

**Faculty of Commerce & Management  
Department of Management**

**Syllabus for Ph.D. Entrance Test (2017)**

**Subject Specific (Paper-II)**

Syllabus for entrance test of Ph. D. candidates for the subject of Management. The entire paper will consist of 50 objective type questions, and will cover three broad areas i.e. finance, human resource management, and marketing.

FINANCE

Fundamental of Finance, Financial Management, Financial Statement Analysis, Management of financial services, Management of financial institution and markets, Investment management, Management control systems, Project Planning, Analysis and Management, Financial Derivatives, International financial management, Behavioural finance, Business finance.

HUMAN RESOURCE MANAGEMENT

Human resource management, economics for human resources, human resource planning, strategic human resources management, performance and compensation management, organisational development, training and development, human resource information systems, management of discipline and disciplinary proceedings, interpersonal skills and transactional analysis, human resource valuation, total quality management, stress management, Career Development, Building learning organizations, Motivation, Leadership, Communication, Recruitment, Selection, ERP Appraisal, Exit Policy & Management

MARKETING

Fundamental of marketing management, advertising, brand management, consumer behaviour, customer relationship management, global marketing, industrial marketing, internet marketing, marketing research, marketing strategy, product management, retail management, rural marketing, sales management, supply chain management and service marketing, foreign trade documentation and trade finance, application of accounting and finance in marketing.

