

IASE Deemed University
Gandhi Vidya Mandir, Sardarshahr
Combined Entrance Test for M.Phil./Ph.D. : 2012-13

Duration: 2 Hours

Written test:

Max. Marks : 300

Viva-Voce:

Max. Marks : 30

SYLLABUS

The question paper will contain 100 Multiple Choice Questions of 3 marks each. Answers will be made on OMR sheet. Question papers in Science subjects will be in English and rest, other than those of languages, will be both in English and Hindi.

MANAGEMENT

Unit – I

- Managerial Economics – Demand Analysis
- Production Function
- Cost – Output Relations
- Market Structures
- Pricing Theories
- Advertising
- Macro – Economics
- National Income Concepts
- Infrastructure – Management and Policy
- Business Environment
- Capital Budgeting

Unit – II

- The concept and significance of organisational behaviour – Skills and Roles in an organisation – Classical, Neo – Classical and Modern Theories of Organisational Structure – Organisational Design – Understanding and Managing individual behaviour personality – Perception – Values – Attitudes – Learning – Motivation.
- Understanding and Managing Group Behaviour, Processes – Inter – personal and group dynamics – Communication – Leadership – Managing change – Managing conflicts.
- Organisational Development.

Unit – III

- Concepts and perspectives in HRM; HRM in changing environment.
- Human Resource Planning – Objectives, Process and Techniques.
- Job analysis – Job Description.
- Selecting Human Resources.
- Induction, Training and Development.
- Exit policy and Implications.
- Performance Appraisal and Evaluation.
- Potential Assessment.
- Job Evaluation.
- Wage Determination.
- Industrial Relations and Trade Unions.
- Dispute Resolution and Grievance Management.
- Labour Welfare and Social Security Measures.

Unit – IV

- Financial Management – Nature and Scope.
- Valuation Concepts and Valuation of Securities.
- Capital Budgeting Decisions – Risk Analysis.
- Capital Structure and Cost of Capital.
- Dividend Policy – Determinants.
- Long – Term and Short – Term Financing Instruments.
- Mergers and Acquisitions.

Unit – V

- Marketing Environment and Environment Scanning; Marketing Information Systems and Marketing Research; Understanding Consumer and Industrial Markets; Demand Measurement and Forecasting; Market Segmentation – Targeting and Positioning; Product Decisions, Product mix, Product Life Cycle; New Product Development; Branding and Packaging; Pricing Methods and Strategies.
- Promotion Decisions – Promotion mix; Advertising; Personal Selling; Channel Management; Vertical Marketing Systems; Evaluation and Control of Marketing Effort; Marketing of Services; Customer Relation Management;
- Uses of Internet as a Marketing Medium – Other related issues like branding, market development, Advertising and retailing on the net.
- New issues in Marketing.

Unit – VI

- Role and Scope of Production Management; Facility Location; Layout Planning and Analysis; Production Planning and Control – Production Process Analysis; Demand Forecasting for Operations; Determinants of Product mix; Production Scheduling; Work measurement; Time and Motion Study; Statistical Quality Control.
- Role and Scope of Operations Research; Linear Programming; Sensitivity Analysis; Duality; Transportation Model; Inventory Control; Queueing Theory; Decision Theory; Markov Analysis; PERT / CPM.

Unit – VII

- Probability Theory; Probability distributions – Binomial, Poisson, Normal and Exponential; Correlation and Regression analysis; Sampling theory; Sampling distributions; Tests of Hypothesis; Large and small samples; t z, F, Chi – square tests.
- Use of Computers in Managerial applications; Technology issues and Data processing in organizations; Information systems; MIS and Decision making; System analysis and design; Trends in **Information Technology**; Internet and Internet – based applications.

Unit – VIII

- Concept of Corporate Strategy; Components of Strategy Formulation; Ansoffs Growth Vector; BCG Model; Porter's Generic Strategies; Competitor Analysis; Strategic Dimensions and Group Mapping; Industry Analysis; Strategies in Industry Evolution, Fragmentation, Maturity, and decline.
- Competitive strategy and Corporate Strategy; Transnationalization of World **Economy**; Managing Cultural Diversity; Global Entry Strategies; Globalisation of Financial System and Services; Managing **International Business**; Competitive Advantage of Nations; RTP and WTO.

Unit – IX

- Concepts – Types, Characteristics; Motivation; Competencies and its development; Innovation and Entrepreneurship; Small business – Concepts Government policy for promotion of small and tiny enterprises; Process of Business Opportunity Identification;
- Detailed business plan preparation; Managing small enterprises; Planning for growth; Sickness in Small Enterprises; Rehabilitation of Sick Enterprises; Intrapreneurship (Organisational Entrepreneurship).

Unit – X

- Ethics and Management System; Ethical issues and Analysis in Management; Value based organisations; Personal framework for ethical choices;
- Ethical pressure on individual in organisations; Gender issues; Ecological consciousness; Environmental ethics; Social responsibilities of business; Corporate governance and ethics.