

04/12/25

9.30

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT  
TEST -3 EXAMINATIONS- 2025

PhD -I Semester

COURSE CODE (CREDITS): 18P1WGE101

MAX. MARKS: 25

COURSE NAME: Research Methodologies including Quant. Methods and Computer App.

COURSE INSTRUCTORS: Dr Tanu Sharma

MAX. TIME: 2 Hours

*Note: (a) All questions are compulsory.*

*(b) Attempt questions in chronological order*

Q.No	Question	CO	Marks
Q1	How important is literature review in your research? Explain the procedure in which you conduct the review and identify the research gaps. Explain using examples from your research domain?		5
Q2	<p>"EI is a stronger predictor of leadership success than IQ and technical skills." Discuss this statement using theoretical perspectives and recent empirical findings.</p> <p style="text-align: center;"><b>OR</b></p> <p>Examine the psychological factors influencing employee cyber security behavior. How can organizations reduce human-factor vulnerabilities?</p>		4
Q3	<p>Critically analyze how AI-enabled HR analytics can predict employee performance. Discuss algorithmic biases; explain ability issues, and ethical concerns.</p> <p style="text-align: center;"><b>OR</b></p> <p>Analyse influencer marketing effectiveness using concepts of para social interaction, trust, and authenticity.</p>		4
Q4	<p>Compare human-centric leadership and algorithmic management. How does the shift towards AI-mediated supervision affect employee engagement, trust, and job satisfaction?</p> <p style="text-align: center;"><b>OR</b></p> <p>Evaluate the role of data privacy regulations (GDPR, PDP Bill, CCPA) in shaping digital marketing strategies. How do these laws influence cybersecurity practices in organizations?</p>		4
Q5	What is sampling in the context of research, and why is it important? What are the main types of sampling methods used in research?		4
Q6	<p>How can combining Emotional Intelligence and AI-assisted analytics improve leadership decision-making? Propose a conceptual model.</p> <p style="text-align: center;"><b>OR</b></p> <p>Explain how cyber attacks on social media platforms (account hijacking, botnets, fake engagement) impact digital marketing campaigns. Suggest mitigation strategies.</p>		4