



# TEERTHANKER MAHAVEER UNIVERSITY

(Established under Govt. of U. P. Act No. 30, 2008)

Delhi Road, Moradabad (U.P.)

## **SYLLABUS FOR RESEARCH APTITUDE TEST IN MANAGEMENT**

The syllabus for Research Aptitude Test (RAT) in Management is divided in two parts viz. Part A and Part B as described below:

### **PART – A**

Part A of the RAT shall be designed to assess the research skills/aptitude of the candidate consisting of questions from the following areas:

- 1. Research Methodology:** meaning, characteristics, and ethical issues in research; types of research; research methods.
- 2. Logical Reasoning:** arguments, deductive and inductive research; logical and Venn diagram; inferences; analogies.
- 3. Data Interpretation:** interpretation of data; mapping and analysis of data, tools for data analysis; quantitative and qualitative research.
- 4. General Awareness about Basic Science:** basic science up to the level of SSC.
- 5. Mathematical Reasoning:** number series, letter series, codes; relationships, classification.

### **PART – B**

Part-B of RAT is designed to assess the subject specific knowledge of the candidate covering the syllabus given as below:

**Fundamentals of Management:** Concepts, principles, and theories of management; management functions, elements of strategy, SWOT analysis, strategy formulation and execution, core competence and competitive advantage.

**Organizational Behavior:** Skills and roles in an organization, contemporary organizational structures, understanding and managing individual behaviour, personality, perception, values and attitudes, learning, motivation, understanding and managing group behaviour, interpersonal and group dynamics, managing conflicts.

**Human Resource Management:** Human resource planning, recruitment, selection, induction, training and development, performance management.

**Marketing Management:** STP strategies, product mix, product life cycle, new product development, pricing strategies, promotion mix, marketing of services.

**Financial Management:** Valuation concepts, capital budgeting decisions, capital structure and cost of capital, dividend policy, long term and short term financing instruments, mergers and acquisitions.

**Business Environment:** Prevailing business environment in India, WTO, IMF and World Bank, Fiscal and Monetary Policy of Government of India.

**Managerial Economics:** Demand analysis, production function, cost output relations, market structures, pricing theories and methods.

**Management Information Systems:** Technological issues and data processing in organizations, MIS and decision making, emerging trends in Information technology.