

Ph. D. Entrance Test – Syllabus
Humanities and Social Sciences

Part – A

Duration Of Test: 60 Minutes

Total 50 MCQs of 1Mark each.

1. Introduction to Research: Meaning, Characteristics, Need, Objective and importance in social science research, Types of Research, Types of Research Design and Stages in Research Process
2. Quantitative and Qualitative Methods in Research: Formulation of research questions, review and research gap and hypotheses; Logic and philosophical foundations of social research, positivism.
3. Meaning and types of Sampling: Probability sampling methods – Non-Probability Sampling Methods – Need of sampling – Random Sampling – Simple and stratified Random Sampling – Other type of sampling – Requisites of a good sample method – sampling distribution, Sampling Error
4. Techniques and Methods of Data Collection: precautions while developing techniques of data collection; Data Analysis, interpretation and report writing, Application of computer in research

Part – B

Duration: 90 Minutes

Answer all questions from any one area.

Economics

Contribution of Adam Smith, Marshall, Robins and Samuelson etc., Role and Importance of Micro Economics, Scarcity and Choice, Vital Activities of an Economy, Central Problems of an Economy, Production Possibility Frontier & Opportunity Cost concept. Basic Demand and Supply Analysis, Theory of Consumer Behaviour, Elasticity of Demand, Consumer Surplus, Introduction to the Theory of Firms – Production Theory & Cost Analysis, Optimizing Behaviour of Firm, Market Structure, Pricing under different Market Conditions, National Income Accounting, Inflation, Monetary and Fiscal Policy, International Trade; Balance of Payment, Issues of Development and Planning

English Language & Literature

Socio-Linguistics, English Literature : British Literature from 16th century to contemporary period; American & Canadian Literature; Indian Writing in English; Indian translation Studies; Dalit Literature, Literary Theories, Art and Film (from 20th century to contemporary period), Gender studies and English literature, Diaspora literature, Commonwealth Literature, Post-colonial Literature.

Finance

Nature and scope of Financial management, Valuation of securities, Risk and Return, Analysis of Financial statements, Capital budgeting decisions, Long term sources of finance, Cost of capital, Leverages, Capital structure-theories and factors, Dividend policies, Working capital management, Financial markets.

Human Resource Management

Concept and perspective in HRM, Human resource planning, Job analysis, Job description and Specification, Recruitment and Selection, Training and Development, Performance appraisal and evaluation, Compensation and benefits, Competency Mapping, Grievance Management, Industrial Relations, Trade unions, Collective bargaining, Organizational Behaviour, Leadership and Power, Emotional Intelligence, Groups and Teams, Conflict, Negotiation and Creativity, Motivation, Organization change and development

Marketing

Marketing and its importance in contemporary business environment, Strategic Planning and the marketing Process, Consumer Buying Behaviour, Segmentation, Targeting and Positioning, Branding, Advertising, Pricing Strategies, Technology and Integrated Marketing and Social Media Marketing.

Psychology

Personality Psychology; Evolutionary Psychology; Cognitive Psychology; Positive Psychology; Organizational Psychology; Theories in psychology: Learning, Intelligence, Motivation; Research Methodology in Psychology; Psychological assessment; Intervention systems in Psychology

Sociology

Sociological perspective, Basic concepts: Groups, Organizations, Culture, norms and values, Social structure: status and Role. Multiple roles, Role set, Role Conflict Socialization, Social Institutions: Marriage, family, Kinship. Economy and Education Deviance, Social Stratification, Caste System, Tribal Societies, contemporary Gender issues in Indian society, Aging, Economy, Population, Urbanization & Environment, Human Rights, Globalization and Social Change. Sociological Theories,