MAGADH UNIVERSITY BODH GAYA



SYLLABUS

OF

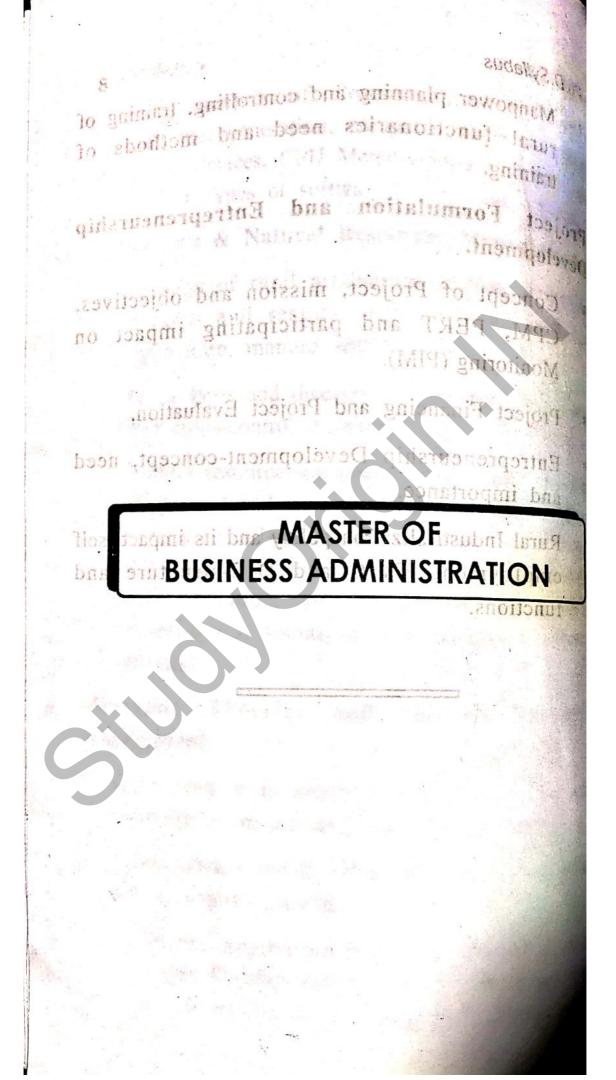
PRE- Ph. D. REGISTRATION

ENTRANCE TEST

2014 onwards

FACULTY OF COMMERCE
MRRDM, MBA & MCA

Price Rs. 100/-



Business Administration

Promotion Chart.

There shall be two papers carrying 100 marks and each of 3 hours duration. Issign with W. 8

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

Paper- II: Descriptive type questions in Concerned
Subject.

2. Psychological INCRAPAR

ime - 3 Hours

001-shraM Illique Incentives.

bjective Type Questions its bound based ora .41

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

PAPER - II

ime - 3 Hours.

guining and Full Marks - 100

Descriptive type questions in concerned subject.

Answer any five questions obsit .el

Paper - Imanail - rage

Sampling, Null Hypothesis, method of Observation.

Entrepreneurial role of Government in Business.

24. Sales Budget Quota and sagisaGouthard

Pre -Ph.D.Syllabus	1-4
5. Merit Rating. inimb A 223 mianal	
6. Promotion Chart.	
A.7. ((Total quality Management. ad limbs arm)	
8. Working Capital.	
Marketing Needs.	
10. Sales Promotion.	1201
11. Product Life Cycle.	
12. Psychological Needs.	
0013. Monetary Incentives.	ne
14. Zero based budgeting. oi will say!	jec
5q15. Call money market. The roque idT	
16. Trade Union Federations - INTUC, ICTU, HM	S,
etc. 11.114.9	1
17. Collective Bargaining.	31
18. Workers participation in Management.	2.50
19. Trade Testing or from Towark	
20. Career Planning. 19989	
21. Export Import Policies 2002-2007 milgme?	
22. Exit Policy in Indialo alor la managama	
23. On the Job Training. Journe Violation	1
24. Sales Budget Quota and Sales Control.	
	- 7

Pre -Ph.D.Syllabus

8. Buyers Behaviour Modelal Theories

Motivation.

Motivation Modelal Theories

Ph.D. Syllabus

VRS

- 9. Marginal costing and Break Even Analysis.
- 10. National Dividend Concept and Measuremen
- 11. Fresh Issues and Challenges in Marketing.
- 12. HRM New Horizon and Environmental influe 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.
- Marketing strategy. 28 Inicol to should Marketing strategy.
 - 18. Export Marketing and Regional Trading Block
 - 19. Export Promotion Measures adopted in Ind
 - 20. WTO: Achievements and Challenges.
 - 21. Development Planning in India Aims strategies of 1 0th five year plan.
 - 22. The Employees State Insurance Act 1948.
 - 23. Man Power Planning Aims and Objectives.

Sales Banger Quota and Toles Courts