

## **PET EXAM SYLLABUS**

- (i) Research Methodology Test (100 marks) and
- (ii) Subject Specific Test (100 marks)

### **Research Methodology Test**

- The research methodology test will be objective in nature.

### **Subject Specific Test- Resource Management**

- The Subject Specific Test will include:
  - Objective questions - (30 marks)
  - Short answer questions – (approx. 250 words per answer) (30 marks)
  - Long answer questions (40 marks)

### **(i) Research Methodology Test (100 marks)**

#### **Syllabus of Research Methodology Test (M. Phil. / Ph. D. PET)**

##### **Unit-1: Introduction to Research Methodology**

Research Problem and Research Design, Formulation of Hypotheses

##### **Unit-2: Research Methods**

Types of Research Methods: Quantitative and Qualitative; Research Techniques and Tools: Questionnaire, Interview, Observation, Schedule, Check-list, Library Records and Reports.

##### **Unit- 3: Measurement and Sampling**

Validity and Reliability; Levels of measurement: Nominal, Ordinal, Interval, Ratio; Probability and non-probability sampling

##### **Unit-4: Data Analysis and Interpretation**

Data Analysis: Statistical Methods; Data Analysis: Computer Processing, Interpretation and Presentation of Results

##### **Unit-5: Report Writing**

Research Report Writing, Referencing Styles, IPR and Plagiarism

**(ii) Subject Specific Test (100 marks) – 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