

School of Management Studies

Baba Ghulam Shah Badshah University

Rajouri

Syllabus for M.Phil. / Ph.D. Entrance Test

Current Affairs: Business and Economy.

Managerial Economics: Demand Analysis, Production Function, Market Structures, Macro Economics, National Income Concepts, Pricing theories, Capital Budgeting.

Concepts and Perspectives in HRM: HRM in changing environment, Human Resource Planning, Objectives, Processes and Techniques of HRP, Job Analysis, Job Description, Job Specification and Job Evaluation, Induction, Training and Development, Performance Appraisal Techniques, Collective Bargaining, Evolution of Human Resource Development.

Financial Management: Nature and Scope, Valuation concepts and Valuation of Securities, Capital Budgeting Decisions, Long term and Short term Financial Instruments.

Marketing and Consumer Behavior: Understanding Consumer and Industrial Markets, Demand Measurement and Forecasting, Market Segmentation, Targeting and Positioning, Marketing Mix Decisions, Consumer Behavior, Product Life Cycle, New Product / Service Development, Branding and Branding Decisions, Advertising, New Trends / Issues in Marketing.

Organizational Behavior: Concept and Significance of Organizational Behavior, Skills and Roles in an organization, Theories of Organizational Structure, Managing Individual Behavior, Perception, Values, Attitudes, Learning, Motivation and Personality, Managing Group Behavior and Processes.

Statistics: Probability and Probability Rules, Normal Probability Distribution, Measures of Central Tendency and Dispersion, Sampling Procedures, Correlation and Regression Analysis, Test of Significance, t and z tests, Applications of ANOVA and Chi-Square tests.

Sample Questions for M.Phil. / Ph.D. (Management) Entrance Examination - 2013

1. Which of the following statements about the correlation coefficient are true?
I. The correlation coefficient and the slope of the regression line may have opposite signs.
II. A correlation of 1 indicates a perfect cause-and-effect relationship between the variables.
III. Correlations of +.87 and -.87 indicate the same degree of clustering around the regression line.
- A I only
B II only
C III only
D I & II only

Answers: C

2. A Current Ratio of Less than One (< 1) means....
- A Current Liabilities $<$ Current Assets
B Fixed Assets $>$ Current Assets
C Current Assets $<$ Current Liabilities
D Share Capital $>$ Current Assets

Answers: C

3. Groups created by managerial decision in order to accomplish stated goals of the organization are called....
- A Formal Groups
B Informal Groups
C Task Groups
D Interest Groups

Answers: A

4. A rental car company with the second largest market share runs advertisements showing how its customer service is superior to that of the largest competitor. This is an example of....
- A Comparative advertising
B Corrective advertising
C Primary demand advertising
D Institutional advertising

Answers: A

5. Which of the following techniques are NOT connected with Human Resource Planning
- A Markov matrix analysis
B Simple linear regression
C Succession planning
D Management of change

Answers: D

6. In a perfectly competitive market, the process of entry or exit ends when....
- A Firms are operating with excess capacity
B Firms are making zero economic profit
C Firms experience decreasing marginal revenue
D Price is equal to marginal cost

Answers: B


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