

National Defence University
Faculty of Contemporary Studies
Department of Leadership and Management Studies

PhD Entry Test

Total Marks:20

Time Allowed: 1 hour

Instructions:

- Attempt any two questions.
 - All questions carry equal marks
 - Attach the question paper with the answer sheet before leaving examination hall.
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Question 1

The cultural values affect leadership outcomes, discuss.

Question 2

A social scientist trying to predict the results of upcoming elections. During the literature review, he found that “Brand Equity” concept is very popular in the marketing discipline can provide useful insights related to observed research problem. He treats political party as a ‘Brand’ and adapts the relevant scale. How he can ensure the validity of the designed instrument?

Question 3

In the current trends of globalization, what kind of HR diversity and cultural issues can arise and how these potential issues can be addressed.