

**SUBJECT: MANAGEMENT (Including Business Admn. Mgt./Marketing Mgt./  
Industrial Relations and Personnel Mgt., etc.)**

**PAPER-II**

**UNIT-I**

Managerial Economics-Demand Analysis; Production Function; Cost-output relations; Market structures; Pricing theories; Advertising; Macro-economic; National Income concepts; Infrastructure; Management and policy; Business Environment; Capital Budgeting.

**UNIT-2**

The concept and significance of organizational behavior; Skills and roles in an organization; Classical, Neo-classical and modern theories of organizational structure; Organizational design; Understanding and managing individual behavior personality; Perception; Values; Attitudes; Learning; Motivation; Understanding and managing group behavior, Processes; Inter-personal and group dynamics; Communication; Leadership; Managing change; Managing conflicts; Organizational development.

**UNIT-3**

Concepts and perspectives in HRM; HRM in changing environment; Human resource planning-Objectives, Process and Techniques; Job analysis-Job description; Selecting human resources; Induction, Training and Development; Exit policy and implication; Performance appraisal and evaluation; Potential assessment; Job evaluation; Wage determination; Industrial Relations and Trade Unions; Dispute resolution and Grievance management; Labour Welfare and Social security measures.

**UNIT-4**

Financial management-Nature and Scope; Valuation concepts and valuation of securities; Capital structure and Cost of capital; Dividend policy-Determinants; Long-term and short-term financing instruments; Mergers and Acquisitions.

**UNIT-5**

Marketing environment and Environment scanning; Marketing Information Systems and Marketing research; Understanding consumer and industrial markets; Demand Measurement and Forecasting; Market Segmentation-Targeting and Positioning; Product decisions, Product mix, Product Life Cycle; New product development; Branding and Packaging; Pricing methods and strategies; Promotion decisions-Promotion mix; Advertising; Personal selling; Channel management; Vertical marketing systems; Evaluation and control of marketing effort; Marketing of services; Customer relation management; Uses of internet as a marketing

medium-other related issues like branding, market development, Advertising and retailing on the net; New issues in Marketing.

#### **UNIT-6**

Role and scope of production management; Facility location; Layout planning and analysis; Production planning and control-production process analysis; Demand forecasting for operations; Determinants of product mix; Production scheduling; Work measurement; Time and motion study; Statistical Quality Control; Role and scope of Operations Research; Linear Programming; Sensitivity analysis; Duality; Transportation model; Inventory control; Queuing theory; Decision theory; Markov analysis; PERT/CPM.

#### **UNIT-7**

Probability theory; Probability distributions-Binomial, Poisson, Normal and Exponential; Correlation and Regression analysis; Sampling theory; Sampling distributions; Tests of Hypothesis; Large and small samples; t, z, f, Chi-square tests; Use of Computers in Managerial applications; Technology issues and Data processing in organizations; Information systems; MIS and Decision making; System analysis and design; Trends in information Technology; Internet and Internet –based applications.

#### **UNIT-8**

Concept of corporate strategy; Components of strategy formulation; Ansoff's growth vector; BCG Model; Porter's generic strategies; Competitor analysis; Strategic dimensions and group mapping; Industry analysis; Strategies in industry evolution, fragmentation, maturity, and decline; Competitive strategy and corporate strategy; Transnationalisation of world economy; Managing cultural diversity; Global Entry strategies; Globalization of financial system and services; Managing international business; Competitive advantage of nations; RTP and WTO.

#### **UNIT-9**

Concepts-Types, Characteristics; Motivation; Competencies and its development; Innovation and Entrepreneurship; Small business-Concepts Government policy for promotion of small and tiny enterprises; Process of business opportunity identification; Detailed business plan preparation; Managing small enterprises; Planning for growth; Sickness in small Enterprises; Rehabilitation of sick enterprises; Intrapreneurship (organizational entrepreneurship).

## **UNIT-10**

Ethics and Management system; Ethical issues and analysis in management; Value based organizations; Personal framework for ethical choices; Ethical pressure on individual in organizations; Gender issues; Ecological consciousness; Environment ethics; Social responsibilities of business; Corporate governance and ethics.

### **SAMPLE QUESTIONS**

1. What is the basis of monopolistic competition?
  - (A) Product differentiation
  - (B) Agreement among producers
  - (C) Cost of production
  - (D) None of the above
  
2. The sum and substance of Maslow's theory of motivation is
  - (A) Satisfied need is a motivator
  - (B) Unsatisfied need is not a motivator
  - (C) Satisfied need is no more a motivator
  - (D) None of the above
  
3. By hedging through derivatives the profit will be
  - (A) Increased
  - (B) Stabilised
  - (C) Decreased
  - (D) None of the above