

SCHOOL OF MANAGEMENT

Ph.D SYLLABUS: POOL1



SIDDHARTHA
ACADEMY OF HIGHER EDUCATION

An Institution **DEEMED TO BE UNIVERSITY**

(Under Section 3 of UGC Act, 1956)

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Ph.D. SCHOOL OF MANAGEMENT

POOL I Courses:

S.No	Course Code	Title of the Course	L	T	P	C	SE	Total
1.	24SM710A	Management and Organizational Behaviour	3	0	0	3	100	100
2.	24SM710B	Entrepreneurship	3	0	0	3	100	100
3.	24SM710C	Financial Management	3	0	0	3	100	100
4.	24SM710D	Marketing Management	3	0	0	3	100	100
5.	24SM710E	Human Resource Management	3	0	0	3	100	100
6.	24SM710F	Managing Innovation (NPTEL)		0	0	3	100	100
7.	24SM710G	Decision Making Under Uncertainty (NPTEL)		0	0	3	100	100
8.	24SM710H	Industrial Relations and Labor Laws (NPTEL)		0	0	3	100	100

POOL II Courses:

S.No	Course Code	Title of the Course	L	T	P	C	SE	Total
1.	24SM720A	Design Thinking for Management	3	0	0	3	100	100
2.	24SM720B	Investment Management & Behavioral Finance	3	0	0	3	100	100
3.	24SM720C	Digital Marketing	3	0	0	3	100	100
4.	24SM720D	Human Resource Development	3	0	0	3	100	100
5.	24SM720E	Logistics & Supply Chain Management	3	0	0	3	100	100
6.	24SM720F	Strategic Performance Management (NPTEL)		0	0	3	100	100
7.	24SM720G	Advanced Research Methods in Social Sciences (NPTEL)		0	0	3	100	100
8.	24SM720H	Data Analytics and Decision Making (NPTEL)		0	0	3	100	100

L – Lecture, T-Tutorial, P- Practical, SE-Semester End Exam, C – Credits, Total – Total Marks

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24SM710A Management and Organizational Behaviour

Unit 1: Fundamentals of Management

Evolution of Management Thought

Functions and Principles of Management

Contemporary Management Theories

Managerial Roles and Skills

Unit 2: Organizational Structure and Design

Organizational Design and Work Specialization

Departmentalization, Chain of Command

Centralization vs. Decentralization

Organizational Culture and Climate

Unit 3: Individual Behaviour in Organizations

Perception, Attitudes, and Job Satisfaction

Personality and Emotional Intelligence

Motivation Theories and Applications

Learning and Development

Unit 4: Group Dynamics and Team Management

Groups and Teams in Organizations

Communication in Organizations

Power, Politics, and Conflict Management

Decision Making in Teams

Unit 5: Leadership and Change Management

Leadership Theories and Styles

Transformational vs. Transactional Leadership

Organizational Change and Development, Resistance to Change and Managing Change

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24SM710B Entrepreneurship

Unit 1: Introduction to Entrepreneurship

Concepts and Types of Entrepreneurship

Role of Entrepreneurs in Economic Development

Social and Ethical Perspectives of Entrepreneurship

Entrepreneurial Decision-making

Unit 2: Developing Business Ideas

Opportunity Identification and Evaluation

Feasibility Analysis

Industry and Market Analysis

Conceptualization and Business Modelling

Unit 3: Planning and Financing New Ventures

Business Planning: Purpose and Components

Types of Business Plans (strategic, operational)

Sources of Funding for Startups

Venture Capital and Angel Investors

Unit 4: Managing Growth in Entrepreneurial Ventures

Growth Strategies for Startups

Issues in Scaling Operations

Risk Management in New Ventures

Franchising and Exit Strategies

Unit 5: Innovation and Strategic Entrepreneurship

Role of Innovation in Entrepreneurship

Strategic Alliances and Joint Ventures

Corporate Entrepreneurship, Intrapreneurship and Social Entrepreneurship

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24SM710C Financial Management

Unit 1: Introduction to Financial Management

Objectives and Functions of Financial Management

Time Value of Money

Risk and Return Analysis

Financial Statement Analysis

Unit 2: Capital Budgeting and Investment Decisions

Capital Budgeting Process

Techniques: NPV, IRR, Payback Period

Cost of Capital and Capital Structure

Risk Analysis in Capital Budgeting

Unit 3: Financing and Capital Structure Decisions

Longterm Financing Sources

Equity vs. Debt Financing

Capital Structure Theories

Leverage and its Impact

Unit 4: Working Capital Management

Components of Working Capital

Cash and Inventory Management

Receivables Management

Working Capital Financing

Unit 5: Dividend and Retained Earnings Decisions

Dividend Policy Theories

Types of Dividend Policies

Factors Affecting Dividend Decision , Retained Earnings and Corporate Growth

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24SM710D Marketing Management

Unit 1: Fundamentals of Marketing

Core Concepts in Marketing

Marketing Environment Analysis

Consumer Behavior and Market Segmentation

Marketing Information Systems and Research

Unit 2: Product and Brand Management

Product Development and Product Life Cycle

Branding Strategies and Brand Equity

Product Line and Mix Decisions

Packaging and Labeling Strategies

Unit 3: Pricing and Distribution Strategies

Pricing Objectives and Pricing Strategies

Channels of Distribution and Logistics

Retailing and Wholesaling

Supply Chain Management

Unit 4: Promotion and Integrated Marketing Communication

Promotion Mix and Advertising

Sales Promotion and Public Relations

Digital Marketing and Social Media

Customer Relationship Management (CRM)

Unit 5: Strategic Marketing and Marketing Ethics

Market Planning and Control

Strategic Marketing Models and Analysis

Ethics and Social Responsibility in Marketing, Emerging Trends in Marketing

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24SM710E Human Resource Management

Unit 1: Introduction to HRM

Definition, Objectives, and Scope of HRM

Evolution of HRM and HR Challenges

Strategic Role of HRM

HRM and Organizational Performance

Unit 2: Human Resource Planning and Recruitment

HR Planning Process

Job Analysis and Job Design

Recruitment and Selection Methods

Induction and Orientation

Unit 3: Training and Development

Training Needs Assessment

Training Methods and Techniques

Management Development Programs

Evaluation of Training Effectiveness

Unit 4: Performance Management and Compensation

Performance Appraisal Methods

Compensation Management

Incentive Plans and Employee Benefits

Job Evaluation and Pay Structures

Unit 5: Industrial Relations and Employee Welfare

Industrial Relations and Conflict Resolution

Labor Laws and Compliance

Employee Welfare and Safety Programs, Trends in HRM: Diversity, Work Life Balance

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NPTEL COURSES

- 1) **Managing Innovation** – Focuses on the process of innovation, the role of creativity, and managing innovation in organizations.
- 2) **Decision Making Under Uncertainty** – Introduces decision-making models and risk management.
- 3) **Industrial Relations and Labor Laws** – Focuses on industrial relations, collective bargaining, labor laws, and dispute resolution.

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**V.R. SIDDHARTHA ENGINEERING COLLEGE
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Time: 3 Hours

Ph.D EXAMINATION

Max Marks: 100

**24SM710A
MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR**

- ANSWER ANY ONE QUESTION FROM EACH UNIT
- EACH QUESTION CARRIES EQUAL MARKS I.e. 20M

Unit 1

1. Evolution of Management Thought: A Comparative Analysis of Classical and Contemporary Approaches.

OR

2. Functions and Principles of Management: Their Relevance in Modern Business.

Unit 2

3. The Impact of Centralization vs. Decentralization on Organizational Agility.

OR

4. Organizational Culture and Climate: Building a Positive Workplace Environment.

Unit 3

5. The Role of Perception, Attitudes, and Job Satisfaction in Employee Performance.

OR

6. Personality and Emotional Intelligence: Key Predictors of Success in the Workplace.

Unit 4

7. Effective Communication in Organizations: Overcoming Barriers to Success

OR

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- 8. Power, Politics, and Conflict Management: Navigating Organizational Challenges**

Unit 5

- 9. Comparing Transformational and Transactional Leadership: Which is More Effective in Modern Organizations?**

OR

- 10. Resistance to Change in Organizations: Strategies for Managing and Overcoming Resistance**

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Time: 3 Hours

Ph.D EXAMINATION

Max Marks: 100

24SM710B ENTREPRENEURSHIP

- ANSWER ANY ONE QUESTION FROM EACH UNIT
- EACH QUESTION CARRIES EQUAL MARKS I.e. 20M

Unit 1

1. Discuss the various types of entrepreneurship and their significance in today's economic landscape.

OR

2. Analyze the role of entrepreneurs in driving economic development and the factors influencing entrepreneurial success.

Unit 2

3. Examine the process of opportunity identification and the critical steps involved in evaluating business ideas.

OR

4. Analyze the role of feasibility and market analysis in the successful development of a new business concept.

Unit 3

5. Describe the essential components of a business plan and explain how they contribute to the success of a startup.

OR

6. Compare different sources of funding for startups and discuss the advantages and disadvantages of venture capital versus angel investment.

Unit 4

7. Explore growth strategies commonly used by startups and the challenges they face when scaling operations.

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OR

- 8. Discuss the importance of risk management in entrepreneurial ventures and evaluate different exit strategies, including franchising.**

Unit 5

- 9. Analyze the importance of innovation in entrepreneurship and how it influences competitive advantage.**

OR

- 10. Discuss the concepts of corporate entrepreneurship and intrapreneurship and their impact on fostering a culture of innovation within established organizations.**

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Ph.D EXAMINATION

Max Marks: 100

24SM710C FINANCIAL MANAGEMENT

- ANSWER ANY ONE QUESTION FROM EACH UNIT
- EACH QUESTION CARRIES EQUAL MARKS I.e. 20M

Unit 1

1. Discuss the objectives of financial management, such as profit maximization and wealth maximization, and explain the key functions of financial managers in achieving these objectives. Include examples of how these objectives influence corporate decision-making.

OR

2. Explain the concept of the time value of money (TVM) and why it is crucial for financial planning and investment analysis. Provide illustrations of TVM applications in scenarios such as loan amortization, investment appraisals, and retirement planning.

Unit 2

3. Analyze the advantages and disadvantages of each capital budgeting technique, focusing on when each is most appropriate. Discuss why NPV is generally preferred, and under what circumstances other methods, such as IRR or the payback period, may be used.

OR

4. Discuss the different methods used in risk analysis within capital budgeting, such as sensitivity analysis, scenario analysis, and Monte Carlo simulation. Explain the importance of understanding risk for long-term investment decisions and its impact on the success of these investments.

Unit 3

5. Compare equity financing and debt financing, highlighting the pros and cons of each for corporations. Discuss how companies decide on an optimal mix and the impact of this choice on financial flexibility, cost, and control.

OR

6. Explore the major capital structure theories (e.g., Modigliani-Miller, trade-off theory, pecking order theory) and analyze their application in current corporate financing strategies. Assess the extent to which these theories guide actual business decisions.

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Unit 4

7. Discuss the role of cash and inventory management in working capital. Explain strategies for balancing liquidity needs with profitability goals and how these decisions affect operational efficiency and financial stability.

OR

8. Examine the importance of managing receivables effectively, its impact on cash flow, and the methods firms use to optimize their receivables. Discuss how poor receivables management can affect overall business stability.

Unit 5

9. Explore the main dividend policy theories, such as dividend irrelevance theory, bird-in-the-hand theory, and signaling theory. Discuss how dividends impact shareholder value and the factors influencing dividend policy decisions.

OR

10. Analyze the role of retained earnings in corporate growth strategies, including its benefits and limitations. Discuss how companies decide between paying dividends and retaining earnings, and how this decision affects future growth and shareholder expectations.

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Time: 3 Hours

Ph.D EXAMINATION

Max Marks: 100

24SM710D MARKETING MANAGEMENT

- ANSWER ANY ONE QUESTION FROM EACH UNIT
- EACH QUESTION CARRIES EQUAL MARKS I.e. 20M

Unit 1

1. Discuss the core concepts of marketing and how they contribute to the success of a business in today's competitive environment.

OR

2. Analyze the various factors that make up the marketing environment and their impact on marketing strategies.

Unit 2

3. Explain the stages of the product life cycle and discuss how a company should adapt its strategies at each stage.

OR

4. Evaluate different branding strategies and their influence on brand equity with examples of successful brands.

Unit 3

5. Describe various pricing strategies and analyze how a company should choose a pricing objective based on its market position and goals.

OR

6. Discuss the role of distribution channels and logistics in ensuring the effective delivery of products to consumers.

Unit 4

7. Examine the components of the promotion mix and discuss how they can be integrated to create an effective marketing communication strategy.

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OR

- 8. Analyze the role of digital marketing and social media in enhancing customer engagement and brand loyalty.**

Unit 5

- 9. Discuss the importance of strategic marketing planning and control in achieving long-term business success.**

OR

- 10. Evaluate the ethical issues in marketing and discuss the role of social responsibility in shaping sustainable marketing practices.**

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Time: 3 Hours

Ph.D EXAMINATION

Max Marks: 100

24SM710E HUMAN RESOURCE MANAGEMENT

- ANSWER ANY ONE QUESTION FROM EACH UNIT
- EACH QUESTION CARRIES EQUAL MARKS I.e. 20M

Unit 1

1. Discuss the evolution of Human Resource Management (HRM) and explain how the role of HR has shifted from traditional personnel management to a more strategic function.

OR

2. Evaluate the impact of HRM on organizational performance. How can strategic HR practices contribute to achieving organizational goals?

Unit 2

3. Explain the HR planning process and discuss how effective HR planning contributes to organizational success.

OR

4. Compare and contrast different recruitment and selection methods, highlighting the benefits and limitations of each approach.

Unit 3

5. Discuss the importance of training needs assessment and explain how it impacts the effectiveness of training programs.

OR

6. Examine various training methods and techniques and assess how they cater to different learning styles within an organization.

Unit 4

7. Analyze different performance appraisal methods and discuss their effectiveness in evaluating employee performance.

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OR

8. Discuss the role of compensation management in motivating employees and explain how incentive plans and benefits contribute to employee retention.

Unit 5

9. Examine the role of industrial relations in maintaining workplace harmony and discuss the methods used for conflict resolution.

OR

10. Discuss the significance of employee welfare and safety programs in fostering a healthy work environment, and analyze how modern trends like diversity and work-life balance are shaping HR practices today.

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24SM720A Design Thinking for Management

Unit 1: Introduction to Design Thinking

Foundations of design thinking

Principles of human centered design

The design thinking process: Empathize, Define, Ideate, Prototype, and Test

Unit 2: Problem Framing and Empathy Building

Techniques for problem identification and framing

User research and empathy mapping

Developing user personas and journey maps

Unit 3: Ideation Techniques

Divergent and convergent thinking

Brainstorming methods and creativity techniques

Concept development and idea evaluation

Unit 4: Prototyping and Testing

Building lowfidelity and highfidelity prototypes

Testing prototypes and gathering feedback

Iterative design and refinement processes

Unit 5: Application of Design Thinking in Business

Case studies in management and innovation

Design thinking in strategy, operations, and customer experience

Implementing design thinking within organizations

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24SM720B Investment Management & Behavioral Finance

Unit 1: Introduction to Investment Management

Investment environment and asset classes

Portfolio theory and diversification

Risk-return tradeoffs and asset allocation

Unit 2: Financial Instruments and Markets

Overview of stocks, bonds, mutual funds, and derivatives

Capital markets and financial intermediaries

Valuation methods for equity and fixed income

Unit 3: Behavioral Finance Concepts

Behavioral biases: overconfidence, loss aversion, anchoring

Heuristics in decision-making

Behavioral theories vs. traditional finance theories

Unit 4: Applications of Behavioral Finance in Investment Decisions

Behavioral portfolio management

Investor psychology and market anomalies

Role of behavioral insights in financial planning and advising

Unit 5: Case Studies and Trends in Investment Management

Analysis of recent trends in investment and financial markets

Case studies on behavioral finance in realworld scenarios

Ethical considerations in investment management

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24SM720C Digital Marketing

Unit 1: Fundamentals of Digital Marketing

Overview of digital marketing and its evolution

Key channels: search engine marketing, social media, email, and display ads

Consumer behavior in the digital world

Unit 2: Content Marketing and Strategy

Content creation, curation, and distribution

SEO and SEM: principles and techniques

Measuring content effectiveness and ROI

Unit 3: Social Media Marketing and Engagement

Social media platforms and audience engagement

Social media advertising strategies and best practices

Community management and influencer marketing

Unit 4: Data Analytics in Digital Marketing

Introduction to digital marketing analytics tools

Analyzing and interpreting metrics for optimization

A/B testing and conversion rate optimization

Unit 5: Emerging Trends in Digital Marketing

AI and automation in digital marketing

Personalization and consumer privacy

Case studies on innovative digital marketing campaigns

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24SM720D Human Resource Development (HRD)

Unit 1: Fundamentals of Human Resource Development

Definition and scope of HRD

Difference between HRM and HRD

HRD's role in organizational growth and strategy

Unit 2: Training and Development

Identifying training needs and types of training programs

Designing and implementing effective training programs

Evaluation of training outcomes

Unit 3: Performance Management and Talent Development

Principles of performance management

Developing competencies and career paths

Succession planning and leadership development

Unit 4: Employee Engagement and Motivation

Theories of motivation and employee engagement

Strategies for enhancing employee morale and job satisfaction

Measurement and impact of engagement on performance

Unit 5: Contemporary HRD Trends and Challenges

Role of technology in HRD

HR analytics and data driven HR practices

Case studies on HRD strategies in organizations

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24SM720E Logistics & Supply Chain Management

Unit 1: Introduction to Supply Chain and Logistics Management

Basics of supply chain and logistics functions

Components of supply chains and their interconnections

Key drivers of supply chain performance

Unit 2: Inventory and Warehousing Management

Types of inventory and inventory control techniques

Warehouse operations and layout planning

Role of technology in inventory and warehousing

Unit 3: Transportation and Distribution

Transportation modes and cost optimization

Distribution network design

Impact of logistics on supply chain efficiency

Unit 4: Supply Chain Strategy and Integration

Supply chain planning and strategic fit

Vendor selection and relationship management

Role of technology in integrated supply chains

Unit 5: Trends and Challenges in Supply Chain Management

Sustainable and green supply chain practices

Risk management and resilience in supply chains

Impact of globalization and digital transformation

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POOL-2 NPTEL COURSES

1. Strategic Performance Management

- ❖ **Instructor:** Prof. S. Pavan Kumar, IIT Kharagpur
- ❖ **Overview:** This course provides an advanced understanding of performance measurement and management strategies, crucial for PhD students focused on organizational strategy and operations. It covers frameworks and tools for evaluating and improving organizational performance, balanced scorecards, and KPI development.

2. Advanced Research Methods in Social Sciences

- ❖ **Instructor:** Prof. Aradhna Malik, IIT Kharagpur
- ❖ **Overview:** This course is ideal for PhD students in management who need to deepen their understanding of research methodologies. It includes both quantitative and qualitative research techniques, data analysis methods, and covers issues related to research design, sampling, and ethics in research.

3. Data Analytics and Decision Making

- ❖ **Instructor:** Prof. Gaurav Dixit, IIT Roorkee
- ❖ **Overview:** This course provides an in-depth look at data analytics and decision-making processes, essential for management research in the age of big data. PhD students will benefit from learning advanced analytics techniques that support data-driven decisions in business contexts.

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Time: 3 Hours

Ph.D EXAMINATION

Max Marks: 100

24SM720A DESIGN THINKING FOR MANAGEMENT

- ANSWER ANY ONE QUESTION FROM EACH UNIT
- EACH QUESTION CARRIES EQUAL MARKS I.e. 20M

Unit 1

1. Explain the foundations of design thinking and discuss how it differs from traditional problem-solving methods.

OR

2. Describe the principles of human-centered design and their role in enhancing the effectiveness of the design thinking process.

Unit 2

3. Discuss the importance of problem identification and framing in design thinking, and explain how it impacts the overall success of a project.

OR

4. Analyze the role of empathy mapping in understanding user needs and creating effective solutions.

Unit 3

5. Explain the concepts of divergent and convergent thinking, and discuss their importance in the ideation phase of design thinking.

OR

6. Evaluate different brainstorming methods and creativity techniques that can be used to generate innovative ideas.

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Unit 4

- 8. Discuss the process of building low-fidelity and high-fidelity prototypes, and explain how each type serves a different purpose in design development.**

OR

- 9. Analyze the importance of testing prototypes and gathering feedback, and discuss how these steps contribute to iterative design and refinement.**

Unit 5

- 9. Examine how design thinking can be applied in strategy and operations to drive innovation within organizations. Provide examples from real-world cases.**

OR

- 10. Discuss the challenges and benefits of implementing design thinking in customer experience management, and explain how it can improve business outcomes.**

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Time: 3 Hours

Ph.D EXAMINATION

Max Marks: 100

**24SM720B INVESTMENT MANAGEMENT & BEHAVIORAL
FINANCE**

- ANSWER ANY ONE QUESTION FROM EACH UNIT
- EACH QUESTION CARRIES EQUAL MARKS I.e. 20M

Unit 1

1. Discuss the significance of different asset classes within the investment environment and explain how they contribute to portfolio diversification.

OR

2. Explain the concept of risk-return tradeoffs and its impact on asset allocation. How does portfolio theory support effective asset allocation?

Unit 2

3. Compare and contrast stocks, bonds, mutual funds, and derivatives in terms of their features, risks, and potential returns.

OR

4. Explain the role of capital markets and financial intermediaries in the valuation of equity and fixed income. How do these mechanisms impact market efficiency?

Unit 3

5. Discuss the behavioral biases of overconfidence, loss aversion, and anchoring. How do these biases influence investment decisions?

OR

6. Compare and contrast behavioral finance theories with traditional finance theories. In what ways do behavioral insights challenge conventional financial models?

Unit 4

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7. Describe the concept of behavioral portfolio management and analyze its significance in modern investment decision-making.

OR

8. Explain how investor psychology and market anomalies influence financial planning and advising. What role do behavioral insights play in this process?

Unit 5

9. Analyze the impact of recent trends in investment management on financial markets. Discuss how these trends shape the future of investment practices.

OR

10. Evaluate the ethical considerations in investment management using real-world case studies in behavioral finance. How do ethical concerns influence investment decisions?

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Time: 3 Hours

Ph.D EXAMINATION

Max Marks: 100

24SM720C DIGITAL MARKETING

- **ANSWER ANY ONE QUESTION FROM EACH UNIT**
- **EACH QUESTION CARRIES EQUAL MARKS I.e. 20M**

Unit 1

1. Discuss the evolution of digital marketing and its impact on traditional marketing strategies. How have consumer expectations changed in the digital age?

OR

2. Compare and contrast different digital marketing channels, such as search engine marketing, social media, email, and display ads. How does each channel influence consumer behavior?

Unit 2

3. Analyze the importance of content creation, curation, and distribution in building a successful digital marketing strategy. How can brands measure the effectiveness of their content?

OR

4. Explain the roles of SEO and SEM in content marketing. What are the key principles and techniques involved in each, and how do they contribute to content visibility?

Unit 3

5. Examine the role of social media in engaging audiences and building brand loyalty. What are the best practices for successful social media advertising?

OR

6. Discuss the significance of community management and influencer marketing. How do these approaches contribute to a brand's overall social media strategy?

Unit 4

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7. Describe the role of analytics tools in digital marketing. How can data insights drive decision-making and optimize marketing strategies?

OR

8. Explain the concepts of A/B testing and conversion rate optimization. How do these techniques help marketers improve campaign performance?

Unit 5

9. Evaluate the impact of AI and automation on digital marketing. How are these technologies transforming customer interactions and marketing efficiency?

OR

10. Discuss the challenges and ethical considerations related to personalization in digital marketing, especially in terms of consumer privacy.

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Time: 3 Hours

Ph.D EXAMINATION

Max Marks: 100

24SM720D HUMAN RESOURCE DEVELOPMENT

- ANSWER ANY ONE QUESTION FROM EACH UNIT
- EACH QUESTION CARRIES EQUAL MARKS I.e. 20M

Unit 1

1. Explain the scope of Human Resource Development (HRD) and discuss its significance in enhancing an organization's competitive advantage.

OR

2. Compare and contrast Human Resource Management (HRM) and Human Resource Development (HRD), highlighting HRD's specific role in aligning with organizational strategy.

Unit 2

3. Discuss the process of identifying training needs within an organization and analyze how these needs shape the types of training programs offered.

OR

4. Evaluate the importance of effective training program design and implementation, and discuss methods for assessing the outcomes of training initiatives.

Unit 3

5. Explain the principles of performance management and discuss how performance management systems contribute to employee development and organizational growth.

OR

6. Analyze the significance of succession planning and leadership development in building a sustainable talent pipeline within an organization.

Unit 4

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7. Compare different theories of motivation and discuss how these theories can be applied to enhance employee engagement and morale.

OR

8. Discuss the impact of employee engagement on organizational performance and evaluate the effectiveness of various strategies to measure and enhance engagement.

Unit 5

9. Discuss the role of technology in transforming HRD practices and analyze the potential benefits and challenges it presents.

OR

10. Examine the importance of HR analytics in modern HRD practices and evaluate its impact on data-driven decision-making within HR. Provide examples or case studies to illustrate your points.

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Time: 3 Hours

Ph.D EXAMINATION

Max Marks: 100

24SM720E LOGISTICS & SUPPLY CHAIN MANAGEMENT

- ANSWER ANY ONE QUESTION FROM EACH UNIT
- EACH QUESTION CARRIES EQUAL MARKS I.e. 20M

Unit 1

1. Discuss the key components of a supply chain and explain how they are interconnected to create an efficient system. Provide examples from different industries.

OR

2. Analyze the primary drivers of supply chain performance and explain how they influence overall efficiency and customer satisfaction.

Unit 2

3. Explain the various types of inventory control techniques and discuss their importance in optimizing inventory management for modern businesses.

OR

4. Describe the role of technology in inventory and warehousing management and its impact on improving operational efficiency.

Unit 3

5. Compare and contrast different modes of transportation, discussing their costs, advantages, and limitations in the context of supply chain management.

OR

6. Evaluate how distribution network design can impact the overall efficiency of a supply chain, including an analysis of factors that should be considered when designing a distribution network.

Unit 4

SCHOOL OF MANAGEMENT
Ph.D SYLLABUS: POOL2

7. Discuss the concept of strategic fit in supply chain planning, and explain why it is essential for businesses to align supply chain strategy with business goals.

OR

8. Analyze the importance of vendor selection and relationship management in creating an integrated supply chain. Provide examples of successful partnerships in supply chain management.

Unit 5

9. Explain the importance of sustainable and green practices in supply chain management and discuss the challenges companies face in implementing these practices.

OR

10. Assess the impact of digital transformation and globalization on modern supply chains, highlighting the risks and opportunities these trends bring to businesses.