

VIJAYANAGARA SRI KRISHNADEVARAYA UNIVERSITY

Jnana Sagara Campus, Vinayakanagara, Cantonment, BALLARI - 583 105.

Department of Studies in Management (MBA)

Ph.D. Entrance Test Syllabus (2019-20)

Part A: Research Methodology (40 Marks-MCQs)

Module 1: Introduction to Business Research

Research in business, Why study business research? Goals of business research, emerging hierarchy of information based decision makers, how the research industry works, internal research suppliers, External research suppliers. The research process an overview - The research process, the management research question. Research process issues - The favored techniques syndrome, Company database strip mining, Unresearchable question, politically motivated research. Business research requests and proposals - The research proposal, types of research proposals, evaluating the research proposal. Research ethics, professional standards, and resources for ethical awareness.

Module 2: Research Design and Sampling

An overview, classification of research design – Exploratory studies, descriptive studies, causal studies etc. Qualitative Research – Process, Qualitative research methodologies. Observational Studies – Uses of observation. Surveys – Self administered surveys. Experimental and test markets. Nature of Sampling, Steps in sample design. Probability sampling methods, non probability sampling methods.

Module 3: Sources and Collection of Data

Measurement – Measurement Scales: Nominal Scale, Ordinal Scale, Interval Scale, Ratio Scale. Selecting a measurement scale: Research objectives, response types, data properties, number of dimensions, Balanced or unbalanced, forced or unforced choices, number of scale points, rater errors. Rating Scales: Simple attitude scale, Likert Scale, Semantic differential scale, Numerical/Multiple Rating Sources of Measurement differences – error sources. Characteristics of good measurement – Validity, Reliability, Practicality. Primary and Secondary data types and its methods.

Module 4: Analysis and presentation of data

Data preparation and description: Editing, Coding and Tabulation of data. Exploring, Displaying and Examining: Exploratory data analysis – Frequency tables, Bar and pie charts, histograms, stem and leaf displays, pareto diagrams, box plots, cross tabulation.

Hypothesis Testing: Introduction, Statistical significance, logic of hypothesis testing, testing procedure types of errors. Tests of significance – types of tests – one sample tests, two independent samples tests, two related samples test, k independent samples tests, k related samples test, Analysis of variance.

Measures of association: Introduction, Bivariate correlation analysis, simple linear regression, non parametric measures of association.

Multivariate analysis: An overview – Introduction, Selecting a multivariate technique, Dependency technique – Multiple regression, Discriminant analysis, MANOVA, structural equation modeling, conjoint analysis. Independence techniques – factor analysis, cluster analysis, multidimensional scaling.

Module 5: Interpretation and report writing

Meaning of interpretation, why interpretation, Technique of interpretation, precaution in interpretation, Significance of report writing, different steps in report writing, layout of the research report, types of reports, oral presentation, mechanics of writing a research report, precautions for writing research reports, conclusions.

The computer; its role in research - Introduction, the computer & computer technology, the computer system, important characteristics, the binary number system, computer applications, computers & researcher.

Reference Books:

1. Donald R Cooper and Pamela S Schindler, Business Research Methods, Tata McGraw Hill Education Private Limited.
2. C R Kothari, Research Methodology: Methods and Techniques, New age International publishers.
3. V P Michael, Research Methodology in Management, Himalaya Publishing house.

Part B: Management (60 Marks-MCQs)

Module- 1- Introduction, Definition of Management, Nature, Purpose and Functions, Levels and Types of Managers, Managerial Roles, Skills for Managers, Evolution of Management Thought, Contributions Made by Taylor, Fayol, Hawthorne experiments, A Broad Sweep of other Important Management Gurus, Is Management a Science or Art, Recent Trends in Management. Meaning, Nature and Importance of Planning, Steps in Planning, Types of Plans, Barriers to Effective Planning, Planning Premises, Policies, Forecasting and Planning. Principles of Organizing, Types of Organization Structure, Departmentation, Span of Management, Centralization and Decentralization, Authority and Power, Delegation, Delegation of Authority. - Concept, Manpower Planning, Recruitment & Selection, Training and Development, Performance Appraisal, Leadership Style, Motivation theories, Morale Building Communication. Need for Co-ordination Principles, Techniques of Co-ordination. Control; Process of Control; Techniques and Tools of control, Management by Objectives.

Module-2- Production Functions, Cobb-Douglas Production Function, cost-input relationship, Returns to scale, factors of productivity, Cost concepts – cost output relationships in the short run and the long run, economies of scale, Break-even analysis. Market Structure–perfect competition, monopoly, monopolistic competition, oligopoly, kinked demand curve. Price output decisions under different market structures, Price discrimination. Pricing Strategies and Methods - Cost plus pricing, Marginal cost pricing, Cyclical pricing, Penetration Pricing, Price Leadership, Price Skimming, Transfer pricing, Behavior of the Firm and Profit Theories.

Module-3- Introduction, meaning of probability, assigning probability to events, calculation of probability, probability rules, addition and multiplication law of probability, Baye's theorem, binomial, Poisson and normal distribution. Introduction, measures of central tendency for grouped data: mean, median and mode; measures of central tendency for ungrouped data: mean, median and mode, Geometric mean and harmonic mean, quartiles and percentiles. Measures of dispersion: Range, variance, standard deviation, coefficient of variation.

Module-4- Introduction, Definitions of market and marketing, Fundamental Marketing Concept, The Exchange Process, Elements of Marketing Concept, Functions of Marketing, Marketing Environment, Techniques Used in Environment Analysis, Elements of Marketing Mix. Consumer

Buying Behavior Process, Factors influencing Consumer Behavior, Determinants of Consumer Behavior, Models of Consumer Behavior, Market Research and Market Intelligence. Marketing Information System Concept of Market Segmentation, Benefits, Bases for Segmenting Consumer Markets, Targeting - Bases for Identifying Target Customer, Target Marketing strategies, Positioning - Meaning, Product Positioning Techniques.

Module 5- Human Resource Management – Concept, Perspectives, Influences and Recent Trends Human Resource Planning, Recruitment and Selection, Induction, Training and Development, Job Analysis, Job Evaluation and Compensation Management, Strategic Role of Human Resource Management, Competency Mapping & Balanced Scoreboard, Career Planning and Development, Performance Management and Appraisal, Organization Development, Change & OD Interventions, Talent Management & Skill Development, Employee Engagement & Work Life Balance

Module 6: Unit: Accounting for Managers and Financial Management

Accounting Principles and Standards, Preparation and Analysis of Financial Statements, Preparation of Cost Sheet, Marginal Costing, Cost Volume Profit Analysis, Standard Costing & Variance Analysis. Financial Management, Concept & Functions, Capital Structure – Theories, Cost of Capital, Sources of Finance; Budgeting and Budgetary Control, Types and Process, Zero base Budgeting, Leverages, EBIT–EPS Analysis, Financial Breakeven Point & Indifference Level. Time Value of money, Valuation of Bonds and Shares, Risk and Returns; Capital Budgeting, Dividend – Theories and Determination, Mergers and Acquisition – Corporate Restructuring, Value Creation, Merger Negotiations, Leveraged Buyouts, Takeover, and Portfolio Management.

Reference Books:

1. Koontz H. and Heinz Wehrich, (3005). Elements of Management. 11/e,MH., New Delhi
2. Managerial Economics – Varshney and Maheshwari, Sultan Chand and Sons, New Delhi
3. Quantitative Analysis for Management (10 Edition), Prentice Hall, Render B., Stair Jr.,
4. R. M. and Hanna M. E. (2003).
5. Financial Management - Khan M. Y. & Jain P. K, 6/e, TMH, 2011.
6. Decenzo, D.A &Robbins, S.P. (2010).Human resource management, John Wiley & Sons.
7. A South Asian Perspective by Kotler, Keller, Koshy and Jha – “Marketing Management” Pearson Education Latest edition