

Syllabus of Subject specific Aptitude Test in “Management”

Business Economics & Marketing :- Objectives of a firm. Law of Demand, Determinants of Demand. Elasticity of Demand, Types of Competition, Concept of National Income, Business Cycle, Capital market & SEBI, Role of the Central Bank, Trends in the National & International Business Environment

Core Concepts of Marketing, Market Segmentation, Targeting & Positioning, Basics of Consumer Behavior, The Marketing Mix, Concept of Product, Product Life Cycle & Brand, Introduction to CRM, Introduction to Sales Management and Integrated Marketing Communication, Factors Affecting Pricing Decision, Distribution Channels for Consumer & Industrial goods

References –

Kotler Philip, Keller Kevin, Marketing Management, 13th edition, Pearson Publishers, 2009

Financial Management & Accounting:-

Accounting Principles; Types of Accounts; Trial Balance, Profit & Loss Account and Balance Sheet; Basic concepts of Financial Management: Definition and Scope, Role of Finance Manager, Finance Functions, Decision making through Ratios, Fund and Cash Flow Statement, Capital Budgeting, Working Capital management, Basic concepts of Capital Structure, Fundamentals of Dividend decisions; Fundamentals of Cost Management including Marginal Costing and Standard Costing, Current trend of Indian economic condition and financial system; Fundamentals of Negotiable Act and Indian Companies Act etc.

References :

- 1. A.Mukherjee, Md. Hanif, Corporate Accounting, Tata McGraw-Hill, New Delhi*
- 2. Prasanna Chandra, Financial Management, Tata McGraw Hill, New Delhi*
- 3. I.M.Pande, Financial Management,*
- 4. M.Y.Khan, Indian Financial System, Viksh Publishing House, New Delhi*
- 5. Indian Companies Act and N.I.Act*

General Management & Organisational Behaviour – Scientific Management Theory, Administrative Theory of Management, Human Relations & Contingency Approach to Managing, Basic Management Functions, Executive Functions, Budgeting Decision & Types of Budget, Social Responsibility of Managers, Ethics in Managing.

Concepts of Personality, Learning & Attitude, Basics of Motivation, Leadership Styles, Communication process & barriers, Informal Communication, Concept & Significance of Organisational Culture & Climate

Reference – Management , Stoner James AF; Freeman R. Edward; Gilbert Daniel, 6th ed, Mcgraw Hill

- 1. Stephen P Robbins, Organisational Behavior, Prentice Hall, 11th ed.*
- 2. Fred Luthans, Organisational Behaviour, McGraw Hill, 11th ed.*

Business Research– The Research process, Defining the Research Problem, Developing the Research Hypothesis, Types of Data, Exploratory & Conclusive Research, Sampling Theory, Measures of Central Tendency, Correlation & Regression, Report & Reference Writing

Reference –

- 1. Business Research – Cooper, McGraw Hill*
- 2. Statistics for Management by R Levin*