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RMSE–005

Ph. D. IN MANAGEMENT (PHDMGMT)

Term-End Examination

December, 2024

**RMSE–005 : AREAWISE 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.

1. With special reference to classical approach, trace the evolution of Management Theory.
2. Define cost function. Explain the determinants of cost function.
3. Briefly discuss why do firms internationalize. What are the modes of entry in foreign markets ? Explain.

4. With reference to Porter's five forces framework, discuss how does the framework analyze the competitive environment.
5. Explain the Plan-Do-Check-Act (PDCA) cycle. Why is each step of PDCA cycle essential for effective control ?
6. Why is it essential for a company to be socially and environmentally responsible ? Explain with the help of examples.
7. Write notes on the following :
 - (a) Total Quality Management (TQM)
 - (b) Creativity and Innovation

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