



DRAVIDIAN UNIVERSITY
Centre for Off-Campus Education & Research
Syllabus for M.Phil/Ph.D Management
Paper II: Broad Field

Unit – I

Management – Evolution – Management as science or art. Manager Vs Leaders. Planning – Types – Characteristic & hierarchy, MBO, MBE, Organization authority and Responsibilities – Delegation of Authority.

Unit – II

Decision Making – Styles of decision Making. Staffing – recruitment and selection – span of supervision – motivation – leadership – communication. Control – control process – control techniques.

Unit – III

Business Environment – External/Internal interaction. Society and Business – Business Ethics – Social Responsibility – Social Audit. Strategy – Function/Importance-Strategic alternations-BCG,GE matrix-SWOT Analysis.

Unit – IV

Marketing Management Process – Analyzing Marketing Opportunities – Selecting target consumers developing Marketing. Market segmentation consumer and Industrial product decisions, branding, packaging and labeling – New product development and product life cycle strategies.

Unit – V

Human Resource Development concept – HRD at macro and levels – sub – system of HRD – Role of HRD function – concept of career – career stages – career planning and development – Need – Steps in career planning –Methods of career planning and Development – managerial and Organizational – Career Development Actions and programmers – career problems solutions – Guidelines for Career management.

Reference Books:

1. Memoria C.B. Personnel Management
2. Principle of Marketing – Phillip Kotler – Gang Armstrong.
3. Principles of Management – S.P.Guptha.



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Model Question Paper for M.Phil/Ph.D Management
Paper II: Broad Field

Time: 3 Hours

Max marks: 100

Answer Any **Five** Questions

All Question Carry Equal Marks

5x2=100

1. “Management is neither science not art “– Explain the statement and give your opinion.
2. Explain the concept of MBO and describe its essential elements.
3. List and explain the four basic stages in the rational model of decision making and problem solving.
4. Distinguish between early and contemp orary views of motivation.
5. What is the difference between social responsibility and business ethics?
6. What is the BCG Matrix and how can it guide corporate – level strategy? What are its disadvantages?
7. Explain how a firm’s objectives may affect its search for analyzing marketing opportunities?
8. Describe how marketing strategies change during the products life cycle.
9. Explain the basic steps in career planning. What factors must HR Manager consider ?
10. What do you mean by career management? Suggest guidelines for career management in a large private sector bank.
