



**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.

Exam in Management

Module	Focus Area
I	General Management
II	General Management
III	Finance Specialization
	Human Resource Management Specialization
	Marketing Specialization
IV	Finance Specialization
	Human Resource Management Specialization
	Marketing Specialization
V	Finance Specialization
	Human Resource Management Specialization
	Marketing Specialization

Detailed Contents:

	Module	Sub-Topics
1	I	<p>Management - definition and scope, Management functions and process, Management Roles and Skills, Managing -systems and contingency perspective, Historical background of management, Managing Internal (Organizational Culture) and External Environment, Social responsibility and Managerial Ethics, Managerial Decision making- Process, Types of problems and decisions, Decision making conditions & styles</p> <p>Planning-meaning, process, purpose, establishing goals, developing plans issues in planning, Strategic management –process, formulating and</p>

implementing strategies, types of strategies.

Organizing- definition,

		<p>Organizational Structure and design options and decisions, Staffing, Managing change and innovation. Leading- Foundations of behavior, understanding groups and teams, Motivating employees- motivation theories, current issues, Leadership- Theories, issues, styles.</p> <p>Controlling – Definition ,importance, process, types, contingency factors, contemporary issues, Effective control system, Operations and value chain management</p>
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2	II	<p>Micro-Economics: Market forces of supply and Demand demand, Function, Demand Forecasting, Elasticity and its application, Production analysis, Cost Analysis, Market Structure and Pricing Practices.</p> <p>Macro-Economics : National Income, Savings and Investment, Monetary policy, Fiscal Policy, Industrial Policy, Infrastructure Development, Banking trends</p> <p>Operations Management: Nature and Scope of Production and Operations Management, Facility Location, Facility Layout, Production Planning and Control, Lean Systems</p> <p>Corporate Strategy: Strategy Formulation, Ansoff’s Growth</p>
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		<p>vector, BCG Model, Porter's Generic strategies, Competitor Analysis, Strategy Implementation</p> <p>Ethics and Management System: Ethical issues and analysis in management, Social responsibilities of Businesses, Corporate Governance</p>
3	II I	<p>Finance Specialization:</p> <p>Accounting Process leading to preparation of Trial Balance and Financial Statements – Analysis of Financial Statements – Fund Flow Statements – Cash Flow Statements – Cost Accounting – Methods and Techniques of Costing</p>
	II I	<p>Human Resource Management Specialization:</p> <p>HRM- Definition, importance, process, Human resources planning, HR demand supply forecast. Job analysis and job design. Recruitment, Selection, Placement, Orientation of employees</p>
	II I	<p>Marketing Specialization:</p> <p>Consumer Markets and Buying Behavior; Business Markets and Buying Behavior, Market Segmentation, Targeting and Positioning; Concept of Marketing Mix; Marketing Research and Market Information ; Setting Product Strategy; Designing and Managing Services; New-Product Development and Product Life-Cycle Strategies; Pricing Considerations and Strategies; Designing and Managing Integrated Marketing Channels, Managing Retailing, Wholesaling, and Logistics; Multi-channel Retailing; Designing and Managing Integrated Marketing Communications</p>

	IV	<p>Finance Specialization: Cost of Capital – Weighted Average and Marginal Concept – Application in Capital Budgeting decisions – Capital Expenditure decisions – Working Capital Management – Working Capital requirements – Financing Working Capital requirements – Management of receivables and inventory – Capital Structure Theories and Decisions – Dividend policy.</p>
	IV	<p>Human Resource Management Specialization: Employee Training- Meaning, scope, importance, process, methods. Skill training, Management development, training evaluation, HRD policies and implementation, Career Development and counseling</p>
	IV	<p>Marketing Specialization: Branding & Brand Management; Developing and measuring Brand Equity; Use of Internet and Social Media in marketing; Role of service sector in the economy & its contribution to GDP; Distinctions between Services and Goods & its marketing implications; Expanded Services Marketing Mix; Measuring Service Quality; Capacity & Demand Patterns and strategies in services.</p>
5	V	<p>Finance Specialization Indian Financial System – Financial Markets – Financial Institutions – Financial Instruments – Financial Services – Fundamental and Technical Analysis in Security Analysis and Portfolio Management – Mergers and Acquisitions – Business Alliances – Valuation of Bonds – Valuation of Equity – Valuation of the firm – Valuing Intangibles – International Finance including Foreign Exchange Markets – Quantitative Models in Finance</p>

V	Human Resource Management Specialization: Employee performance management- meaning, process, importance, Performance appraisal methods, designing effective PMS, compensation and benefits, current issues in HRM - Quantitative Models in HR
V	Marketing Specialization: Nature and scope of sales management; Sales Force Management; Designing Sales Territories and sales quotas; Need and scope of distribution management; marketing channels strategy, levels of channels, Retailing wholesaling, designing channel systems, Channel management; Logistics and supply chain management; Consumer Behaviour: Consumer Motivation , Personality, Perception, Attitude, Learning and its impact on Consumer Behaviour; Socio-Cultural settings and Consumer Behaviour - Quantitative Models in Marketing

References

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