

**Ph.D. Course Work Examinations
(July, 2018)**

**Paper Title: Recent Development in Business Administration
Paper Code: PHD-1C3**

Full Marks: 70

Time: 3 hours

(Answer any seven from the following questions)

1. Explain the importance of the different factors that influence consumer behaviour. 10
2. What are the basic characteristics of service? Explain with examples. Explain the importance of customer satisfaction in service marketing. 10
3. (a) What is the importance of international marketing in the contemporary business scenario? 5
(b) Elucidate the role of rural marketing in the context of changing Indian market. 5
4. Explain the importance of Product Life Cycle in the marketing decision making process. 10
5. 'Providing performance feedback of employees after performance appraisal is very important to achieve better performance in future in an organization' - Justify. 10
6. Why Human Resource is important for economic development of a country? Discuss the importance of Human Factor in Modern workplace. 10
7. Throw a debate for and against seniority vs. merit based promotion. Define demotion and explain why it is necessary. 5+5=10
8. Discuss the role and importance of finance manager in a modern day corporate organization. 10
9. Discuss the major long term sources of finance available for a corporate organization. 10
10. Write a brief note on financial market in India. Distinguish between Capital market and Money Market. 10