

Assignment for Students of Ph. D. CourseWork/ M. Phil. (Management)

The assignments for Research Methodology, Computer Applications and Advances in Management are below. The assignment for Advances in Management comprises a research paper titled “An exploratory study on the impact of recruitment process outsourcing on employer branding of an organization” is also attached as a pdf file.

Research Methodology

Q.1 Explain and illustrate the following research designs:
 (a) latin square design (b) simple factorial design (c) informal experimental designs

Q.2 What are the criteria for a good measurement ? Explain each of them

Q.3 (a) What is observation? Why observation is not very frequently used by business researchers as compared with the survey techniques?
 (b) What is personal interview technique? Explain different types of personal interview techniques?

Q.4 Explain the significance of a research report and narrate the various steps involved in writing such a report.

Q.5 Describe briefly the guiding principles for a graphic presentation of the data.

Q.6 The following figures relate to production in kgs. Of three varieties A, B, and C of wheat sown in 12 plots. Ts there a significant difference in the production of three varieties.

A	14	16	18		
B	14	13	15	22	
C	18	16	19	19	20

Q.7 A movie producer is bringing out a new movie. In order to map out his advertising campaign, he wants to determine whether the movie will appeal most to a particular age group or whether it will appeal equally to all age groups. The producer takes a random sample from persons attending a pre view of the movie, and obtains the following results. Apply appropriate statistical tool and interpret the results.

	Age Group			
	Under 20	20-39	40-59	60 and above
Liked the movie	320	80	110	200
Disliked the movie	50	15	70	60
indifferent	30	5	20	40

Q.8 (a) To test the intelligence of 10th class boys and girls in a higher secondary school, a sample of 83 tenth class boys and a sample of 95 tenth class girls were taken and intelligence tests applied. The following results were observed:

Sex	Number	Mean Marks	Standard Deviation
Girls	95	29.91	11.56
Boys	83	30.92	7.81

Is there a significant difference in the mean scores obtained by boys and girls?

(b) The mean of two random samples of size 9 and 7 are 196.42 and 198.82, respectively. The sum of the squares of the deviations from the mean are 26.94 and 18.73 respectively. Can it be considered that the means are significantly different?

Q.9 You are given: variance of $X=9$. The regression equations are:

$$8X-10Y+66=0$$

$$40X-18Y=214$$

Find (i) the average values of X and Y; (ii) Correlation coefficient between the two values (iii) Standard deviation of Y.

Q.10 Given below are the figures of production (in thousand quintals) of a sugar factory:

Year	2011	2012	2013	2014	2015	2016	2017
Production	40	45	46	42	47	50	46

Fit a straight line trend.

Computer Application

- Q.1 Explain the various metrics used for online marketing tools.
- Q.2 How Internet Technology works. Discuss some of the features of internet technology.
- Q.3 How do enterprise systems help business in achieving Operations Excellence, Customer Intimacy and Business Intelligence? Discuss.
- Q.4 Explain the various features of MS Word which help in research work.
- Q.5 MS Excel gives you variety of Graphs and Charts. Illustrate. Also explain the situation where these graph/ chart are used and why.
- Q.6 Write down the process of identifying and developing the keywords on internet.
- Q.7 Describe the various situation where SPSS could be useful. Illustrate answer by giving steps of using SPSS.
- Q.8 Write a note on R software?

Advances in Management

Read the attached paper.

1. Critically evaluate the paper "An exploratory study on the impact of recruitment process outsourcing on employer branding of an organisation." Discuss its implications in Business Process Outsourcing.
2. Critically analyse the Key Findings, presented in the paper.

Review of Literature

All the students are required to submit a report on review of published research on their topics in the standard format. This work is to be under the guidance of their Ph. D. supervisors (for M. Phil. Students they can take help from faculty members of the Institute).

Two copies of report is to be submitted on the day of Comprehensive Viva.