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Faculty of Management

Management (50 MCQs – 01 mark each)

Topics include basic concepts and also application orientation

Unit - I. GENERAL MANAGEMENT

Evolution of Management Thought and Approaches to Management, Strategy Formulation – Steps And Process, Concept Of Corporate Strategy; Components Of Strategy Formulation; SWOT Analysis, Vision And Mission, Porter's Generic Strategies, Competitor Analysis, Competitive Strategy And Corporate Strategy, Corporate Governance And Corporate Social Responsibility (CSR), Cyber Security – Nature and Scope And Legislation

Unit - II. ECONOMICS

Scarcity related science, Distinction between macro and micro economics, external and internal forces and its impact on decision making. Analysis of firm application of managerial economics, monopoly market, demand forecasting and its implication on economic planning of firm, finance budget – fiscal deficit and budgetary deficit, types of markets and equilibrium.

Unit - III. RESEARCH METHODOLOGY

Research: Meaning, significance, nature and scope. Types of research and applications. Research Methodology: Hypothesis formulation and testing, research design and types. Population and sample – types of sampling, types of data and sources of data.

Unit - IV. HUMAN RESOURCE MANAGEMENT AND MARKETING

HRM Environment, functions, leadership styles, recruitment to placement – major sources, steps and procedures, performance appraisal – techniques and system development, motivation, developing teams, compensation and benefits, human resource information and audit system – elements and functions, HR accounting. Marketing mix for goods and services (7Ps), Pricing methods (cost plus pricing, skimming, penetration), market segmentation, product life cycle – Four stages, new product launch, concept of consumer behavior; product and brand positioning.

Unit - V. FINANCIAL MANAGEMENT AND STATISTICS

Financial Management: Scope and objectives, integrated relationship with other Managerial functions and departments. Working capital management – Components and its management, risk and return, CAPM theory, Financial Statement Analysis – Ratio, fund flow and cash flow. Capital budgeting – Techniques of appraisal, Capital structure planning –



Maulana Azad University, Jodhpur

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leverage analysis, international finance and risk management, derivatives. Applications of statistics in Business and Research, Measures of Central Tendency and Dispersion, Correlation And Regression, Test Of Hypothesis, Association Of Attributes, Statistical Tools For Data Analysis, Software Applications For Data Analysis.

Unit - VI. PRODUCTION MANAGEMENT

Evolution, scope and place in operations management; Production planning and control – significance and process; Plant location and facilities layout, guiding principles, six sigma, TQM – Kaizen, JIT