

MAGADH UNIVERSITY

BODH GAYA



SYLLABUS OF PRE- Ph. D. REGISTRATION ENTRANCE TEST

2014 onwards

FACULTY OF COMMERCE

MRRDM, MBA & MCA

Price Rs. 100/-

8
to gain planning and controlling, training of
functional-need and methods of
training
Project Formulation and Entrepreneurship
Development
Concept of Project, mission and objectives
Gantt Chart and participating impact on
Monitoring (PIM)
Project Financing and Project Evaluation
Entrepreneurship Development-concept, need
and importance

**MASTER OF
BUSINESS ADMINISTRATION**

Study Online

Business Administration

There shall be two papers carrying 100 marks and each of 3 hours duration.

Paper - I : General Awareness of the Concerned Subject. (Objective Type question)

Paper- II : Descriptive type questions in Concerned Subject.

PAPER - I

Time - 3 Hours

Full Marks-100

Objective Type Questions

This paper will consist of 50 objective type questions of 100 marks, carrying 2 marks each.

PAPER - II

Time - 3 Hours.

Full Marks - 100

Descriptive type questions in concerned subject.

Answer any five questions

Paper - I

Sampling, Null Hypothesis, method of Observation.

Entrepreneurial role of Government in Business.

Inventory Control.

Product Design.

5. Merit Rating.
6. Promotion Chart.
7. Total quality Management.
8. Working Capital.
9. Marketing Needs.
10. Sales Promotion.
11. Product Life Cycle.
12. Psychological Needs.
13. Monetary Incentives.
14. Zero based budgeting.
15. Call money market.
16. Trade Union Federations - INTUC, ICTU, HMS, etc.
17. Collective Bargaining.
18. Workers participation in Management.
19. Trade Testing.
20. Career Planning.
21. Export Import Policies 2002-2007
22. Exit Policy in India.
23. On the Job Training.
24. Sales Budget Quota and Sales Control.

25. Poverty alleviation program.
26. MCN's Globalization and FEMA.
27. Holding Company - SAIL and CIL.
28. Public Corporation.
29. Green Revolution in India.
30. Joint Sector.
31. Mixed Economy & Market based Economy.
32. Illegal Strike, Geroh and Bandh.
33. VRS.
34. Human Capital

Paper - II

- Methods of Social Research - Research Methods in Management.
- Managerial Economics - Need & Scope.
- Role of Government Business.
- Production Management.
- Group Dynamics - Concept and Significance in Modern Industrial Organization.
- Organizational Culture - Need for strong organizational culture and methods to sustenance.
- Quality Management.

Pre-Ph.D.Syllabus

8. Buyers Behaviour Model Theories
Motivation.
9. Marginal costing and Break - Even Analysis.
10. National Dividend - Concept and Measurement
11. Fresh Issues and Challenges in Marketing.
12. HRM - New Horizon and Environmental influence
on HRM.
13. Purposes and advantages of cost auditing.
14. Indian Money Market.
15. Labour Policy in India.
16. Workers participations in Management - Need
Progress in India.
17. Marketing strategy.
18. Export Marketing and Regional Trading Block
19. Export Promotion - Measures adopted in India
20. WTO : Achievements and Challenges.
21. Development Planning in India - Aims
strategies of 10th five year plan.
22. The Employees State Insurance Act 1948.
23. Man Power Planning - Aims and Objectives.