

Department of Management Studies
Baba Ghulam Shah Badshah University
Rajouri 185234

Syllabus for PhD Entrance Test 2023

Part 1: Research Methodology

Research Methodology: Nature and scope, research methods: meaning, importance and scope, undertaking research project, research process, research proposal formulation, Research design, types of research design, data Collection Process, Measurement and Sampling: The measurement process, basic scales of measurement, fundamentals of sampling process, sampling techniques, fieldwork and data preparation: preliminary steps, Probability Theory:- Normal and Exponential Probability Distributions, Correlation and Regression Analysis, Sampling Procedures, Tests of significance: t, z test, F test and Chi Square test.

Part 2: Core subject

Current Affairs:- Business and Economy, Concepts and Perspectives in HRM; HRM in Changing Environment, Human Resource Planning, Objectives, Processes and Techniques of HRP, Job Analysis, Job Description, Induction, Training and Development, Financial Management: - Nature, objectives and Scope, Valuation concepts and valuation of Securities, Capital Budgeting Decisions, Long and Short term Financial Instruments, Marketing Environment and environmental Scanning: Understanding Consumer and Industrial markets, Demand Measurement and forecasting, Market Segmentation, Targeting and Positioning, Product Mix, Product Life Cycle, Branding and Branding Decisions, Advertising, Promotion Decisions, Promotion Mix, Accounting Information System, GAAP, Budgeting, BEP, Standard Costing, Marginal Costing, Cash flow Statement, Financial Statements, Common Size Statements, Accounting for Companies, Accounting Standards, Process from recording in Journal to Financial Statements, Role and Scope of Operations Management, Quality Management and SQC, Quality Circle, House of Quality, TQM, Six Sigma, MRP-I, MRP-II, ERP, Women Entrepreneurship and Rural Entrepreneurship, Business Ethics and Corporate Social Responsibility – Role and Scope..

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