

Subjects and Syllabus for Comprehensive Viva

Name of the Scholar	Rajesh Kumar
Roll No	MS17D015
Programme	PhD
Guide	Dr Varisha Rehman
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MS7080 - Research Methods in Business and Management

Instructors - Dr. Saji K Mathew & Dr. R K Amit

Scientific approach to research, natural science vs. social science, research paradigms, epistemology and ontology in management research, positivism vs. interpretivism, subjectivism vs. objectivism
Foundations of theory, categories of theory, theory building vs. theory testing, conceptualization and hypothesis testing, Laws and theories, hypotheses and propositions
Types of Research - Conceptual, Descriptive, Experimental, Unit of analysis
Qualitative research in management, hermeneutics, social constructionism, ethnography, Grounded theory, case study methods
Quantitative research, concepts, constructs and measurement, survey-based research, role of statistics in quantitative research, sample, sample frame, population, generalization.

MS6031 - Data Analysis for Research

Instructor - Dr. Nandan Sudarsanam

Introduction to statistics and descriptive statistics - Scatter Plot, Box Plot, Histogram, Measures of Central Tendency, Measures of Dispersion
Probability distribution - Uniform Distribution, Bernoulli Distribution, Binomial Distribution, Poisson Distribution, Geometric Distribution, Hyper-Geometric Distribution, Exponential Distribution, Negative Binomial Distribution, Normal Distribution and Binomial Approximation
Central Limit Theorem
 Inferential statistics - Confidence Interval, Population and Sample, Overarching Principle
Hypotheses testing - Single Sample Z Test, Single Sample T Test, Chi Squared Test of Variance, Proportion Z Test, Two Sample Z Test, Two Sample T Test, Paired T Test, Two Sample Proportion Z Test, Chi Squared Test Of Independence
Type 1 and Type 2 errors
 ANOVA and Regression

MS5750: Brand Management**Instructor - Dr. Varisha Rehman****Module 1: Understanding a Brand**

History and Evolution of Branding Perspective on Branding

Anatomy of a Brand Relationship between corporate and product brand

Module 2: Brand Components

Brand elements, Brand essence and Brand promise

Module 3: Brand expression

Brand personality Brand identity Brand image Brand positioning

Module 4: Brand strategies

Brand extensions, Brand architecture

Module 5: Brand Evaluation

Brand value frameworks, Brand Equity models

MS 5760: Marketing on the Internet**Instructor: Dr Vaibhav Chawla****Module 1: Online consumer behavior**

Consumer decision making journey in the internet age and implications for marketers.

How ads go viral?

Module 2: Shifting foundations of 4Ps

How customers are co-creating products with firms using internet?

How internet is enabling customers to participate in firm's promotional activities?

How internet is altering distribution function and transforming the retail landscape?

How should firms price on internet?

Module 3: Internet Marketing Techniques

How to create a social media marketing strategy?

Social Media Zones

Social media and customer relations

Twitter and LinkedIn marketing

Introduction to Search engine optimization (SEO)

Inbound marketing

Introduction to Search engine marketing (SEM)

MS6720- Industrial & Services Marketing
Instructor: (Late) Dr Upendra K Maurya
<ul style="list-style-type: none">• B2B Definition, Differences between B2B and B2C.• Organizational Buying Process, Different roles in Buying Center (DMU).• Different buying situations in B2B- Straight rebuy, Modified Rebuy, New buy situations.• Issues in organizational buying and how to mitigate risks.• Concept of systems selling in B2B• Relationship Marketing in B2B and its importance, Different types of relationships in B2B.• Importance of Interfirm Relationship Performance (Relationship breadth, quality, composition, strength and efficacy).• Different relationship marketing programs- Social, Structural and Financial.• Planning in large organizations- Corporate, SBU's and Functional Levels.• Segmentation process in B2B marketing and how different it is from B2C.• Qualitative methods in forecasting demand- executive judgment, sales force composite and• Delphi technique.• BCG Matrix and steps involved in New Product Development process.