



DEPARTMENT OF BUSINESS MANAGEMENT

VIKRAMA SIMHAPURI UNIVERSITY: NELLORE – 524 004

**VSU-RECET 2010
(Ph.D. Entrance Examination)
Syllabus & Model Questions**

Time: 2 hours

Max. Marks: 120

(Each question carries 1 mark. The candidate has to answer 30 questions from Section A, carrying 30 marks and 90 questions from Section B, carrying 90 marks).

SECTION - A

GENERAL APTITUDE (COMMON FOR ALL PG COURSES)

Reasoning (includes mathematical): Number series; Letter series; Codes; Relationship; Classification. (5 Questions)

Logical Reasoning: Understanding the Structure of arguments; evaluating the distinguishing deductive and inductive reasoning; Verbal analogies: Word analogy – Applied analogy; Verbal Classification; Reasoning logical Diagrams: Simple Diagrammatic Relationship, Multi Diagrammatic Relationship; Venn diagram; Analytical Reasoning. (10 Questions)

Data Interpretation: Sources, acquisition and interpretation of data; Quantitative and qualitative data; Graphical representation and mapping of data. (5 Questions)

Information and Communication Technology (ICT): ICT: meaning, advantages, disadvantages and uses; General abbreviations and terminology; Basics of internet and e-mail. (5 Questions)

Research Aptitude: Research: Meaning, Characteristics and types; Steps of Research; Methods of Research; Research ethics. (5 Questions)

SECTION – B

The concept and significance of Organizational Behaviour - skills and roles in an organization -Classical, Neo-classical and modern theories of organizational structure - Organizational design - Understanding and Managing individual behaviour personality - Perception - values -Attitudes - Learning - Motivation. Understanding and managing group behaviour, Process -Inter-personal and group dynamics- Communication - Leadership - Managing change -Managing conflicts.

Evolution of HRM - HRM functions - HR Planning - HR information Systems - Job analysis and job design - Recruitment - and selection strategies - Retention - Concept of HRD - Goals of HRD - Training and Development - Career development - Managing diversity - Separation - Downsizing - out Placement - Performance Appraisal: Performance dimensions and Measurement tools - Reward System - Compensation management - Motivating human resources: Motivation Theories - Leadership - Participative management - Empowerment - Quality circles - Industrial Relations - Organization Development - Knowledge management - learning organization - International HRM - HR Accounting and Audit.

Definition of marketing - Marketing concepts - concept of customer value - Marketing environment - Marketing Strategy - Consumer Behavior - Factors influencing consumer behavior - Market Segmentation - Customer Relationship management - Product Management: Types of products - Product mix and Product line - Introducing new products - Product life cycle - Positioning - Packaging - Branding - Distribution Management: Marketing Channels - Retailing - Distribution logistics and supply chain management - Direct and on-line marketing - Pricing methods - Marketing Communications - Advertising management - Sales promotion and personnel selling - Marketing information system.

Foundation of Finance: Finance functions - Role of Financial manager - Financial goals - Agency problem - concepts of value and return - Financial analysis: Importance - Ratio analysis - Breakeven analysis - Funds flow analysis - Financial planning - financial forecasting - Working Capital Management: Principles of working capital - Receivables management - Inventory management - Cash management - Trade credit management - Capital Structure Decisions: Financial and Operating Leverage - capital structure theories - capital structure planning - Dividend theories - Dividend policy - Capital Budgeting Decisions: Cost of capital - Capital budgeting methods - Risk analysis in capital budgeting - concept of real options.

Correlation - simple Linear Regression - Multiple Regression - Time Series Analysis - Index Numbers - Basics of sampling - Random and Non-Random sampling methods - sample size determination - Test of significance for small and large samples (t-test, Z-test, Chi-square test) - One-way and Two-way Anova - Non-parametric tests - Sign test, Median test - Signed Rank test - Mann-Whitney test, Kolmogorov Smirnov test, Kruskal Wallis Test - Introduction to Operations Research - Linear Programming: Graphical method and simplex method - Transportation Problem, Assignment Problem.

MODEL QUESTIONS

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SECTION – A
GENERAL APTITUDE

- 1) 196, 256, 324, 400, 484, _____
A) 576 B) 441 C) 529 D) 625
- 2) $1/9, 2/27, 8/81, \underline{\hspace{2cm}}, 1024/729$
A) $32/243$ B) $128/243$ C) $256/243$ D) $64/243$
- 3) A man walks 30m towards south. Then Turning to his right, he walks 30m. Then turning to his left, he walks 20m. Again, he turns to his left and walks 30m. How far is the from his initial position?
A) 20m B) 30m C) 60m D) 50m
- 4) $64:16::70: \underline{\hspace{2cm}}$
A) 17.5 B) 18.5 C) 21.5 D) 20.5
- 5) Solve the given equation
 $X^2+Y^2=34; \quad X^2-Y^2=544$
The value of X and Y are
A) $\pm 4, \pm 3$ B) $\pm 5, \pm 3$ C) $\pm 3, \pm 5$ D) $\pm 3, \pm 4$
- 6) Mathematical standard deviation is represented by
A) $\sigma = \sqrt{\frac{\sum Xi - \bar{X}}{N}}$ B) $\sigma = \frac{\sum Xi - \bar{X}}{N}$ C) $\sigma = \sqrt{\frac{(\sum Xi - \bar{X})^2}{N}}$
D) $\sigma = \sqrt{\frac{(\sum Xi + \bar{X})^2}{N^2}}$
- 7) Which of the following is not an Internet Browser?
A) Internet Explorer B) Netscape C) Opera D) AQL
- 8) Data transfer rate in Modems is measured in
A) Bits per minute B) Bits per Second
C) Band Width D) None of the Above
- 9) Basic steps of research process includes

- A) Problem definition B) Research Design C) Data Collection D) All

10) Which of the following comes under quantitative objective of Research?

- A) A study of estimate the demand of product
 B) A study of testing the effect of level of education
 C) A Study on the impulse buying behavior of customers
 D) None

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30)

MODEL QUESTIONS

31. Fayol classified industrial activities into
 a). Five groups b). Three groups c). Six groups d). Four groups
32. Planning involves
 a). Future course of action b). Review of past performance
 c). Analysis of policies d). None of these
33. Decision making is based on
 a). Competitors policies b). Rational thinking
 c). Government decisions d). None of these
34. Repetitive decisions are known as
 a). Operational decisions b). Programmed decisions
 c). Routine decisions d). None of these
35. Job analysis includes the preparation of ----- and -----
 a). Experience and responsibilities b). Qualifications and abilities
 c). Job descriptions and job specifications d).
 None of these
36. A collection of duties, tasks and responsibilities assigned to a single individual is
 a). Occupation b). Position
 c). Job d). Grade
37. A positive leader motivates subordinate by
 a). Creating fear b). Ridiculing failures
 c). Increasing their satisfaction d). Warning them of
 dismissal

