



OFFICE OF THE DEAN, ACADEMIC AFFAIRS
ADIKAVI NANNAYA UNIVERSITY
RAJAMAHENDRAVARAM

Prof. No. ANUR/Pre-Ph.D./Syllabi/2020-21/T2

Date: 19-08-2020

PROCEEDINGS OF THE VICE-CHANCELLOR

Sub:- ANUR- AA - Pre-Ph.D – Syllabi – Commerce and Management Studies Model Question Papers and List of Paper Setters/Evaluators – Approved – Orders – Issued.
Ref :- Lr. No. Nil, dated 18-03-2020 of Principal, UCAC
Read:- Note orders of the Vice-Chancellor dated 18-08-2020
-oo0oo-

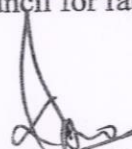
ORDERS

With reference to the subject, having considered the Departmental Research Committee recommended syllabi of Commerce and Management Studies, the Vice-Chancellor has approved the Pre-Ph.D. Syllabus, Model Question Papers, Paper Setters/Evaluators for the Research Scholars of the Department as given below.

S. No.	Name of the Ph.D Scholar	Paper -I	Paper -II (Student concerned Research Specialization)
1	Priyanka Jha	Recent Advances in Management Studies and Research Methodology	Human Resource Management ✓
2	P.J.L.Pravallika		Microfinance and Women Empowerment ✓
3	B.Draupadi		Services Marketing & CRM ✓
4	G.Chandrakala		Microfinance and Women Empowerment ✓
5	J.Ravi Sankar		Security Analysis and Portfolio Management
6	Seereddi Shravya		Services Marketing & CRM
7	Pilli Vijaya Durga Devi		Services Marketing & CRM
8	Rachagundla Raja		Retail Management

The fact be reported to the Academic Senate/Executive Council for ratification.

(BY ORDER)


(Y. SRINIVASA RAO)
Dean, Academic Affairs

To
The Head, DCMS with a request to circulate among the Research Scholars
The Special Officer (Confidential)
The Dean, Examination
The Controller of Examination
The Convener, Board of Research Studies

Copies to
The Principal, UCAC for information
PS to VC, PA to R, EC Item, OOF
Webmaster for uploading of the syllabi and Model papers

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

UNIT-II (Recent Advances in Management Studies)

Technology driven organizations — 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 –Elements 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 godness 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 sample, do it yourself on PC, Prentice Hall.
8. V P Michael, Research Methodology in Management, Himalaya, Mumbai

Adikavi Nannaya University, Rajamahendravaram
Department of Commerce and Management Studies, AKNU
Pre-Ph.D Examination

Sub: Recent Advances in Management Studies and Research Methodology
(Common for all)

Max Marks: 100

Time 3 hrs.

N.B. Attempt either and or 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 functions 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, Rajamahendravaram
Department of Commerce and Management Studies

Syllabus for pre-PhD Examination

Paper II (Priyank Jha)

(17103001)

Human Resource Management

Unit -1

Introduction meaning and role of HRM; principles of HRM; Advances in HRM; challenges; ethical aspects of HRM.

Unit -2

Procurement: Recruitment and selection HR planning concepts factors influencing Hr planning Hr planning process: JOB analysis recruitment and selection; tests and interview techniques.

Unit -3

Training and development - need process methods and techniques evaluation, management development evaluating employee performance career development and counseling.

Unit -4

Compensation – concepts and principals; influencing factors; current trends in compensation – methods of payment incentives and rewards.

Unit -5

Employee engagement, – employee participations in decision making – schemes of employee participation – Negotiation and collective bargaining managing knowledge workers.

Reference books:

1. Venkata Raman C.S., and Srivastava BK Personnel / Human Resource Management, TMH,ND
2. Cynthia D. Fisher & Lyle F. Schoenfeld; / Human Resource Management, Wiley India, New Delhi.
3. DK Tripathi, Human Resource Management: Text & Cases, Wisdom, Delhi
4. Fisher, Managing Human Resource, Cengage, ND
5. N K.Singh / Human Resource Management, Excel Publications.
6. Jyothi - / Human Resource Management, Pearso Education, New Delhi.
7. Biswajeet Pat.nayak / Human Resource Management, Prentic hell of India New Delhi.
8. P.S Rao , Essentials of Human Resource Managemen & IR, Himaliya ,Mumbai
9. Dwivedi &Agarwal, Human Resource Management, Vikas, ND
10. R.Wayne Mondy and Robert M.Noel, Human Resource Management, Pearson

P. V. Jha

Priyank Jha

Adikavi Nannaya University, Rajahmundry
Department of Commerce and Management Studies, ANUR
Pre-Ph.D. Examination.2020
Paper II (Priyanka Jha)

Human Resource Management

Max. Marks 100

Time 3 hrs.

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

Q1A) Define Human Resources management (HRM) explain briefly role of HR Manager
Or

Q1B) Discuss in nutshell emerging challenges of HRM in the wake of Globalization and augment strategies facing challenges effectively

Q2A) What is Human Resource Planning, what type of research you would undertake to plan for Human Resources in large business organisation in India
Or

Q2B) Distinguish between recruitment and selection and explain various types interview techniques

Q3A) Define development and outline a research design to identify training and development needs large higher educational institute
Or

Q3B) what is employee performance and how do you evaluate employee performance?

Q4A) Define employee compensation and how do you arrive at comprehensive compensation package for professional working in a knowledge based industry like higher education
Or

Q4B) Briefly explain factors influencing in deciding employee compensation

Q5A) Briefly discuss strategies for meaningful employee engagement
Or

Q5B) Define participatory management and explain briefly how do you promote employee participation Management of your organisation assuming you are heading a higher educational institution.

P. Usha

7/5/2021

Adikavi Nannaya University, Rajamahendravaram
Department of Commerce and Management Studies

Syllabus for pre-PhD Examination

Paper II (P. J.L.Pravallika.) - (18101001)

Microfinance and women empowerment

Unit I

Overview of Microfinance: introduction to Microfinance, Microfinance concepts, products, (savings, credit, insurance,). Microfinance models (Generic models viz. SHG and Grameen). SHGs - Bank linkages.

Unit II

Gender issues in Microfinance and women empowerment. Role of NGOs in Microfinance: Educating and formation of SHGs, Linkages with Banks & Markets, Liaisoning with Govt. Dept. Capacity building of SHGs

Unit III

MFIs: Evaluating MFIs- Social performance -, fund structure, value-added services Transforming NGOs into MFIs. Structure of Microfinance Institutions and Constraints on MFI Growth.

Unit IV

Microfinance institutions (MFIs), Policies to build inclusive financial systems, Role of MFI in offering microfinance services.

Unit V

MFIs, Policies to build inclusive financial systems, Financing microfinance - trends in commercializing markets, Recent Developments and Trends. Measuring Social Impact & Social Impact Investing to include Measuring Social Impact Generally and Venture Capital (VC) & SME: Social Impact Investing.

Reference books:

- 1) S. Teki and R K. Mishra, "Microfinance and financial inclusion, Academic foundation Publishing house, New delhi.2012.
- 2) Beatriz Armendariz and Jonathan Morduch, "The Economics of Microfinance", Prentice-Hall of India Pvt. Ltd. Delhi, 2005.
- 3) Joanna Ledgerwood, "Microfinance Handbook" : an institutional and financial perspective, The World Bank, Washington, D.C.
- 4) Malcolm Harper, "Practical Microfinance" A training Guide for South Asia, Vistaar Publication, New Delhi.2003.
- 5) C.K. Prahalad, "The Market at the Bottom of the Pyramid," 2006, The Fortune at the Bottom of the Pyramid, Wharton School Publishing
- 6) Jorrit De Jong, et al Edited "Microfinance in Access to Government" Cambridge. 2008

PJL

Jyoti

Adikavi Nannaya University, Rajahmundry

Department of Commerce and Management Studies, ANUR

Pre-Ph.D. Examination,2020

Paper II (P. J.L.Pravallika, 18101001

Microfinance and women empowerment

Max. Marks 50

Time 3 hrs.

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

Unit I

1a) Define microfinance and explain various products of microfinance

Or

1b) Briefly discuss different types of microfinance models with examples

Unit II

2a) Define gender and explain gender issues in microfinance

Or

2b) Outline the role of NGOs in promoting Microfinance services to the poor people

Unit III

3a) Define Microfinance Institutions (MFIs) and their role reducing poverty

Or

3b) Briefly discuss different constraints for MFIs growth

Unit IV

4a) Discuss in nutshell MFI policies in promoting inclusive financial system

Or

4b) How does Government policies support in the growth of MFIs.

Unit V

5a) Briefly discuss different SHGs model and SHG - Bank linkages

Or

5b) How do you measure social impact of microfinance?

P. Uma

4/5/20

Adikavi Nannaya University, Rajamahendravaram
Department of Commerce and Management Studies

Pre-PhD Examination (Ms. B. Draupati) (18101002)
Paper II Sub: Services Marketing & CRM

Unit - I: Introduction to Services Marketing: Importance and characteristics of Services: Growth of Services Sector; Services in the Indian Economy: Services Strategy.

Unit - II: Consumer Behaviour in Services; Market Segmentation and Services Positioning; Service Demand Management Designing and Managing Service Product.

Unit - III: Service quality Management: Service Quality Audit - GAP Model of Service Quality - Total quality Services Marketing - Service Excellence. Pricing of Services - Pricing Strategies Linked to Value Perceptions.

Unit - IV: Service Distribution - Managing Physical Evidence - Internal Marketing.

Unit V: Customer Relationship Management : Facets and Elements of CRF - CRM Process - Importance of CRM - Planning and Managing CRM Programme - Concept of Customer Loyalty - Customer Value Assessment - Customer Retention Strategies - CRM in services.

References:

1. K.Rama Mohaha Rao: Services Marketing. Pearson Education, New Delhi.
2. Valeri Zeithmal and Mary Jo Bunter: Services Marketing. Tata McGraw Hill, New Delhi.
3. Apte - Services Marketing, Oxford University Press.
4. Bhattacharya: Services Marketing. Excel Publishers.
5. Christopher Lovelock: Services Marketing. Pearson Education, Delhi.
6. Ravi Shanker: Services Marketing: Indian Perspectives, Excel Publishers.
7. Christian Gronrose: Services Management and Marketing. Maxwell Macmillan.
8. Kenneth E.Clow & David L.Kurtz, Services Marketing. Wiley India, New Delhi.
9. S.L.Gupta, Marketing of Services, Wisdom Publication.

Please

M. S. R. M.

Adikavi Nannaya University, Rajamahendravaram
Department of Commerce and Management Studies
Pre-PhD Examination (Ms. B. Draupati)
Paper II Sub: Services Marketing & CRM

Max Marks: 100

Time 3 hrs.

V.B. Attempt either and or questions, each question carries 20 marks.

- 1).a. Briefly discuss concept o services marketing? Explain the importance and characteristics of services?
(Or)
b. How does growth of Service sector will benefit business development?
- 2).a. Discuss in nutshell Consumer Behaviour and buying decision process with suitable examples
(Or)
b. Discuss the market segmentation and targeting? Explain various market segmentation strategies?
- 3).a. What is service quality management? Explain about GAP Model of service quality?
(or)
b. Discuss about pricing of services? Explain various pricing strategies?
- 4).a. Differentiate between internal and external marketing?
(or)
b. Explain about consumer grievance recovery strategies?
- 5).a. Define Customer Relationship Management? Discuss the importance of CRM?
(or)
b. Outline briefly effective Customer Retention Strategies in service industry

PUNE

Handwritten scribbles and marks.

Adikavi Nannaya University, Rajamahendravaram
Department of Commerce and Management Studies

Syllabus for pre-PhD Examination

Paper II (G. Chandrakala)

(16102001)

Microfinance and women empowerment

Unit I

Overview of Microfinance: Microfinance and financial Inclusion, Microfinance concepts, products. (savings, credit, insurance,). Microfinance models (Generic models viz. SHG and Grameen), SHGs - Bank linkages. .

Unit II

Gender issues in Microfinance and women empowerment. Role of NGOs in Microfinance: Educating and formation of SHGs, Linkages with Banks & Markets, Liaisoning with Govt. Dept. Capacity building of SHGs

Unit III

MFI: Evaluating MFIs- Social performance -, fund structure, value-added services Transforming NGOs into MFIs. Structure of Microfinance Institutions and Problems MFI Growth.

Unit IV

Microfinance institutions (MFIs), Policies to build inclusive financial systems, Role of MFI in offering microfinance services to women for entrepreneurship.

Unit V

Financing MFI - trends in commercializing markets to source funds by MFI. Contemporary Trends in MFI industry. Measuring Social Impact & Social Impact Investing to include Measuring Social. Women executives in MFIs.

Reference books:

- 1) S. Teki and R.K. Mishra, "Microfinance and financial inclusion, Academic foundation Publishing house, New delhi.2012.
- 2) Beatriz Armendariz and Jonathan Morduch, "The Economics of Microfinance", Prentice-Hall of India Pvt. Ltd. Delhi, 2005.
- 3) Joanna Ledgerwood, "Microfinance Handbook" : an institutional and financial perspective, The World Bank, Washington, D.C.
- 4) Malcolm Harper, "Practical Microfinance" A training Guide for South Asia, Vistaar Publication, New Delhi.2003.
- 5) C.K. Prahalad, "The Market at the Bottom of the Pyramid," 2006, The Fortune at the Bottom of the Pyramid, Wharton School Publishing
- 6) Jerritt De Jong, et al Edited "Microfinance in Access to Government" Cambridge. 2008

PUN

Signature

Adikavi Nannaya University, Rajahmundry

Department of Commerce and Management Studies, ANUR

Pre-Ph.D. Examination.2020

Paper II (G. Chandrakala)

Microfinance and women empowerment

Max. Marks 50

Time 3 hrs.

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

Unit I

1a) How financial inclusion is different from microfinance? and explain various products of microfinance

Or

1b) Briefly discuss SHG model microfinance delivery with examples

Unit II

2a) Define gender and explain gender issues in microfinance

Or

2b) Outline the role of NGOs in promoting Microfinance services to the poor people

Unit III

3a) Define Microfinance Institutions (MFIs) and their role reducing poverty

Or

3b) Briefly discuss different constraints for MFIs growth

Unit IV

4a) Discuss in nutshell MFI policies in promoting inclusive financial system

Or

4b) How does Government policies support in the growth of MFIs.

Unit V

5a) Discuss briefly How far women executives are employed in MFI

Or

5b) How do you measure social impact of microfinance?

P. Uma

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

Paper II

Sub: Security Analysis and Portfolio Management
(RAVI SANKAR JETTI, Admin no: 16102002)

UNIT I: Financial Markets and Financial Instruments – Capital Markets – Money Markets – Primary Market Operations – Role of SEBI – Secondary Market Operations – Regulation – Functions of Stock Exchanges – Listing Formalities. Demat Services-need and Operations-role of NSDL and CSDL.

UNIT II: Concept of Investment, Investment Vs Speculation, and Security Investment Vs Non-security Forms of Investment- Investment Process - Sources of Investment Information– Types of securities in Indian Capital Market, Market Indices. Calculation methodology of SENSEX and NIFTY

UNIT III: Types of risks-Systematic risk, Non-systematic Risk, Fundamental analysis, Technical analysis, efficient market hypothesis-Portfolio evaluation models-Sharpe's ratio-Treynors ratio- Jensen's ratio

UNIT IV: Introduction to Financial Derivatives – Meaning and Need – Growth of Financial Derivatives in India – Derivative Markets – Participants – Functions – Types of Derivatives- Differences Between Forwards and Futures- Pricing of Future Contracts- Hedging Strategies- Margining System in India- Options Market – Meaning & Need – Options Vs futures – Types of Options Contracts – Call Options – Put Options – Trading Strategies Involving Options- Put-Call Parity Relationship- Binominal Option Pricing Model – Black Scholes Option Pricing Model- option Greeks.

UNIT V: Traditional theory and behavioural finance perspectives. Why behavioural finance is important?. Observations of behavioural finance theory – Applications of behavioural finance theory.

References

1. Vasanth Desai, Financial Markets & Financial Services, Himalaya, Mumbai
2. Bhole & Mahakud, Financial Institutions and Market, TMH, New Delhi
3. Preeti Singh, Investment Management, Himalaya Publishers
4. Bodie, Kane, Marcus and Mohanty, Investments, TataMcGraw Hill, New Delhi
5. T.V.Somanathan, Derivatives, Tata McGraw-Hill Publishing Company Ltd.
6. Understanding Behavioral Finance by Ackert Nofsinger, Pearson Prentice Hall, (4th Edition)



Adikavi Nannaya University, Rajahmundry
Department of Commerce and Management Studies
Syllabus for pre-Ph.D. Examination
Paper II
Sub: Security Analysis and Portfolio Management
(RAVI SANKAR.JETTI, Admin no: 16102002)

Time 3 Hrs

Max Marks 100

Answer all the questions
Each Question Carries 20 Marks

N.B. Attempt all the questions, each question carries 20 marks.

- 1) a) Define capital market? Explain the instruments in capital market.
OR
b) What is a depository? Explain its role in detail.
- 2) a) Explain the process of investment.
OR
b) How to calculate NIFTY? Explain.
- 3) a) Define risk? Explain the types of risk.
OR
b) What is fundamental analysis? Distinguish fundamental analysis & technical analysis
- 4) a) What are futures? Explain the terminology used in futures market.
OR
b) What are options? Explain the trading strategies using options.
- 5) a) What is behavioural finance? Explain the applications of behavioural finance.
OR
b) Discuss the observations of behavioural finance.



Adikavi Nannaya University, Rajamahendravaram
Department of Commerce and Management Studies
Syllabus for pre-PhD Examination

SERVICES MARKETING & CRM
(Seereddi Shravya -Admn.18101003)

Unit – I: Introduction to Services Marketing: Importance and characteristics of Services: Growth of Services Sector; Services in the Indian Economy; Services Strategy.

Unit – II: Marketing Research; Consumer Behaviour and Buying Decision Process – Organization Buyer Behaviour – Market Segmentation and Targeting. Market Segmentation and Services Positioning; Service Demand Management Designing and Managing Service Product.

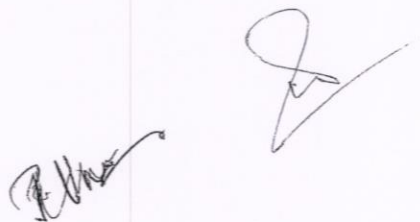
Unit – III: Service quality Management: Service Quality Audit – GAP Model of Service Quality– Total quality Services Marketing – Service Excellence, Pricing of Services – Pricing Strategies Linked to Value Perceptions.

Unit – IV: Service Distribution – Managing Physical Evidence – Internal Marketing- External Marketing: Word of Mouth Communication. Interactive Marketing- of Moments of Truth - Service Deficiencies - consumer Grievance Recovery Strategies.

Unit – V: Management Customer Relationship Management : Elements of CRM – CRM Process – Importance of CRM. – Planning and Managing CRM Programme – Concept of Customer Loyalty— Customer Retention Strategies – CRM in services.

References:

1. K.Rama Mohana Rao: Services Marketing, Pearson Education, New Delhi.
2. Valeri Zeithmal and Mary Jo Bunter: Services Marketing, Tata McGraw Hill, New Delhi.
3. Apte – Services Marketing, Oxford University Press.
4. Bhattacharya: Services Marketing, Excel Publishers.
5. Christopher Lovelock: Services Marketing, Pearson Education, Delhi.
6. Ravi Shanker: Services Marketing: Indian Perspectives, Excel Publishers.
7. Christian Gronrose: Services Management and Marketing, Maxwell Macmillan.
8. Kenneth E.Clow & David L.Kurtz, Services Marketing, Wiley India, New Delhi.
9. S.L.Gupta, Marketing of Services, Wisdom Publication.



Adikavi Nannaya University, Rajamahendravaram
Department of Commerce and Management Studies

Pre-PhD Examination

Sub: Services Marketing & CRM

(Seereddi Shravya -Admn.18101003)

Max Marks: 100

Time 3 hrs.

N.B. Attempt either and or questions, each question carries 20 marks.

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

(Or)

b. Discuss the growth of Service sector?

2).a. Explain about Consumer Behavior and buying decision process?

(Or)

b. Discuss the market segmentation and targeting? Explain various market segmentation strategies?

3).a. What is service quality management? Explain about GAP Model of service quality?

(or)

b. Discuss about pricing of services? Explain various pricing strategies?

4).a. Differentiate between internal and external marketing?

(or)

b. Explain about consumer grievance recovery strategies?

5).a. Define Customer Relationship Management? Discuss the importance of CRM?

(or)

b. Explain about various Customer Retention Strategies?



Adikavi Nannaya University, Rajamahendravaram
Department of Commerce and Management Studies
Syllabus for pre-PhD Examination

SERVICES MARKETING & CRM

(Pilli Vijaya Durga Devi -Admn.18101005)

Unit – I: Introduction to Services Marketing: Importance and characteristics of Services: Growth of Services Sector; Services in the Indian Economy; Services Strategy.

Unit – II: Marketing Research; Consumer Behaviour and Buying Decision Process – Organization Buyer Behaviour – Market Segmentation and Targeting. Market Segmentation and Services Positioning; Service Demand Management Designing and Managing Service Product.

Unit – III: Service quality Management: Service Quality Audit – GAP Model of Service Quality– Total quality Services Marketing – Service Excellence, Pricing of Services – Pricing Strategies Linked to Value Perceptions.

Unit – IV: Service Distribution – Managing Physical Evidence – Internal Marketing- External Marketing: Word of Mouth Communication. Interactive Marketing- of Moments of Truth - Service Deficiencies - consumer Grievance Recovery Strategies.

Unit – V: Management Customer Relationship Management : Elements of CRM – CRM Process – Importance of CRM – Planning and Managing CRM Programme – Concept of Customer Loyalty— Customer Retention Strategies – CRM in services.

References:

1. K.Rama Mohana Rao: Services Marketing, Pearson Education, New Delhi.
2. Valeri Zeithmal and Mary Jo Bunter: Services Marketing, Tata McGraw Hill, New Delhi.
3. Apte – Services Marketing, Oxford University Press.
4. Bhattacharya: Servies Marketing, Excel Publishers.
5. Christopher Lovelock: Services Marketing, Pearson Education, Delhi.
6. Ravi Shanker: Services Marketing: Indian Perspectives, Excel Publishers.
7. Christian Gronrose: Services Management and Marketing, Maxwell Macmillan.
8. Kenneth E.Clow & David L.Kurtz, Servies Marketing, Wiley India, New Delhi.
9. S.L.Gupta, Marketing of Services, Wisdom Publication.

Handwritten signature

Adikavi Nannaya University, Rajamahendravaram
Department of Commerce and Management Studies

Pre-PhD Examination

Sub: Services Marketing & CRM

(Pilli Vijaya Durga Devi -Admn.18101005)

Max Marks: 100

Time 3 hrs.

N.B. Attempt either and or questions, each question carries 20 marks.

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

(Or)

b. Discuss the growth of Service sector?

2).a. Explain about Consumer Behavior and buying decision process?

(Or)

b. Discuss the market segmentation and targeting? Explain various market segmentation strategies?

3).a. What is service quality management? Explain about GAP Model of service quality?

(or)

b. Discuss about pricing of services? Explain various pricing strategies?

4).a. Differentiate between internal and external marketing?

(or)

b. Explain about consumer grievance recovery strategies?

5).a. Define Customer Relationship Management? Discuss the importance of CRM?

(or)

b. Explain about various Customer Retention Strategies?

P. Pilli

Adikavi Nannaya University, Rajamahendravaram
Department of Commerce and Management Studies
Syllabus for pre-PhD Examination
Paper II

RETAIL MANAGEMENT
(Rachagundla.Raja, Admin No.18101006)

Objective: to enlighten the students with the Concepts and Strategies of Retailing

UNIT-I

Concept of retailing – retail development – types and functions of retailers – multi channel retailing – organized retailing in India – special characteristics of retailing services retailing Global retailing

UNIT -II

Retail strategy: market strategy – retail formats and target market selection – building sustainable competitive advantage – growth strategies – strategic retail planning process-retail life cycle.

UNIT-III

Retail location – types, location opportunities – selection of location and Site analysis - financial strategy – strategic profit model – setting and measuring performance objectives- retail service quality.

UNIT-IV

Store layout and design, store operations and inventory management merchandise planning and control, buying merchandise – developing assortment plan.

UNIT -V

Retail pricing strategy, category management, customer services – retail branding- promotional strategies – advertising, sales promotion, store atmosphere.

REFERENCES

1. Sheikh and Kaneez Fatima, “Retail Management”, Himalaya Publishing House, Mumbai, 2012
2. A.J. Lamba:”The Art of Retailing”, Tata McGraw Hill Education Pvt. Ltd. New Delhi.2011
3. Sivakumar, A, “Retail Marketing”, Excel Books, New Delhi, 2007
4. Swapna Pradhan, “Retail management”, Tata McGraw Hill Education Pvt. Ltd. New Delhi, 2012
5. Berman Barry, Joel R. Evans and Mini Mathur, “Retail Management-A Strategic Approach”, Pearson Education, New Delhi, 2011.
6. Chetan Bajaj RajnishTuli, Nidhivarma Srivastava:”Retail Management”, Oxford University Press, New Delhi, 2012.
7. Gibson G Vedamani, “Retail Management”, Jaico Publishing House, New Delhi.
8. Dunne: “Introduction to Retailing”, Cengage Learning, NewDelhi, 2013 (Case Studies are Compulsory)

R. U. N.

Adikavi Nannaya University, Rajamahendravaram
Department of Commerce and Management Studies

Pre-Ph.D Examination
Sub: Retail Management
(Rachajundla-Raja-Admn: 18101006)

Max Marks: 100

Time 3 hrs.

N.B. Attempt either and or questions, each question carries 20 marks.

1).a Define retailing? Explain types and functions of retailers?

(or)

b. Discuss the special characteristics of Retailing, Service Retailing and Global Retailing?

2).a. Explain the strategic retail planning process?

(or)

b. Explain about retail formats and target market selection?

3).a. What is retail location? Explain about types and opportunities of location.

(or)

b. What is strategic profit model? Explain its significance?

4).a. Discuss the importance of store layout and design?

(or)

b. Explain about store operations and inventory management?

5).a. What is retail pricing strategy? Explain the different pricing strategies?

(or)

b. What are promotional strategies? Explain various types of promotional strategies used in Retailing?



OFFICE OF THE DEAN, ACADEMIC AFFAIRS
ADIKAVI NANNAYA UNIVERSITY
RAJAMAHENDRAVARAM

Prof. No. ANUR/Pre-Ph.D./Syllabi/2020/T2/10

Date: 14-09-2020

PROCEEDINGS OF THE VICE-CHANCELLOR

Sub:- ANUR- AA - Pre-Ph.D – Commerce and Management Studies – Syllabi. Model Question Papers and List of Paper Setters/Evaluators – Approved – Orders – Issued.

Ref :- Lr. No. Nil, dated 09-09-2020 of Principal, UCAC

Read:- Note orders of the Vice-Chancellor dated 11-09-2020

-0000-


ORDERS

With reference to the subject, having considered the Departmental Research Committee recommended syllabi of Commerce and Management Studies, the Vice-Chancellor has approved the Pre-Ph.D. Syllabus, Model Question Papers, Paper Setters/Evaluators for the Research Scholars of the Department as given below.

S. No.	Name of the Research Scholar	Paper -II (Student concerned Research Specialization)
1	Venkata Ramana Karri	Personal Selling and Sales Management

The fact be reported to the Academic Senate/Executive Council for ratification.

(BY ORDER)


DEAN
Academic Affairs

To
The Head, DCMS - With a request to circulate the concerned Research Scholar
The Special Officer (Confidential)
The Dean, Examination
The Controller of Examination
The Convener, Board of Research Studies

Copies to
The Principal, UCAC for information
PS to VC, PA to R, EC Item, OOF
✓ Webmaster for uploading of the syllabi and model papers

Adikavi Nannaya University, Rajamahendravaram
Department of Commerce & Management Studies
Pre-Ph.D Examination
Syllabus for Paper-II

Subject: PERSONAL SELLING AND SALES MANAGEMENT

(Venkataramana Karri, Admn. No.18101008)

Research Topic: "Challenges of Personal Selling"

Unit-I: Personal Selling-Nature and Importance of Personal selling-Salesmanship-Objectives of Sales Management-Types of Selling Situations-Process of Personal Selling-Steps in Prospecting-Diversity of Personal Selling situations-Sales Resistance.

Unit-II: Qualities of a Sales Manager-Functions of a Sales Executive-AIDAS Theory of Selling-Organising of Sales Department-Types.

Unit-III: Analysis of Market Potential-Sales Potential-Techniques of Sales Forecasting-Sales Budget-Process.

Unit-IV: Sales Quotas-Types & Process of setting Sales quotas-Sales Territories-Process of designing territories.

Sales Force Management-Recruitment & Selection of Sales Personnel.

Unit-V: Sales Force Training Programmes-Sales Force Compensation-Motivation of Sales Force-Controlling & Evaluating Sales Personnel.

Sales Reports-Types-Sales Manual-Tour Diary-Ethical aspects in Personal Selling.

Reference Books:

1.Sales Management: Decisions, Strategies & Cases: Richard R Still, Edward W Cundiff, Norman AP Govoni; PHI Publications.

2. Sales and Distribution Management: T.Panda & S.Sahadev; Oxford University Press.

P. Usha



R. Pandharanathi

R. Pandharanathi
9/8/2020

Research Guide
Dr. R. Pandharanathi
Associate Prof & Director
P.G. Courses
Sri V.N. College
NARSAPUR
Mobile: 9440789319
email id: pandharanathi67@gmail.com

Adikavi Nannaya University, Rajamahendravaram
Department of Commerce & Management Studies
Pre-Ph.D Examination
Paper-II: Personal Selling and Sales Management
Model Question Paper
(Venkataramana Karri, Admn. No.18101008)

Max Marks:100

Time:3hrs

Answer all questions. Each question carries 20 marks.

1. a) Define Personal Selling and describe its nature and importance.

[or]

b) What is Sales Management? Explain different types of selling situations.

2. a) Explain the functions of a Sales Executive.

[or]

b) Describe different types of Sales departments.

3. a) Differentiate Sales Potential and Market Potential. How do you analyse Market Potential?

[or]

b) Explain different techniques of Sales Forecasting.

4. a) Explain different types of Sales Quotas.

[or]

b) Explain the steps involved in the Selection of Sales Personnel.

5. a) How do you evaluate the performance of Sales Personnel?

[or]

b) Write a note on the Ethical aspects of Personal Selling.

R. Parthasarathi 9/8/2020

Research Guide

Dr. R. Parthasarathi
Associate Prof & Director in
P.G. Courses
Sri V.N. College
NARSAPUR

Mobile: 9440789319
email. id: Parthasarathi67@gmail.com

P. Venkatesh
[Signature]

R. Parthasarathi