

# **Test Format**

**Ph.D**

**Business Administration**

**Department of**

**Business Administration**

## Test Format for Ph. D Business Administration

### **Test Format:**

Total questions (MCQs) = 100

Total Test Time = 120 Minutes (2 Hours)

Test Type: Paper Based

### **Test Content:**

- General Section: 30% of the Total Test
- Subject Section (Management Sciences): 70% of the Total Test

<b>General Section</b>		
<b>Sr. No.</b>	<b>Areas of General Section</b>	<b>Percentage</b>
1.	English (Verbal)	15%
2.	Analytical Reasoning	15%
	<b>Total</b>	<b>30%</b>

<b>Subject Section ( Management Sciences)</b>		
<b>Sr. No.</b>	<b>Areas of Subject</b>	<b>Percentage out of 70%</b>
1.	Finance	10%
2.	Accounting	10%
3.	Marketing	15%
4.	Management	15%
5.	Quantitative Techniques	15%
6.	Business Research Methods	15%
7.	Business Communication and Report Writing	10%
8.	Economics	10%
	<b>Total</b>	<b>100%</b>
	<b>Grand total of both sections</b>	<b>100%</b>

## Test Curricula

### Part-I: General Section

Total Marks: 30

General Section		
Sr. No.	Areas of General Section	Percentage
1.	<b>English (Verbal):</b> Vocabulary, Grammar, and Comprehension	15%
2.	<b>Analytical Reasoning:</b> Deductive and inductive logic, Critical thinking and writing skills	15%
	<b>Total</b>	<b>30%</b>

### Part-II: Subject Section (Management Sciences)

Total Marks: 70

Management Sciences (Detailed)		
Sr. No.	Areas of Subject Section	Percentage Out of 70%
1.	<b><u>FINANCE:</u></b>  <b>1.1 Capital Structure:</b> Sources and cost of finance, Capital structure theories, Dividend policies  <b>1.2 Capital Budgeting Decisions</b> Cash flow estimation, Capital projects evaluation techniques  <b>1.3 Working Capital Management:</b> Cash management, Credit control, Inventories management	10%

2.	<p><b><u>ACCOUNTING:</u></b></p> <p><b>2.1 Financial Accounting:</b> Accounting cycle, Yearend adjustments, Final accounts: Income statement, Cash flow statement and balance sheet</p> <p><b>2.2 Cost Accounting:</b> Cost classification, Accounting for materials, labour and factory overheads</p> <p><b>2.3 Management Accounting:</b> Basic variance analysis: Material, labour and factory overheads. Breakeven analysis, Cost benefit analysis</p>	10%
3.	<p><b><u>MARKETING:</u></b></p> <p><b>3.1 Marketing Strategy :</b> Marketing mix, Promotion mix, Advertising mix</p> <p><b>3.2 Marketing Research:</b> Market exploration: new products</p> <p><b>3.3 Consumer Behavior:</b> Consumer needs analysis, Competition, buyer purchase habits</p>	15%
4.	<p><b><u>MANAGEMENT:</u></b></p> <p><b>4.1 Principles of Management:</b> Functions of management: decision making, Planning, Organizing, Leading, and Controlling</p> <p><b>4.2 Organizational Behavior:</b> OB theories: Maslow hierarchy of needs, Theory X Theory Y , Herzberg's two factor theory, Motivational theory, Organizational structures</p> <p><b>4.3 Human Resource Management:</b></p>	15%

	HRM functions: Recruitment, Orientation, Training and development. HR policies, Performance appraisal systems	
5.	<p><b><u>QUANTITATIVE TECHNIQUES:</u></b></p> <p><b>5.1 Business Mathematics:</b> Linear Equation and their applications, Simple interest, compound interest, ratio and proportion, percentage, differentiation and integration with their applications</p> <p><b>5.2 Business Statistics:</b> Measures of central tendency, Measures of dispersion, Probability (simple probability, normal distribution, and hypothesis testing). Correlation and simple regression, ANOVA</p>	10%
6.	<p><b><u>BUSINESS RESEARCH METHODS:</u></b></p> <p><b>6.1 Introduction:</b> Definition and nature, Scientific method, research process, Errors in business research</p> <p><b>6.2 Research Design and Data Sources:</b> Types of research and research design, Primary and secondary data, Types of data</p> <p><b>6.3 Data collection procedures:</b> Measurement process, Concepts of validity and reliability, Data collection methods, Sampling techniques</p>	15%
7.	<p><b><u>BUSINESS COMMUNICATION AND REPORT WRITING:</u></b></p> <p><b>7.1 Effective communication in business:</b> Its definition, Characteristics, process, forms, channels and importance, different kinds of</p>	10%

	<p>communication, features, elements, concepts, Effective communication principles</p> <p><b>7.2 Written Communication:</b> 7C's of communication, Gestures, manners, presentations and follow-up or Feedback, Business letters, Reports, Minutes of meetings</p> <p><b>7.3 Communication Technologies:</b> Internet, Intranet, Webinar, Social media</p>	
<b>8.</b>	<p><b><u>ECONOMICS:</u></b></p> <p><b>8.1 Micro Economics:</b> Consumers behavior, Utility (Ordinal and Cardinal approach), Market equilibrium, Elasticity of demand and supply, Factors of production (Land, Labour, Capital, and organization), Market structure (Perfect competition, Monopoly and Duopoly)</p> <p><b>8.2 Macro Economics:</b> System of national accounts, consumption, Income, Savings, Inflation and deflation, Balance of payments</p>	<b>10%</b>
	<b>Total</b>	<b>100%</b>