Objectives- Role of Urban Cooperative Banks in Financial Inclusion.

Reference Books:

1. **Das Rani**- The Andhra Pradesh co operative societies act
2. **Deshmuk Prasanna G**- Working Of Co Operative Banks In India
3. **Gadkari S**- The Banking Regulation Act 1949,As Applicable To Co Operative Societies
4. **Nakkiran S**- Urban Co Operative Banks In India
5. **Dr.Shinde** -Financial Inclusion In India


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ADIKAVI NANNAYYA UNIVERSITY RAJAMAHENDRAVARAM

Department of Commerce and Management Studies

Syllabus for Pre-Ph.D. Examination

Paper II

Sub: **Role of Urban Cooperative Banks in Financial Inclusion**

Model Question Paper

(Research Scholar: Shaik Darga Madina)

(Hall Ticket No: 9057954010)

Max Marks: 100

Adm. No - 19201020

Time: 3 Hours

- 1) A. Define the Meaning, Concept and Objectives of Cooperative Banks?
Or
B. Explain the History and Development of Cooperative Banks in India?
- 2). A. Explain the Types in Cooperative Banks in India ?
Or
B. Discuss the Merits and Demerits of Cooperative Banks?
- 3). A. How to establish Urban Cooperative Banks and what are the rules and regulations?
Or
B. Explain the important rules and regulations in Andhra Pradesh co operative Societies Act 1964 ?
- 4). A. Explain types of services provided by urban co operative banks
Or
B. What is KYC and Explain KYC norms in urban co operative banks ?
- 5). A. Define the financial inclusion and Write objectives of Financial Inclusion?
Or
B. Role of urban cooperative banks in financial inclusion ?

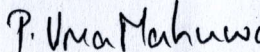

Research Guide

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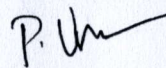

Research Co Guide

Dr P.Uma Maheswari Devi,

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Rajamahendravaram.



ADIKAVI NANNAYYA UNIVERSITY RAJAMAHENDRAVARAM

Department of Commerce and Management Studies

Syllabus for Pre-Ph.D. Examination Paper II

Sub: Role of Electric Vehicles Industry in Revival of the Indian Economy

Model Question Paper

(Research Scholar : **VIJAYA PRAKASH JAKKALA**)

(Hall Ticket No: 19201021)

Unit I

Introduction – Meaning & Definition of Internal Combustion Engine (ICE) – Categories of Automobiles
- Merits and Demerits & limitations of ICE.

Unit II

Introduction - Meaning, Concept and Objectives of Electronic Vehicles – History and Development of
Electronic Vehicles in India – Types of Electronic Vehicles - Reasons for shifting from ICE to EV's.

Unit III

Electronic Vehicles – Benefits of EV's – New Challenges & Opportunities – Trends and development
in EV markets – The Future of EV's – Environmental Impact Hybrid and Electric vehicles - Delhi
Electric Vehicles Policy, 2020.

Unit IV

EV Industrial Revolution in India – Current state, Govt. Policies & future outlook - 5 recommendations
to accelerate the uptake of EVs worldwide - National Electric Mobility Mission Plan 2020 (NEMMP)

Unit V

Indian Economy of EV's – India's Electric Vehicle Transition key findings and suggestions – Import
and Export of EV's.

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ADIKAVI NANNAYA UNIVERSITY RAJAMAHENDRAVARAM

Department of Commerce and Management Studies

Model Question Paper for Pre-Ph.D. Examination Paper II

Sub: Role of Electric Vehicles Industry in Revival of the Indian Economy

Research Scholar: **VIJAYA PRAKASH JAKKALA**

Hall Ticket No: 19201021

Max Marks: 100

Time: 3 Hrs

Attempt any five questions, any one out of two questions from each set & each question carries 20 marks

1 a) Define Internal Combustion Engine (ICE)? Explain the role of ICE's?

Or

b) Explain the Merits, Demerits & Limitations of ICE's ?

2 a) Meaning of EV's and explain the History and development of EV's in India?

Or

b) Types of Electronic vehicles and Reasons for shifting from ICE 's to EV's?

3 a) What are the new challenges and Opportunities faced by the Electronic Vehicles?

Or

b) Write about Delhi Electric Vehicles policy – 2020 & the future of EV's?

4 a) what is National Electric Mobility Mission Plan – 2020 (NEMMP)?

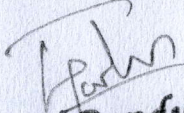
Or

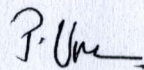
b) EV Industrial revolution in India - current state, Govt.Policies & 5 recommendations to accelerate the uptake of EV world wide?

5 a) what are the findings and suggestions on India EV's Transition ?

Or

b) Revival of the Indian economy in the world of EV's ?


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ADIKAVI NANNAYYA UNIVERSITY RAJAMAHENDRAVARAM

Department of Commerce and Management Studies

Syllabus for Pre-Ph.D. Examination Paper II

Sub: Role of Electric Vehicles Industry in Revival of the Indian Economy

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(Research Scholar : VIJAYA PRAKASH JAKKALA)

(Hall Ticket No: 19201021)

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Unit III

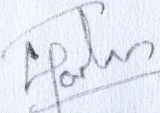
Electronic Vehicles – Benefits of EV's – New Challenges & Opportunities – Trends and development
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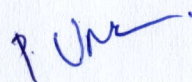
Unit IV

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AdikaviNannaya University, Rajamahendravaram
Department of Commerce & Management
Pre-Ph.D Examination – Paper II
Subject: Digital Marketing
(V.M.R.Ramakanth, Admn. No:18101009)

Max Marks:100

Time: 3 hrs.

N.B. Attempt any five questions, each question carries 20 marks.

1 A)What is meant by Digitalization of Consumers? How is it related to consumer bahaviour?

OR

1 B) Explain the factors influencing Consumer motivation and attitudes in Digital Marketing.

2 A)Summarize the importance of Digital Marketing in Pre and post COVID era.

OR

2 B) Explain the evolution of Digital Marketing. Which factors influence Digital Marketing?

3 A) What is Consumer Segmentation? How it is different from marketing positioning.

OR

3 B) State the pros and cons of Digital Marketing.

4 A) Explain the impact of technology on Consumer Behavior in Digital Marketing.

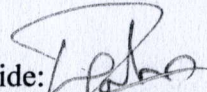
OR

4 B) Explain the decision making process of consumers in modern days.

5 A) Write benefits of digital marketing? How it fulfills the needs of consumers.

OR

5 B) State the differences between traditional and digital marketing.

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P.V.

[Signature]

Pre- Ph.D Syllabus

ADIKAVI NANNAYA UNIVERSITY: RAJAHMUNDRY
DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES

Pre-Ph.D. Course work syllabus

Paper-II: (Mr.T.V.S.N.Murthy,)

Supply Chain Management & Services Marketing

UNIT-1

Supply chain Management: Introduction to supply chain management, Definition, importance, Significance, Strategic Supply chain management Roles and Responsibilities.

UNIT-2

Global Supply chain Management: Meaning, Issues and Challenges in Global supply chain management, Bench marking, Focus areas in supply chain management.

UNIT-3

Strategic Supply Chain management: Definition, Importance, Role of strategic planning, Supply chain performance. Measurements, Balance score card, supply chain designing and implementation.

UNIT-4

Introduction to Service marketing: Definition, importance and characteristics of services, Differences in Goods versus Service, Growth of service sector, Services in Indian economy, Service Strategy.

UNIT-5

Consumer Behavior in Services: Definition, Significance, Process of Market segmentation, Service targeting and positioning, New service Development

Reference Books:

1. Sunil Chopra, Peter Meindl, Supply Chain Management ,Pearson Education, India i
2. Sinha, A. and Kotzab, H., Supply Chain Management: A Managerial Approach, Tata McGraw-Hill Education, 2011.
3. Sople, V.V., Supply Chain Management: Text and Cases, Pearson, 2011
4. K.Ramana Mohan rao: Service marketing, Pearson education. New Delhi
5. Bhattacharya: Service marketing, Excel publications

P. Murthy

Murthy

ADIKAVI NANNAYA UNIVERSITY: RAJAHMUNDRY
DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES

Pre-PhD Model Question paper

Paper-II: ((Mr.T.V.S.N.Murthy)

SUPPLY CHAIN MANAGEMENT & SERVICES MARKETING

Max. Marks 100

Time 3 Hrs

N.B. Attempt any five questions, each question carries 20 Marks

Unit 1

Q1a) Define supply chain management, explain briefly roles and responsibilities.

Or

Q1b) Discuss significance of supply chain management

Unit 2

Q2a) Define Benchmarking, Explain its significance in supply chain management?

Or

Q2b) what are the challenges in global supply chain management?

Unit 3

Q3a) what is strategic supply chain management? Explain role of strategic planning?

Or

Q3b) Define Balance score card? Explain supply chain performance?

Unit 4

Q4a) Define Service marketing? Explain characteristics of service marketing?

Or

Q4b) Define Service strategy? Explain services in Indian economy?

Unit 5

Q5a) Define consumer behaviour in service? Explain its significance?

Or

Q5b) Define market segmentation? Explain its process?

Murthy

P.V. Uma

Adikavi Nannaya University, Rajahmundry
Department of Commerce and Management Studies
Syllabus for Pre-Ph.D. Examination
(Common for All)

Paper I

Sub: Recent Advances in Management Studies and Research Methodology
(Student Name: K. C. Bhanu)

Unit-I (Recent Advanced in Management Studies)

Increasing remote and flexible working environment – Team building – Employee engagement – 360-degree performance appraisal system – Talent Management – Customer Relationship Management – Retailing – Supply Chain management – Service quality.

Unit-II (Recent Advanced in Management Studies)

Technology driven organization – Increasing corporate social responsibility – Financial services – Factoring – Securitization – Merchant Banking – Financial Inclusion – Microfinance models – Women Empowerment – Fintech.

Unit-III

Meaning and significance of research – Types and approaches to research – research problems – source of research problems – Methods of identifying research problem – Formulating a research problem – Research design – Element of research design. Data collection – Concept of data, primary and secondary data- Methods of collecting data – observation – Interview and questionnaire – Measures of central tendency – Measures of dispersion – Simple correlation and regression analysis.

Unit-IV

Concept of Sampling – Sampling methods – Null Hypothesis – Alternative hypothesis – Procedure for testing of hypothesis – Parametric tests vs non parametric tests – Test of two samples – Test of differences between mean and proportions of small and large samples – Chi square test of independence and goodness of fitness – Analysis of variance.

Unit-V

Research ethics – ethical issues – publication ethics – plagiarism – use of plagiarism software – problems lead to unethical behaviour – predatory publications.

R. Uma

References

1. Mark Saunders, Philip Lewis, Adrian Thornbill, Research Methods for Business Students, Pearson. ND.
2. Churchill, Iacobucci & Israel, Marketing Research: A South Asian Perspective, Cengage, New Delhi.
3. C.R. Kothari, Research Methodology, New Age International.
4. Carver & Nash, Data Analysis with SPSS Cengage, New Delhi.
5. Alan Bryman & Emma Bell, Business Research Methods, Oxford University Press.
6. Donald R. Cooper & Pamela S. Schindler, Business Research Methods 8th Edition, Tata McGraw Hill.
7. K.V.S. Sarma, Statistics made simple, do it yourself on PC, Prentice Hall.
8. V P Michael, Research Methodology in Management, Himalaya, Mumbai.

RUM

Adikavi Nannaya University, Rajahmundry
Department of Commerce and Management Studies

Syllabus for Pre-Ph.D. Examination

Paper II

Sub: Marketing and Data Science techniques

(Student Name : K.C. Bhanu)

Unit-I (Marketing Concepts and Applications)

Introduction to Marketing & Core Concepts ,Marketing of Services ,Importance of Marketing in Service Sector. Market Planning & Environment ,Elements of Marketing mix, Analysing needs & Trends in Environment –Macro, Economic, Political, Technical& Social .

Unit-II (Understanding the Consumer)

Determinants of Consumer Behaviour Factors Influencing consumer behaviour, Market Segmentation, Meaning & Concept ,Basis of Segmentation ,Selection of Segments ,Market Segmentation Strategies, Target Marketing ,Product Positioning

Unit –III (Digital Marketing)

Introduction of Digital Marketing, Definition of digitalization of consumers ,Consumer motivation and Consumer Attitudes .Importance of Digital marketing ,Effective Factors of Technology and Digital Consumers ,Factors that are the Evolution of Digital marketing, Digital marketing Consumer segmentation and Marketing positioning Advantages and disadvantage of Digital Marketing .

Unit-IV (Data science)

Meaning and need for Data Science; Data collection and cleaning; Data Manipulation; Main phases of the Data Science Life Cycle; Visualizing Data; Advanced Visualizations; Data Warehousing; Data Mining; Exploratory Data Analysis; Methods of collection of Statistical Data; Census and Sample Surveys; Random and Non Random Sampling Techniques.

Unit-V (Machine Learning techniques)

Statistical Model Building; Curve Fitting; Least Squares Method; Simple and Multiple Linear Regression Analysis; Selection of variables; Logistic Regression; Internal Estimation; Neural Networks; Scatter Plots; Random Forests; Decision Trees;

P. Uma

References:-

1. Hartley, S. W., Kerin, R. A. (2021), Marketing, 15th Edition, United States: McGrawHill Education.
2. Harris, L. C., He, H., Armstrong, G., Piercy, N., Kotler, P. T. (2019), Principles of Marketing, 8th Edition, United Kingdom: Pearson Education.
3. Martin, J., Blythe, J. (2019), Essentials of Marketing, 7th Edition, United Kingdom: Pearson.
4. T Hastie, R Tibshirani and J Friedman(2009), "The Elements of Statistical Learning Data Mining, Inference, and Prediction", Second Edition, Springer
5. C. M. Bishop(2010), "Pattern Recognition and Machine Learning, Springer".
6. Mehryar Mohri, Afshin Rostamizadeh, Ameet Talwalkar (2012) "Foundations of Machine Learning", MIT Press

F. U. No.

Adikavi Nannaya University, Rajahmundry
Department of Commerce and Management Studies
Syllabus for Pre-Ph.D. Examination

Paper II

Sub: Marketing and Data Science techniques

Model Question paper

Name: K.C.BHANU

Max Marks:100

Time :3Hrs

(Attempt all questions, each question carries 20 marks.)

1. Define Services marketing?. Explain the importance and characteristics of services?

Or

Discuss the growth of Service sector?

2. Explain about consumer behaviour and buying decision process?

Or

Discuss the marketing segmentation and targeting? Explain various marketing strategies?

3. Define Digital Marketing and explain about Digital Marketing on consumer behavior?. Explain about the Importance of Digital Marketing?

Or

What is the digital marketing consumer segmentation and marketing positioning?

4. What are the important objectives of machine learning? Define statistical theory how it is performed in machine learning?

Or

Differentiate between Supervised, Unsupervised and Reinforcement Learning

5. Define Decision tree learning. List and explain appropriate problem for Decision tree learning? Explain basic Decision tree learning algorithm

Or

Describe Regression modelling and Types of regression modelling?