

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

Term-End Examination

December, 2018

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

Time : 3 hours

Maximum Marks : 100

Note : (i) Answer any five questions.

(ii) All questions carry equal marks.

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1. Define 'Management'. List and explain various functions of management. 20
 2. Describe the theory of the firm with respect to the pricing and output decisions. 20
 3. Differentiate between International Business and Globalization of Markets giving suitable examples. 20
 4. It is observed that the exchange rates fluctuate constantly. What in your opinion is the effect of this on the companies engaged in cross-border transactions ? Discuss. 20
 5. Distinguish between the different levels of strategy in an organization giving examples. 20

6. How is strategy related to not for profit organization ? Explain. 20
 7. Why is it important for organizations to have CSR activities ? Discuss. 20
 8. Define 'Change Management'. Explain as to how it is different from other management concepts. 20
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