

RANI DURGAVATI VISHWAVIDHYALAYA, JABALPUR

Syllabus for Ph.D. Entrance Exam

Faculty of Management UNIVERSITY INSTITUTE OF MANAGEMENT

Total marks -100

Time Duration: 2 hours

The paper will be divided into two sections.

Section A - This section will comprise of research methodology, aptitude and reasoning test. This section will be of 50 marks from Unit I & II.

Section B - This section will have objective questions from the core management subjects. This section will be of 50 marks from Unit III to VII.

Topics include basic concepts and also application orientation

Section A

UNIT I. QUANTITATIVE METHODS & TECHNIQUES

Overview of Statistics, Classifying Data to convey meaning, Measures of Central Tendency Mean, Median & Mode, Measures of Variation – Range, Average Deviation, Standard Deviation Probability Theory; Probability distributions – Binominal, Poisson, Normal and Exponential Correlation and Regression analysis. Time Series and its Components, Analysis, Models of Time Series, Methods of Studying Components of Time Series: Measurement of trend.

Use of Computers in Managerial applications, Information systems- MIS and Decision making System analysis and design; Trends in Information Technology; Internet and Internet – base applications.

UNIT II. RESEARCH METHODOLOGY

Research: Meaning, significance, nature and scope. Types of research and application Research Methodology: Hypothesis formulation and testing, Large and small samples; t, z, F, Chi-square tests, research design and types. Population and sample – types of sampling, Sampling theory; Sampling distributions, types of data and sources of data.

Section B

UNIT III. GENERAL MANAGEMENT

Evolution of Management Thought and Approaches to Management, Strategy Formulation Steps And Process, Concept Of Corporate Strategy; Components Of Strategy Formulation SWOT Analysis, Vision And Mission, Porter's Generic Strategies, Competitor Analysis; Competitive Strategy And Corporate Strategy, Corporate Governance And Corporate Social Responsibility (CSR).

UNIT IV. ECONOMICS

Scarcity related science, Distinction between macro and micro economics, external and internal forces and its impact on decision making. Analysis of firm application of managerial economics: monopoly market, demand forecasting and its implication on economic planning of firm finance budget – fiscal deficit and budgetary deficit, types of markets and equilibrium.

UNIT V. HUMAN RESOURCE MANAGEMENT

HRM Environment, functions, leadership styles, recruitment to placement – major sources: steps and procedures, performance appraisal – techniques and system development: motivation, developing teams, compensation and benefits, human resource information and audit system – elements and functions, HR accounting.

UNIT VI. MARKETING

Marketing mix for goods and services (7Ps), Pricing methods (cost plus pricing, skimming, penetration), market segmentation, product life cycle – Four stages, new product launch concept of consumer behavior; product and brand positioning.

UNIT VII. FINANCIAL MANAGEMENT

Financial Management: Scope and objectives, integrated relationship with other managerial functions and departments. Working capital management – Components and its management: risk and return, CAPM theory, Financial Statement Analysis – Ratio, fund flow and cash flow: Capital budgeting – Techniques of appraisal, Capital structure planning – leverage analysis: international finance and risk management, derivatives.

Suggested Readings:

- Kothari C.R. Research Methodology and Quantitative Techniques. New Delhi: New Age Publication.
- Vohra N.D. Quantitative Techniques in Management. New Delhi : The McGraw-Hill.
- Robbins, S.P., Sanghi, S. & Judge, T. A. (2015). Organizational Behavior. New Delhi: Pearson Education.
- Kotler, P. and Armstrong, G. (2015) Principles of Marketing. New Delhi: Pearson Education.
- Baye M. Managerial Economics and Business Strategy. New Delhi: Mc Graw- Hill
- Gupta S.K. and Sharma R. K. Financial management : Theory and Practice. New Delhi: Kalyani Publishers.
- Sontakki C. N. Strategic Management: Text and Cases. New Delhi: Kalyani Publishers.