



Mahatma Gandhi University, Nalgonda

Ph.D. Entrance Test 2024

Part B Syllabus of Business Management

Unit - I

Management - Concept, Process, Theories and Approaches, Management Roles and Skills

Functions - Planning, Organizing, Staffing, Coordinating and Controlling.

Decision Making - Concept, Process, Techniques and Tools

Organisation Structure and Design - Types, Authority, Responsibility, Centralisation, Decentralisation and Span of Control

Managerial Economics - Concept & Importance

Demand analysis - Elasticity & Forecasting

Market Structures - Market Classification & Price Determination

Organisational Behaviour - Significance & Theories

Individual Behaviour - Personality, Perception, Values, Attitude, Learning and Motivation

Group Behaviour - Team Building, Leadership, Group Dynamics

Human Resource Management - Concept, Human Resource Planning, Recruitment and Selection, Induction, Training and Development, Job Analysis, Job Evaluation

Unit - II

Accounting Principles and Standards, Preparation of Financial Statements

Financial Statement Analysis - Ratio Analysis

Preparation of Cost Sheet, Marginal Costing, Cost Volume Profit Analysis

Inventory Control & Management - EOQ, ABC, VED, FSN

Financial Management, Concept & Functions

Capital Structure - Theories, Cost of Capital, Sources and Finance

Budgeting and Budgetary Control, Types and Process, Zero base Budgeting

Leverages - Operating, Financial and Combined Leverages, EBIT-EPS Analysis

Value & Returns - Time Preference for Money

Capital Budgeting - Nature of Investment, Evaluation, Comparison of Methods; Risk and Uncertainly Analysis

Unit -III

Marketing – Concept, Orientation, Trends and Tasks, Customer Value and Satisfaction

Market Segmentation, Positioning and Targeting

Product and Pricing Decision – Product Line, Product Mix, Product Life Cycle, New Product development, Pricing – Types and Strategies

Place and promotion decision – Marketing channels and value networks, VMS, HMS, IMC, Advertising and Sales promotion

Service Marketing – Managing Service Quality and Brands, Marketing Strategies of Service Firms

Customer Relationship Marketing – Relationship Building, Strategies, Values and Process

Retail Marketing – Recent Trends in India, Types of Retail Outlets.

Emerging Trends in Marketing – Concept of e-Marketing, Direct Marketing, Digital Marketing and Green Marketing

Unit -IV

Strategic Management – Concept, Process, Decision & Types

Strategic Analysis – External Analysis, PEST, Porter’s Approach to industry analysis, Internal Analysis – Resource Based Approach, Value Chain Analysis

Strategy Formulation – SWOT Analysis, Corporate Strategy – Growth, Stability, Retrenchment, Integration and Diversification, Business Portfolio Analysis - BCG, GE Business Model, Ansoff’s Product Market Growth Matrix

Strategy Implementation – Challenges of Change, Developing Programs Mckinsey 7s Framework

Logistics and Supply Chain Management, Drivers, Value creation, Supply Chain Design, Designing and Managing Sales Force, Personal Selling

Statistics for Management: Concept, Measures Of Central Tendency and Dispersion, Data Collection & Questionnaire Design

Sampling – Concept, Process and Techniques

Facility Location and Layout – Site Selection and Analysis, Layout – Design and Process

Unit - V

Entrepreneurship Development – Concept, Types, Theories and Process, Developing Entrepreneurial Competencies

Intrapreneurship – Concept and Process

Women Entrepreneurship and Rural Entrepreneurship

Innovations in Business - Types of Innovations, Creating and Identifying Opportunities, Screening of Business Ideas

Business Plan and Feasibility Analysis - Concept and Process of Technical, Market and Financial Analysis

Micro and Small Scale Industries in India; Role of Government in Promoting SSI
Sickness in Small Industries - Reasons and Rehabilitation

Institutional Finance to Small Industries - Financial Institutions, Commercial Banks, Cooperative Banks, Micro Finance

Information Technology - Use of Computers in Management Applications; MIS, DSS
Artificial Intelligence and Big Data