

## Syllabus for the Ph.D. Entrance Examination

Name of the Institute : **Institute of Management**

Academic Year : 2025-2026

<b>'Research Methodology' Syllabus</b>	
Topic 1	Role of Management research; Research process
Topic 2	Secondary data research; Exploratory, descriptive and experimental research
Topic 3	Qualitative research methods; Survey methods; Observational methods
Topic 4	Types of variables; Scales and measurement
Topic 5	Sampling design and procedures

<b>'General Management' Syllabus</b>	
Topic 1	Human Resource Management; Concepts, Perspectives, Objectives & Processes
Topic 2	Organisational Structure and Design
Topic 3	Consumer Behaviour; Production and Cost
Topic 4	Fundamentals of Book-keeping; Profit & Loss Accounts; Balance Sheet
Topic 5	Indian Business Environment
Topic 6	Marketing Functions; Product Development; Marketing Mix; Market Segmentation
Topic 7	Forms of Data; Measures of Central Tendency; Measures of Dispersion
Topic 8	Scope & Significance of Operations Management; Basics of Supply Chain Management

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Date & Signature of HoD / HoI