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Syllabus for Ph.D. Entrance Examination

PAPER-I

(RESEARCH METHODOLOGY)

1. Basic concept of research problem

- Rationale of research
- Identification of research problem
- Research objective
- Types of research- fundamentals/applied/action/quantitative/qualitative

2. Review of literatures

- Primary source
- Secondary source
- Searching e-resources, using research engines
- Searching database
- Writing literature review

3. Methods of research

- Concept and formulation of hypothesis
- Survey method
- Experimental method (variable, designs)
- Historical methods
- Content analysis

4. Sampling of data

- Concept of sampling
- Probability sampling techniques
- Non probability sampling techniques
- Sampling error

5. Collection of data

- Primary data generation
- Secondary data collection
- Methods of data generation/collection- by experiments, questionnaire, interview schedule, focus groups etc.

6. Analysis of data

- Statistical analysis techniques
- Qualitative analysis techniques
- Application of computer in research data analysis

7. Reports preparation

- Structure and component of research report
- Organization of data
- Indexing of journal and research output
- Citation, reference, bibliography
- Copyright, plagiarism, originality of research work

8. Research ethics

- Ethics in research
- National and International regulations/law/ethics related to research on human, Animals and Environments

PAPER-II

(MANAGEMENT)

Unit-I

Management Concept and Process: Functions and principles of management, historical evolution of management thoughts, Management process, Planning, Organising, Staffing, Directing, Coordinating, Controlling.

Organisational Behaviour: Personality, Attitude, Values, Perception, Learning, Motivation, Leadership, Conflict, Socialization, Counselling, Mentoring, Emotional Intelligence.

Unit-II

Environment and Management: Business Environment, Types, Consumer Protection Act (CPA), New Industrial Policy of the Government, Monetary and Fiscal Policy, Environmental Management System: EMS Standards, ISO 14000, Environmental Accounting and Auditing, GATT/WTO Provisions, Patents, IPRS.

Human Resource Management: Nature, scope, functions of HRM, HR challenges in changing environment, Human Resource Policy and Planning, Job Analysis, Job Description, Job Specification, Recruitment, Selection, Placement, Induction, Training and Development, Performance Appraisal, Potential Evaluation, Job Evaluation, Wage Determination and Compensation Management, Employee Welfare, Industrial Relations, Trade Unionism, Grievance Management.

Unit-III

Financial Management: Capital Structure, Capital Market, Working Capital Management, Stock Market, SEBI Guidelines, Derivatives, Mutual Funds, Credit Management, Banking and Insurance Services, Financial Information Systems.

Marketing Management: Marketing Concepts, Approaches, Marketing Mix, Market Segmentation and Targeting, Product Decisions- Types of Product, Product Life Cycle, New Product Development Stages, Branding, Service Marketing, Consumer Behaviour, Consumer Decision-making, Customer Relationship & Supply Chain Management, Marketing Information System, Advertising, Sales promotion, Public relation, Distribution management.

Unit-IV

Production Management: Role and scope of Production Management, Different Production Systems: Continuous and Mass Production, Intermittent Production, Batch/ Job-Shop Production, Plant Location, Layout Planning, Production Planning and Control, Scheduling, TQM, Work measurement, Time and Motion study.

Strategic Management: Strategic Management: Definition, model and process for Strategy Formulation, Strategic Intent - Vision, Mission, Purpose and Objectives, Environmental Analysis, Strategic Alternatives: merger, acquisition, diversification, modernisation, integration,

joint venture, turnaround, Strategic Choice, Strategic Implementation, Strategic Evaluation and Control.

Unit-V

International Business: Balance of Payment, Instruments of trade policy, Institutional set-up for export promotion in India, Salient features of the current EXIM policy, Export procedure documentation, Regulatory framework of International Trade, Foreign Direct Investment (FDI) and Foreign Institutional Investment (FII).

Entrepreneurship: Entrepreneurship needs and importance, traits, Reasons to start a business, Process of identifying Business opportunities, Detailed Business Plan, MSME, Industrial Sickness, Rehabilitation of Sick Enterprises.

IMPORTANT NOTE

There will be a total of 50 multiple choice questions (MCQs) for each of the two papers. Paper-I will focus on Research Methodology and Paper-II will cover specific Subject.

Each question in both papers carries 1 mark and will have a total of 50 marks for each paper. The duration for solving each paper is 1 hour. Students must appear for both Paper-I and Paper-II as specifies for the entrance. After completion and submission of Paper-I, the question Paper-II will be provided to the students.

Scheme:

Paper-I Research Methodology

Number of questions- 50 MCQs covering whole syllabus

Maximum Marks- 50

Duration- 1 hr

Paper-II Management

Number of questions- 50 MCQs covering whole syllabus

Maximum Marks- 50

Duration- 1 hr