

No. of Printed Pages : 2

**RMSE-005**

**Ph. D. IN MANAGEMENT (PHDMGMT)**

**Term-End Examination**

**December, 2023**

**RMSE-005 : ADVANCED COURSE OF STUDY AND  
READINGS : GENERAL MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

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1. Briefly discuss the 'Resource Based View' (RBV) model. 20
2. Distinguish between Economies of Scale and Economies of Scope. 20
3. Explain the Operations and Logistics function in global firm with the help of suitable examples. 20
4. Define vision and mission. Explain how vision and mission can be foundation to achieve strategic competitiveness. 20

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5. What are the alternative routes for diversification of firms ? Discuss. 20
6. Briefly explain what are the approaches to global entry. 20
7. What are the theoretical approaches for internationalization of a firm ? 20
8. What are ethical issues in management ? Discuss the criteria involved in evaluating ethics with the help of examples. 20