

GANPAT UNIVERSITY

Syllabus for the Ph. D. Entrance Examination

Instructions:

1. The question paper of the Ph. D. Entrance Examination shall be of 100 marks, to be attempted in 2 hours duration.
2. The question paper will have 2 sections (Section-A and Section-B).
3. Section-A (From Research Methodology) will consist of 50 objective type questions (Multiple Choice), each carrying one mark. Section A shall be common for all the candidates appear in Entrance Examination.
4. Section-B shall be of 50 marks which is Subject specific depends on respective discipline/branch) will consist two parts.
 - Part - I shall be of 25 marks having 25 objective type of questions with multiple choice answers having only one correct answer.
 - Part - II shall be of 25 marks and having descriptive type of questions.
5. There is no negative marking.

SECTION – A

(Common for all candidates)

RESEARCH METHODOLOGY

Total Marks: 50

Unit	Content	Marks
1	Basics of Research: Research: Meaning, Objective, Characteristics, Steps of research, Methods of research, Types of research – Descriptive vs. Analytical, Applied vs. Fundamental, Quantitative vs. Qualitative, Conceptual vs. Empirical.	[05]
2	Research Problem and Research Design Introduction to Research Problem, Necessity of Defining the Problem, Selecting the Problem, Techniques Involved in Defining a Problem, Meaning and Types of Research Design, Important Concepts Relating to Research Design	[10]
3	Data Collection and Analysis Methods of Data Collection- Observation, Interview, Questionnaires, Schedules, Survey and Experimental. Selection of Appropriate Method for Data Collection, Different Techniques of Sampling such as Probability and Non-Probability, Basic Statistical Methods of Data Analysis such as Frequency distribution, Measures of central tendency, Measures of Dispersion, Coefficient of variation, correlation and regression.	[20]
4	Ethics in Research: Environmental impacts and Ethical issues, Commercialisation, Copy right, Royalty, Intellectual property rights and Patent law, Plagiarism, Citation, Referencing style and acknowledgement.	[05]

Reference Books

1. 'Research Methodology- A Step-By-Step Guide for Beginners', Ranjit Kumar, (Pearson Education, Delhi) ISBN: 81-317-0496-3.
2. 'Research Methodology- Methods and Techniques', Kothari, C.K., New Age International, New Delhi.
3. Research In Education, John V. Best, John V. Kahn 10th ed., Allyn & Bacon Publisher, 2005.
4. Practical Introduction of copyright by Gavin Mcfarlane, McGraw Hill Inc., USA.
5. Introduction to Scientology Ethics, Hubbard, L. Ron. New Era Publisher, Denmark.
6. Research Methodology by Deepak Chawala, Vikas Publications.
7. Statistics for Management, Levin & Rubin, Pearson Publication

SECTION – B

Faculty of Management Studies

Unit	Content	Marks
1	Managerial Economics: Nature, Scope and Significance of Managerial Economics, Consumer Behaviour and Demand Analysis, Theory of Production and Cost, Theory and Behaviour of Firm, Introduction to macro-economic and macro-economic factors, foreign trade and foreign exchange rate function	[5]
2	Principle of Management and Organization Behaviour: Historical Development of Management, Management Planning, Organizing Structure for Management, Directing Human Capital, Management Controlling, Introduction to Organizational Behaviour, Perception and Motivational Theory, Analysis of Interpersonal Relationship, Organizational power and politics, Organization System	[5]
3	Accounting in Management: Fundamentals of Accounting, Asset Valuation, Understanding Corporate financial statements, Financial Statement Analysis, Contemporary issues in financial Accounting, Accounting for Management, Managerial Accounting, Budgeting, Standard Costing, Responsibility Accounting, Neo Concept for Decision Making	[5]
4	Financial Management: Concept of finance, scope and objectives of finance, Time Value of Money, Valuation, Working Capital Management, Investment Decision, Financing Decision, Dividend Decision	[5]
5	Marketing Management: Nature and Scope of Marketing, Market Segmentation, Targeting and Positioning, Marketing Mix decision, Promotion, Developing marketing strategy, Emerging Trends & Issues in Marketing	[5]
6	Human Resource Management: Nature and the Development of Personnel Management, Human resources planning, Training and development, Discipline and grievance procedures, Termination of employment	[5]
7	Production and Operation Management: Transformation process model, Process types in manufacturing, Production Planning & Control, Quality management, Productivity Improvement Techniques	[5]
8	Strategic Management: Basic Concepts of Strategic management (SM), Scanning the environment, Strategy formulation, Strategy implementation and control, other strategic issues	[5]
9	Managerial Communication: Concepts of Communications, Forms of Communication, Applications of Communication, Important Parameters in Communication, Business Negotiation, Spoken Communication	[5]
10	Business Ethics: Basic of ethics in business management, Ethics and market, History of business ethics, Moral and legacy, Corporate governance	[5]