

**JSS Science and Technology University, Mysore**

**Topics of Syllabus for the Qualifying Exam for the Ph.D. Programme**

**Discipline Oriented Section Questions Part II (Business Management Stream)**

**Each question shall carry one mark (Objective/multiple choice)      Max Marks: 50**

**Module 1 Management:** Definition, nature, purpose and functions. Principles of management. Planning: nature-type-steps; Organizing: Organization structure, span of management, centralization, decentralization. Staffing:-overview. Directing and controlling, MBO, Personality: definition-traits-determinants. Perception; Meaning, factors influencing perception, perception and decision making, Motivation, theories of motivation.

**Module 2 Quantitative Techniques for Management**

Measures of central tendency, measures of dispersion, correlation and regressions, hypothesis, hypothesis testing.

**Module 3 Marketing Management:** Meaning-importance – PLC, Consumer behavior, Marketing management process, Marketing mix, demand forecasting.

**Module 4 Human Resource Management:** definition, nature, scope-managerial and operative functions of HRM, Job analysis, Job Description and Job analysis.

**Module 5 Financial Management:** Definition, scope, functions, objectives, Time value of money, Ratio Analysis.

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