



DAV UNIVERSITY, JALANDHAR

PhD Entrance Test Syllabus

COMMERCE & BUSINESS MANAGEMENT

Section A (50 questions)

Research Methodology

Business Research Methods: Introduction to Research-Basic, Applied and Business Research Methods, Road Map to Learn Business Research Methods, Business research methods: A Decision Making Tool, Use of Software in Data Preparation and Analysis, Introduction and Business Research Process Design, Introduction and Scales of Measurement, Four Levels of Data Measurement, The Criteria for Good Measurement, Factors in selecting an appropriate Measurement Scale.

Questionnaire: Introduction and Design Process, Introduction to Sampling- Importance and Sampling Design Process, Random Sampling Methods and Non-Random Sampling, Central Limit Theorem and Sampling distribution. Classification of Secondary Data Sources, Road Map to Use Secondary Data,

Survey and Observation: Classification of Survey Methods, Observation Techniques and Classification of Observation Methods

Hypothesis Testing for Single Population: Introduction, Hypothesis Testing Procedure, Two-Tailed Test of Hypothesis and One - Tailed Test of Hypothesis, Type- I and Type-II Error Hypothesis Testing for a Single Population Mean Using the Z and T statistic, Hypothesis Testing for a Population Proportion, Hypothesis Testing for Two Populations, Hypothesis Testing for the Difference Between Two Population Means Using the z and t-Statistic

Statistical Inference About the Difference between the means of Two Related Population, One way ANOVA Introduction and Application in Business Research

Hypothesis testing for Categorical data (Chi-square test), Non-parametric statistics, Correlation- Karl Pearson and Spearman's Rank Correlation, Introduction of Simple Linear Regression and Determining the Equation of a Regression Line

Report Writing, Organization of Written Report, Tabular and Graphical Representation of Data, Oral Presentation.

Section B (50 questions)

Commerce / Management

Business Environment, 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. 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. Financial Management – Nature and Scope. Valuation Concepts and Valuation of Securities. Capital



DAV UNIVERSITY, JALANDHAR

PhD Entrance Test Syllabus

Budgeting Decisions – Risk Analysis. Capital Structure and Cost of Capital. Dividend Policy – Determinants. Long – Term and Short – Term Financing Instruments. Mergers and Acquisitions. 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. 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. 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. 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; Global Entry Strategies; Managing International Business; Competitive Advantage of Nations; IMF, World Bank, WTO. 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). 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. Managerial Economics – Demand Analysis, Production Function, Cost – Output Relations, Market Structures, Pricing Theories, Advertising, Macro – Economics, National Income Concepts, Infrastructure – Management and Policy, Capital Budgeting, Basic accounting concepts, capital and revenue, financial statements. Cost and management accounting, ratio analysis, fund flow analysis, cash flow analysis, marginal costing and break even analysis, standard costing, budgetary control, responsibility accounting. Stock Markets and SEBI