

(18)

IMSAR/864
17-10-18



MAHARSHI DAYANAND UNIVERSITY ROHTAK

(A State University established under Haryana Act No. XXV of 1975)
'A' Grade University Accredited by NAAC

No.AC-VI/18/ _____

Dated: _____

To

AC-3121
17/10/18

The Controller of Examination,
M.D. University, Rohtak.

Sub.: Syllabus for Entrance exam of various M.Phil./Ph.D. programmes for the session 2018-19

Sir,

Please find enclosed herewith the syllabi of Entrance examination in respect of the following M.Phil./Ph.D. Programmes for the session 2018-19, received from the concerned department:-

S.No.	Name of Department/Institute	Number of pages
1.	Department of Computer Science and Application	08
2.	Department of Education	05

The syllabi in respect of rest of the Departments shall be supplied shortly. However H.O.D. English and Director IMSAR have been requested repeatedly.

Yours faithfully,

Superintendent (Academic)

Endst.No.AC-VI/18/ 25360-41

Dated: 17/10/18

Copy of the above is forwarded to the following ^{with} the request to supply the syllabi related to their ^{deptt.} today till 12:00 noon positively.

1. H.O.D. English and Foreign Language, M.D.University, Rohtak.
2. Director, IMSAR, M.D.University, Rohtak.

Superintendent (Academic)

The required syllabus is attached

17/10/18

Superintendent (Academic)

Code No. ~~17~~

**Subject : MANAGEMENT (including Business Admn.
Mgt./Marketing/Marketing Mgt./Industrial
Relations and Personnel Mgt., etc.)**

SYLLABUS AND SAMPLE QUESTIONS

Note :

There will be two question papers, Paper—II and Paper—III (Part-A & B). Paper—II will cover 50 Objective Type Questions (Multiple choice, Matching type, True/False, Assertion-Reasoning type) carrying 100 marks. Paper—III will have two Parts—A and B; Paper—III (A) will have 10 short essay type questions (300 words) carrying 16 marks each. In it there will be one question with internal choice from each unit (i.e. 10 question from 10 units; Total marks will be 160). Paper—III (B) will be compulsory and there will be one question from each of the Electives. The candidate will attempt only one question (one elective only in 800 words) carrying 40 marks. Total marks of Paper—III will be 200.

PAPER-II & PAPER-III (A) [CORE GROUP]

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



Concept and significance of organisational behaviour—Skills and roles in 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,



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; Queuing 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; Ansoff's 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



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.

PAPER-III (B)

[ELECTIVE / OPTIONAL]



Elective—I

Human Resource Management (HRM)—Significance; Objectives; Functions; A diagnostic model; External and Internal environment; Forces and Influences; Organizing HRM function.

Recruitment and Selection—Sources of recruits; Recruiting methods; Selection procedure; Selection tests; Placement and Follow-up.

Performance Appraisal System—Importance and Objectives; Techniques of appraisal system; New trends in appraisal system.

Development of Personnel—Objectives; Determining Needs; Methods of Training & Development programmes; Evaluation.

Career Planning and Development—Concept of career; Career planning and development methods.

Compensation and Benefits—Job evaluation techniques; Wage and salary administration; Fringe Benefits; Human resource records and audit.