NATIONAL DEFNCE UNIVERSITY, FACULTY OF CONTEMPORARY STUDIES, ISLAMABAD
Department of Leadership and Management Studies (LMS)

Student Name: _____

Semester: Entry test for PhD Scholar **Time Allowed:** **01 Hrs**

Total Marks: **25**

Alpha Ltd is facing declining sales since last 7 months. Top management found out and realized that the reasons for declining sales are low advertisement, price increase, inflation increase, and low service from front staff employees.

Therefore, top management want to conduct a thorough research based on particularly the above mentioned issues and want to develop policies and strategies to enhance firm sales. Being a PhD scholar please conduct a research survey and prepare a research proposal.

1. Write these concepts
    a. Problem statement
    b. Research objective(s)
    c. Research question(s)
    d. Practical significance of the research
2. Develop a theoretical framework
    a. Develop hypotheses
3. Define your research design and explain necessary information for sample description.
4. Explain all steps which are necessary for data analysis procedure and how you analyze your data according to your research objectives.