

# SHRIMATI INDIRA GANDHI COLLEGE

(Nationally Accredited at 'A' Grade (3rd Cycle) By NAAC)

Tiruchirappalli – 2.

## QUESTION BANK FOR

M.Phil STUDENTS

2017-2018



DEPARTMENT OF MANAGEMENT STUDIES

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<b>M.Phil</b>			
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**(For candidates admitted from 2009-2010 onwards)**

**M.Phil. DEGREE EXAMINATION, FEBRUARY 2017.**

**MANAGEMENT**

**ADVERTISING AND SALES PROMOTION**

**Time: Three hours**

**Maximum: 60 marks**

**SECTION A- (5 x 6=30)**

**Answer any FIVE questions.**

1. Explain advertising process.
2. How do you develop a successful visual communication?
3. What is a media strategy and explain different types of media?
4. What is effective frequency and effective reach?
5. What are the advantages and disadvantages of fear appeals in advertising?
6. What do you mean by AIDAS? Describe.
7. How is advertising effectiveness tested?
8. What is the role of creativity in advertising?

**SECTION B-(3 x 10= 30)**

**Answer ALL Questions.**

9. (a) Advertising increases the cost of the product. What are your arguments in favour of advertising?

**Or**

- (b) What are the marketing mix factors and how is advertising integrated with them?

10. (a) State and explain the purpose and functions of advertising.

**Or**

- (b) Explain the ethical and legal issues in advertising.

11. (a) How does the theory of cognitive dissonance relate to advertisement?

**Or**

- (b) State and explain the difficulties faced while linking advertising and sales promotion to achieve brand standing.

**(For candidates admitted from 2009-2010 onwards)**

**M.Phil. DEGREE EXAMINATION, FEBRUARY 2013.**

**MARKETING MANAGEMENT**

**ADVERTISING AND SALES PROMOTION**

**Time: Three hours**

**Maximum: 60 marks**

**SECTION A- (5 x 6=30)**

**Answer any FIVE questions.**

1. Define advertising management. What are the four Main Steps involved?
2. Define integrated marketing communication. State its uses.
3. What are the three main components of advertising?
4. What is a media strategy? How does it relate to the creative brief and overall IMC programme?
5. What does a brand message strategy emphasize? Describe the four forms of brand strategies.
6. What is the difference between trade promotion and consumer sales promotion?
7. What is a message theme? What role does a message theme play in an advertising campaign?
8. State the role of verbal thinkers in strategic advertising decisions.

**SECTION B – (3 x 10 = 30)**

**Answer ALL questions.**

9. (a) How can emotions accentuate advertisements? Why are they being used more often in business-to-business advertisements?

**Or**

- (b) Name the four types of message strategies creative's can use in the ads. How are message strategies related to the message theme?

10. (a) Which media are best for demonstration-type ads?

**Or**

- (b) Explain the media cost efficiency in a product industry.

11. (a) What are the five parts of a promotion opportunities analysis planning process?

**Or**

- (b) What evaluation criteria should be used in selecting an advertising agency?

**M.Phil DEGREE EXAMINATION, FEBRUARY 2013**

**FINANCIAL SERVICES AND MARKETS**

**SECTION – A (5 X 6 = 30)**

**Answer any Five questions**

1. What are the constituents of a financial system? Explain
2. Enumerate the importance of money market
3. Spell out the difference between hire purchase and leasing
4. What is the need to regulate the different mutual funds in India?
5. Identify the drawbacks and the challenges of merchant banks
6. What are the observations to be made by banks while evaluating projects?
7. What is a depository market? What are its constituents?
8. Examine the benefits and limitations of credit rating

**SECTION – B (3 x 10 = 30)**

9. a) Discuss the corporate governance framework pertaining to the working of financial institutions, in India  
(or)  
b) Enumerate the rights available to a hirer under the hire purchase finance agreement
10. a) How will you assess the performance of mutual funds? How does the RBI regulate mutual funds?  
(or)  
b) Identify the specialised services rendered by merchant bankers a regards ‘merger’ and ‘acquisitions’
11. a) Bring out RBI guidelines relating to the factoring business in India. What are the different types of factoring?  
(or)  
b) Describe the major issues of credit rating in the context of the rapid growth witnessed in the global financial markets.

**M.Phil DEGREE EXAMINATION, FEBRUARY 2015**

**FINANCIAL SERVICES AND MARKETS**

**SECTION – A – (5 X 6 =30)**

**Answer any Five questions**

1. What are the characteristics of Indian Financial system?
2. What are the objectives of money market?
3. Examine the importance of leasing as a means of financing.
4. What are the advantage of mutual funds?
5. Specify the guidelines issued by SEBI for underwriting of securities
6. What are the corporate advisory services rendered by merchant bankers?
7. What are the functions of credit rating agencies?
8. What are the advantage of net banking?

**SECTION – B (3 X 10 =30)**

**Answer All questions**

9. a) Discuss the structure, role and functions of financial system  
(or)  
b) Analyse the recent developments in capital market
10. a) Explain the features of different types of lease  
(or)  
b) Analyse the process of dematerialisation and benefits to the depositories
11. a) What is book building ? State its objectives. Explain the nature of book building process  
(or)  
b) Explain the significance of factoring. Differentiate between bill discounting and factoring

**M.Phil DEGREE EXAMINATION, FEBRUARY 2017**

**FINANCIAL SERVICES AND MARKETS**

**SECTION – A - (5 X 6 = 30)**

**Answer any Five questions**

1. What are the features of financial systems?
2. Explain the importance of commodities market
3. Distinguish between lease and hire purchase
4. Give an account of the various schemes of mutual funds
5. What are the financial implications of leasing?
6. Define the term 'Merchant banking'
7. State the salient features of cross border factoring
8. Explain the drawbacks of credit rating process

**SECTION - B - (3 X 10 = 30)**

**Answer all questions**

9. a) Discuss in detail the framework put in the RBI for the supervision of banks and financial institutions in India

(or)

b) Explain the weaknesses of Indian money market

10. a) What is lease? What are its advantages and disadvantages?

(or)

b) Explain the SEBI guidelines for the operation of mutual funds.

10. a) What is merchant banking? Discuss in detail the various functions performed by merchant bankers.

(or)

b) Give an account of some of the credit rating agencies both domestic and international.

**S.NO.8288**

**9MG2B2**

**(For candidates admitted from 2009-2010 onwards)**

**M.Phil. DEGREE EXAMINATION, FEBRUARY 2012.**

**MANAGEMENT**

**ORGANIZATIONAL DEVELOPMENT**

**Time: Three hours  
marks**

**Maximum: 60**

**SECTION A- (5 x 6=30)**

**Answer any FIVE questions.**

1. Discuss the characteristics of OD.
2. What is meant by action research? State its uses.
3. Explain the concept of change.
4. What is an intervention strategy? Why it is called as an intervention strategy?
5. Why and how diagnostic process is relevant to OD?
6. What are the advantages of team interventions?
7. Elucidate the concept of "QWL". Identify its importance in the present context.
8. What do you mean by consultant client relationship? State its pros and cons.

**SECTION B-(3 x 10 = 30)**

**Answer ALL questions.**

9. (a) Examine the various problems in implementing the change. When do employees ready to accept change?

**Or**

- (b) Trace the historical development of OD.
10. (a) Explain the ways of using action research in OD.

**Or**

- (b) How does a team building intervention work? Why are these intervention so well liked by OD practitioners?
11. (a) "Sensitivity training laboratories are important part of OD techniques"- Comment.

**Or**

- (b) Make a forecast of the role of OD in future.

**(For candidates admitted from 2009-2010 onwards)**

**M.Phil. DEGREE EXAMINATION, FEBRUARY 2016.**

**MANAGEMENT**

**ORGANIZATIONAL DEVELOPMENT**

**Time: Three hours**

**Maximum: 60 marks**

**SECTION A- (5 x 6=30)**

**Answer any FIVE questions.**

1. Discuss the Porras and Robertson model of organisational change.
2. List out the characteristics of an effective team given by Mc.Gregor.
3. Discuss the process of action research model for problem solving approach
4. Explain the Bechard's contentment meeting for comprehensive OD interventions.
5. Describe the three factors that should be considered in selecting a OD intervention techniques.
6. How the quality circle helps to effective OD?
7. Explain the criticism of MBO?
8. Compare TQM and OD.

**SECTION B-(3 x 10 = 30)**

**Answer ALL questions.**

9. (a) Explain the contribution of applied behavioural science to OD.

**Or**

- (b) Elucidate the Action Research model for organizational development.

10. (a) Identify and give example of the force field analysis model.

**Or**

- (b) Examine how intergroup interventions are superior to other methods.

11. (a) What are the Problems in research on OD?

**Or**

- (b) Organisational politics are real intervention for OD- Discuss.

**(For candidates admitted from 2009-2010 onwards)**

**M.Phil. DEGREE EXAMINATION, FEBRUARY 2015.**

**MANAGEMENT  
ORGANIZATIONAL DEVELOPMENT**

**Time: Three hours**

**Maximum: 60 marks**

**SECTION A- (5 x 6=30)**

**Answer any FIVE questions.**

1. Describe the normative goals of OD values.
2. Explain the Lewin three stage model of change process.
3. Draw the six box organizational model of OD diagnosis developed by Marvin Weisbord.
4. Briefly explain the purpose of team building in OD.
5. Describe the major OD intervention techniques.
6. What are the typical steps in an MBO programme?
7. What are the characteristics of self managed work teams?
8. What are the importances of T.groups in OD?

**SECTION B-(3 x 10 = 30)**

**Answer ALL questions.**

9. (a) Elaborately discuss the areas of application of second generation OD.

**Or**

- (b) Explain the effective change management model developed by Cummings and Worley and its relevance in present situation.

10. (a) Describe the classifications of OD interventions.

**Or**

- (b) Identify the six steps in the team development process and its usefulness to effective OD.

11. (a) 'Organisational politics is unavoidable' Comment on it.

**Or**

- (b) Explain future trends in OD.

**M.Phil DEGREE EXAMINATION, FEBRUARY 2013**

**RESEARCH METHODS IN MANAGEMENT**

**Answer ALL questions (5 X 12 = 60)**

1. A) Give your understanding of a good research design. Is single research design suitable in all research studies? If not, why?  
(or)  
b) What are the conditions of a valid hypothesis? Examine place of hypothesis in business research
2. A) Describe the various types of sampling methods and give a brief description of each of them  
(or)  
b) Enumerate the procedure to decide the sample size for a survey and the factors affecting the sample size
3. A) Discuss the different methods of collection of primary data  
(or)  
b) What is a questionnaire? What precautions do you take in preparing a questionnaire?
4. A) Explain any three parametric tests with its applications  
(or)  
b) “ Interpretation is an art of drawing inferences, depending upon the skill of the researcher”. Elucidate the given statement explaining the technique of interpretation
5. A) What points will you keep in mind while preparing a research report? Explain  
(or)  
b) How have technological advancements helped in writing and presenting research reports? Discuss.

**M.Phil DEGREE EXAMINATION, FEBRUARY 2015****RESEARCH METHODS IN MANAGEMENT****Answer ALL questions (5 X 12 =60)**

1. A) Define Research Design. State how will you reduce error through research design

(or)

b) What is the relationship of research to science? Can there be science without research.

2. A) Briefly explain the methods of sampling

(or)

b) Explain the following

i) The law of statistical regularity

ii) The law of inertia of Large numbers

3. A) Enumerate the different methods of collecting data. Which one is the most suitable for conducting enquiry, regarding the state of women entrepreneurs in India?

(or)

b) Two hundred digits were chosen at random from a set of tables. The frequencies of the digits were as follows

Digit	: 0	1	2	3	4	5	6	7	8	9
Frequency	: 18	19	23	21	16	25	22	20	20	15

Use X<sup>2</sup> test to assess the correctness of hypothesis is that digits were distributed in equal numbers in the tables from which they were chosen.

4. A) Describe the various methods of transcription

(or)

b) Explain the meaning of analysis of variance. Describe briefly the techniques of variance for one-way classification.

5. A) What is Research report? Outline the sample mode of research report

(or)

b) Define report. Explain the various types of report

**M.Phil DEGREE EXAMINATION, FEBRUARY 2016**

**RESEARCH METHODS IN MANAGEMENT**

**Answer ALL questions (5 X 12 = 60)**

1. A) Briefly explain the criteria of useful hypothesis  
(or)  
b) Briefly explain how will you acquire knowledge
  
2. A) What is sampling? What are its characteristics?  
(or)  
b) Briefly explain the methods of sampling
  
3. A) Define questionnaire. Discuss the various types of questionnaire  
1. (or)  
b. b) List out and explain the points that are to be considered while preparing a questionnaire
  
4. A) Find out the chi-square analysis  

a. X :	780	360	980	250	750	820	900	620	650	390
b. Y :	84	51	91	60	68	62	86	58	53	47

  
i. (or)  
b) Explain the steps involved in Chi-Square analysis
  
5. A) What is foot notes? List out the major points that should be covered in the foot notes?  
(or)  
b) What is Bibliography? Explain the various types of bibliography.

**M.Phil DEGREE EXAMINATION, FEBRUARY 2017****RESEARCH METHODS IN MANAGEMENT****Answer ALL questions - (5 X 12 = 60)**

1. A) Describe the different types of research. Clearly point out the difference between an experiment and survey  
(or)  
b) "Empirical research in India in particular creates so many problems for the researchers". State the problem that are usually faced by such researchers
2. A) What do you mean by sample design? What points to be taken into consideration by a researcher in developing a sample design for their research projects?  
(or)  
b) Explain the criteria for the choice of sampling methods for a given study
3. A) What do you mean by questionnaire? Discuss the characteristics of questionnaire (or)  
b) Evaluate projective technique of data collection
4. A) Write a brief note on different types of analysis of data. Point out the significance of each  
(or)  
B. Calculate the correlation coefficient between the height of father and son from the given data
 

a. Height of father :	64	65	66	67	68	69	70
b. Height of Son :	66	67	65	68	70	68	72
5. A) Describe briefly the various elements included in a research report  
(or)  
b) "Report writing is more an art that hinges upon practice and experience" - Discuss

**M.Phil DEGREE EXAMINATION, FEBRUARY 2011**

**TEACHING AND LEARNING SKILLS**

**Answer ALL questions (5 X 12 =60)**

1. A)Describe the operating system of a computer  
(or)  
b)Explain in detail the integration of ICT in teaching and learning
2. A)Explain about the elements of communication  
(or)  
b)discuss in detail about the various barriers to communication
3. A)Analyse the role played by satellite based communication system in education  
(or)  
b)How will you effectively make use of lecture technique in your teaching
4. A)Explain the system of any one of the modes of teaching ( CAI, CMI, WBI)  
(or)  
b)Enumerate the necessity of the knowledge of teaching skills
5. A)Analyse the need for the integration of teaching skills  
(or)  
b)Bring out the difference between teaching and instruction

## 9 MTLs 4

**Answer ALL questions (5 X 12 =60)**

1. A) Explain about ICT applications and relevance of ICT  
(or)  
b) Discuss the power point procedure and its advantages in teaching methods
2. A) Describe the process and types of communication  
(or)  
b) Explain the interpersonal of interpersonal communication
3. A) Evaluate the methods of communication technology in core banking system  
(or)  
b) Discuss about satellite based communication system. State its uses
4. A) How would you evaluate teaching is different from sharing of information, Cite with examples  
(or)  
b) Elucidate the techniques of lecture method. How is it superior than the other modes.
5. A) Discuss about skill of probing questions and its advantages  
(or)  
b) Explain the methods of evaluation of teaching skills. Discuss their pros and cons

**M.Phil DEGREE EXAMINATION, FEBRUARY 2015**

**TEACHING AND LEARNING SKILLS**

**Answer ALL questions (5 X 12 =60)**

1. a) Describe the impact of Information and Communication technology on education  
(or)  
b) What are the educational uses of MS Word ?
2. a) Describe the role of mass communication in education  
(or)  
b) How can you develop communication skills among the students?
3. a) Describe the different modes of computer assisted instruction ?  
(or)  
b) Describe the steps for web based teaching
4. a) Describe the steps for developing teaching skills.  
(or)  
b) What are the special skills required for a teacher
5. a) Describe the different types of students and the methods used for teaching them .  
(or)  
b) How can you make learning joyful?

**S.NO 3501 T**

**9 MTLs 4**

**M.Phil DEGREE EXAMINATION, FEBRUARY 2016**

**TEACHING AND LEARNING SKILLS**

**Answer ALL questions (5 X 12 =60)**

1. A) "Information and communication technology applications in education " Explain  
(or)  
b) Discuss the functional components of a computer
2. A) Discuss the barriers of communication  
(or)  
b) Bring out the elements of an effective communication
3. A) Enumerate the uses of multimedia for effective classroom communication  
(or)  
b) Discuss the steps involved in preparing E-content
4. A) Write a note on A) Team teaching B) Group discussion  
(or)  
b) What is CAI? Explain the modes of CAI and its advantages
5. A) Explain any three teaching skills required for a teacher?  
(or)  
b) As a teacher, how will you evaluate the teaching skills?

**S.NO 1001 T**

**9 MTLS 4**

**M.Phil DEGREE EXAMINATION, FEBRUARY 2017**

**TEACHING AND LEARNING SKILLS**

**Answer ALL questions (5 X 12 = 60)**

1. A)How will you teach operations of computers to your students? Explain the functions of key board  
(or)  
b)Prepare Power Point slide for your teaching on any topic in your subject for classroom instruction
2. A)Define communication. Explain its elements of communication with examples  
(or)  
b)Explain the skills of communication with illustrations. How will you prepare written communication to your students?
3. A)How will you develop skills of using communication technology? What is interpersonal communication?  
(or)  
b)Write a note on EDUSAT and ETV channels
4. A)Discuss the teaching and learning techniques in classroom  
(or)  
b)Explain the modes of communication in classroom
5. A)Discuss the skill of explaining. Write an episode to teaching a topic through the skill of explaining  
(or)  
b)What is integration of teaching skills? How will you use it in classroom teaching?

**M.Phil DEGREE EXAMINATION, FEBRUARY 2012**

**TEACHING AND LEARNING SKILLS**

**Answer ALL questions (5 X 12 = 60)**

1. A) Describe the characteristics, parts and functions of a computer.  
(or)  
b) Describe the role of ICT in teaching, learning and research
2. A) Describe the types of communication in the class room.  
(or)  
b) How can we develop communication skills among the students?
3. A) Describe the role of computer mediated teaching in the classroom.  
(or)  
b) What are the applications of web based learning?
4. A) Describe the steps for planning and delivering a lecture by using PowerPoint presentation  
(or)  
b) Describe any two group methods of teaching
5. A) Describe any 3 skills of teaching  
(or)  
b) How can you evaluate the teaching skills of a teacher.

**S.NO 8001 T**

**9 MTLS 4**

**M.Phil DEGREE EXAMINATION, MAY 2015**

**TEACHING AND LEARNING SKILLS**

**Answer ALL questions (5 X 12 = 60)**

1. a) Discuss in detail the functional components of a computer.  
(or)  
b) How can the information and communication technology be optimally used for research.
2. A) Discuss in detail the elements of communication.  
(or)  
b) Enumerate the methods of developing the fluency in oral and written communication
3. A) Discuss the steps involved in preparing e-content  
(or)  
b) Explain the audio and video applications on the internet.
4. A) Discuss the lecture technique with its advantages and disadvantages  
(or)  
b) What is web based instruction? Discuss the different modes of web based instruction with examples
5. A) "Teaching is both art and science" – Discuss  
(or)  
b) Describe the steps involved in planning and teaching of your subject.

**S.NO 8001T**

**9 MTLS 4**

**M.Phil DEGREE EXAMINATION, MAY 2017**

**TEACHING AND LEARNING SKILLS**

**Answer ALL questions (5 X 12 =60)**

1. A)Discuss in detail the different generation developments of computer  
(or)  
b)What do you mean by Information and Communication technology? Explain with examples the application of ICT.
2. A)Discuss the different types of communication with illustrations  
(or)  
b)What is communication? Explain the barriers of communication
3. A)Explain the bases, trends and developments of communication technology  
(or)  
b)What is satellite based communication? How do you use it in classroom teaching?
4. A)How will you make use of group discussion in classroom teaching?  
(or)  
b)Define the instructional technology, Explain its objectives and types
5. A)Discuss the importance of teaching skills in classroom teaching. Illustrate “  
(or)  
b)Explain the different types of teaching skills.