

**Management**  
**Syllabus for Ph.D Entrance Exam**  
**Session 2019-20**

**Part -I**

Introduction to Research Methodology: Research-Meaning, Nature. Scope Objectives and Types; Research Process. Hypothesis:- Qualities of Good Hypothesis, Scientific Method of Research. Recent Trends in Usage of Research in Indian Corporate Sector.

Research Design- Meaning and Need of a Research Design, Exploratory, Descriptive, Experimental Research Design, Qualitative Research, Observation Studies, Surveys, Experiments & Test Markets.

Sources of Data- Nature and Types, Data Editing, Coding and Tabulation, Analysis & Interpretation of Data. Sampling Techniques-Nature and Types, Sampling Errors. Scaling & Measurement Techniques. Statistical Estimation and Testing; Point and interval estimation of population mean, proportion, and variance; Statistical testing of hypothesis and errors; Large and small sampling tests, Non—Parametric Tests: Chi-square tests; Sign tests; Wilcoxon Signed—Rank tests; Kruskal—Wallis test.

Advance Techniques of Data Analysis: Factor analysis. Conjoint Analysis, Cluster Analysis & Multidimensional Scaling. Use of SPSS & MS Excel Software's in Research. Use of Statistical Tools such as Correlation, Regression- Simple, multiple & logistic. Penal data analysis, DEA, structural equation modeling, path analysis- Mediation, Moderation, Causal Effects

**Part-II**

Evolution of management thought : Systems and contingency approach for understanding organizations; Managial processes, functions, skills and roles in an organization; Social Responsibility of Business; Understanding and Managing individual behaviour; Personality; Perceptions; Attitudes; Learning; Decision-making; Management by Objectives; Understanding and managing group processes- interpersonal and group dynamics; Applications of Emotional Intelligence in organizations. Leadership and influence process; Work Motivation. Understanding and Managing organizational system— Organizational design and structure, Work stress, Organizational Change and development; Conflict Management; Stress Management.

Nature and scope of Managerial Economics. Importance of Managerial decision—making; Marginal analysis; Objective of a firm, Demand function, Elasticity of demand and its significance in Managerial decision-making; Consumer equilibrium-utility and indifference curve approach; Price, income and substitution effects; Fundamentals of demand estimation and forecasting; Short-run and long-run production functions; Cost curves and economics of scale; Price and output determination under perfect competition, monopoly, monopolistic, competition, and oligopoly; Pricing strategies and tactics; National Income— alternative concepts aid measurement of National income; Inflation—types, measurement and control; Balance of Payments; Monetary and Fiscal Policies.



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