DAV UNIVERSITY, JALANDHAR
PhD Entrance Test Syllabus
COMMERCE & BUSINESS MANAGEMENT

Section A (50 questions)

Research Methodology


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


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


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