



**SHREEMATI NATHIBAI DAMODAR THACKERSY
WOMEN'S UNIVERSITY**

Pariksha Bhavan, Juhu Road, Santacruz (w), Mumbai – 400 049

Ph.D. Entrance Test (PET) 2021 – 22

Schedule of Entrance Test:

- 1. Date of online Ph.D. Entrance Examination : 18th December, 2021**
- 2. Commencement of filling online applications : 18th November, 2021**
- 3. Last date of filling online applications : 08th December, 2021**
- 4. Publication of result on the University website : 26th December, 2021**

IMPORTANT NOTE:

The written test will consist of two parts : (i) Research Methodology (50 marks) and (ii) Subject Specific (50 marks).
Total - 100 marks
Total – 100 Questions

➤ Duration & Timing of Entrance Exam – **MCQ Pattern**

Research Methodology : 50 marks – 11:00 a.m. to 01:00 p.m.

Subject Specific : 50 Marks - 02:00 p.m. to 04:00 p.m.

All questions shall be with multiple choices, each correct answer carries 1 mark. No negative marking system.

Standard of passing –

General Category – 50% marks

Reserved Category – 45% marks

Candidate shall be admitted to Ph.D. Programme by two stage process through –

- Entrance Examination, which shall be qualifying test. The Entrance Examination will be of 100 marks with multiple choice type questions.
- Personal Interview of candidate s who qualifies in Entrance Test/ Candidates exempted from Entrance Examination to be conducted as per procedure prescribed in due course.

PET EXAM SYLLABUS FOR FAMILY RESOURCE MANAGEMENT

Subject Specific Test

Resource Management List of Subjects

- Principles of Management
- Consumer Behaviour & Consumer Studies
- Financial Management
- Marketing Management
- Energy Management
- Environment Studies
- Human Resource Management
- Organization Behaviour
- Hospitality Management
- Entrepreneurship Management
- Ergonomics
- Interior Design
- Art & Design

Principles of Management

Management process, Resources, Values, Goals, standards and decision-making process, obstacles & misconceptions of management, management of time & energy, Work simplification, fatigue, TQM, Mundell's classes of change, principles of body mechanics

Consumer Behaviour & Consumer Studies

Consumer Behaviour – Perceptions & Dimensions of Consumer Behaviour, New Economic Policy & its impact on Consumers, Factors affecting Consumer Behaviour – Decision Making Models. Consumer Protection & Consumerism – Consumer Empowerment, Consumer Aids, Consumer Education, Consumer Satisfaction & Dissatisfaction. Consumer Protection & Legislation – consumer rights, consumer redressal mechanism, consumerism, modern trends in consumerism.

Financial Management

Financial Systems – Nature & Role of Financial System, Indian Financial system, Financial Sector Reforms in India. Fundamentals of Investment – Nature of Investments, Risks & Returns, Sources of Company Information, Analysis of Financial Statements. Investment Choices – Shares, Mutual Funds, Public Deposits, Borrowing, Managing Credits. Investment analysis & Management – Fundamental analysis, Economics Analysis, Industry Analysis, Technical Analysis, Taxation Policies, Investment Portfolio

Marketing Management

Functions of Marketing, Marketing Mix, Consumer Behavior, Need for Analyzing the Micro and Macro Marketing Environment, Market Segmentation, Target Marketing & Positioning, Four P's of Marketing and Extended Four P's of Marketing, New Product Development & Product Life Cycle and Marketing Planning & Control:

Energy Management

Energy Management, Energy Conservation, Non-Renewable Energy Resources- Fossil Fuels, Nuclear Energy, Renewable Energy – Biomass, Hydel Power, solar Energy & other alternative resources.

Environment Studies

Natural Resources, Ecosystems, Biodiversity & its conservation, Environment Pollution – Causes, effects & Control Measures, Solid waste Management, Social Issues & Environment, sustainable Development, environmental problems – Rural & Urban, water Conservation Rain Water Harvesting, human Population & Environment – environmental impact on Human Health.

Human Resource Management

HRM & HRD, Human Resource Planning, Job Design, Job Analysis, Job Specifications, Recruitment, Selection, Training & Placement, Performance Appraisal, Job Evaluation, Employee Remuneration, Career Planning & Development

Organizational Behaviour

Organisation Behaviour - Evolution of OB, Theoretical framework, models of Organisational Behaviour, (cognitive, behavior and social cognitive), Limitations of OB. Personality & Learning, Significant personality traits, Perception & Attribution- Factors influencing perception, Selective perception, Attribution. Values, attitudes, Job Satisfaction. Motivation - Theories of Motivation (Maslow's Need Hierarchy & Herzberg's Two Factor model Theory), The Process Theories (Vroom's expectancy Theory & Porter Lawler model), Contemporary Theories- Equity Theory of Work Motivation. Interpersonal Processes and Behavior, Team and Leadership Development and Change Management. Group Dynamics – group behaviour, communication, power & politics, conflicts & negotiations. Organisational Dynamics – Organisational Structure, Organisation Culture, organisational Change, Organisational Development.

Hospitality Management

Housekeeping Operations, Front Office Operations & Management, Human Resource Management, Principles of Accounting, Food & Beverage Operations & Management, Sales & Marketing, Communication Skills, Hospitality Services

Entrepreneurship Development

Entrepreneurial values & Attitudes, Creativity, Innovation & Idea Generation, Motivation. Factor Affecting Entrepreneurial Growth, Traits/Qualities of an Entrepreneur. Starting a New Enterprise – steps of Entrepreneurial Process, market survey, Financial Analysis. Financing an Enterprise – Technical Analysis, Financial Analysis, Sources of Financial, Financial institutions. Role of Support Institutions and Management of Small Business - Director of Industries; DIC;SIDO; SIDBI; Small Industries Development Corporation (SIDC); SISI; NSIC; NISBUED; State Financial Corporation SFC, Laws- Liabilities under the Factories Act, Shops & Establishment Act, Industrial Employment (Standing Orders) Act, Environment Protection Act, Sale of Goods Act, maintenance & submission of statutory records & returns.

Ergonomics

Introduction to Ergonomics, Anthropometry, Workplace Design, Tool Designing, Product Design, Consumer Products Design & Assessment, Designing for Special Population, Behaviourial Ergonomics

– Work-related Stress & strain, Motivation, Memory, Fatigue, work Productivity, work Environment – Visual Ergonomics, Noise & Vibration, Heat & Cold Stress, Air Pollution. Structure of human body, Biomechanics, Work Physiology, Physical Performances, Occupational Ergonomics – Occupational Hazards – Physical, Chemical & Biological Hazards, Occupational Hygiene & Safety, Occupational health problems, MSD's, Injuries, Postural Problems & Methods of Assessment, Work-related Hazards, Health Surveillance, Factories Act (1948), Daily Wages Act

Interior Design

Residential & Commercial Interior Design, Working Drawing, Specialized Services, Professional Practices, Construction Materials, Estimation, Landscape Design – Indoor & Outdoor.

Art & Design

History of Art & Design, Forms of Art, Period Architecture, Periodic furniture designs, materials used, current Trends in Art & Design

Note : All the syllabus as mentioned under UGC for NET is also included.