

**RAJIV GANDHI INSTITUTE OF PETROLEUM TECHNOLOGY, JAIS, AMETHI**

(An Institution of National Importance Established under the Act of Parliament)

List of short-listed candidates for Interview and/or written test for possible admission in PhD. Programme of **Department of Management Studies** for Odd Semester, Academic Session 2021-22

**Full Time Regular Registration Category**

<b>Sr. No.</b>	<b>RGIPT Reg. No.</b>	<b>Name of Candidates</b>
1	2117573	Gufran Ahmad
2	2117191	Muskan Chaurasia
3	2115997	Soumya Ranjan Sethi
4	2117835	Harshita Srivastava
5	2116051	Rajat Gupta
6	2117872	Rishabh Mishra
7	2117238	Balaga Raghuram

The above short listing has been done on the basis of information provided by the applicant. If at any stage the information provided by the applicant is found incorrect, the application is liable to rejection.

Applicants who have qualifying degree from CFI/CFTI with CPI of 8.00 or above (on a 10.0 point scale) (supernumerary candidates), possessing external fellowship such as CSIR JRF, UGC JRF, DST INSPIRE etc., in part time and full time external category will be interviewed on 22<sup>nd</sup> July 2021 for possible selection into the PhD programme.

The candidates in supernumerary category if fail to get selected in the interview will be evaluated under regular procedure by appearing for written test on 22<sup>nd</sup> July 2021.

Other regular shortlisted candidates will appear for written test on 22<sup>nd</sup> July, 2021. The Candidates those will qualify the written test will appear in the interview on 23<sup>rd</sup> July, 2021 for possible selection to PhD programme. The final selection will be subjected to performances in GATE Score, written test & interview.

The time schedule of the written test and viva-voce will be communicated later.

## Syllabus of Written Test

**Rajiv Gandhi Institute of Petroleum Technology, Amethi**  
**Department of Management Studies**  
**Syllabus for PhD Written Test 2021**

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Unit-1 Correlation and Regression analysis; Research process; Research Design; Sampling theory; Sampling distributions; Data Sources, Tests of Hypothesis; Large and small samples; t z, F, Chi-square tests.

Unit-2 Understanding and Managing Group Behaviour, Processes-Inter-personal and group dynamics-Communication Leadership-Managing change-Managing conflicts. Organisational Development; Ethical issues and analysis in Management; Value based organisations; Environmental ethics; Social responsibilities of business; Corporate governance; Entrepreneurial characteristics; Motivation and competencies; Innovation and Entrepreneurship; Business Opportunity Identification; Detailed business plan preparation

Unit-3 Marketing-Concept; Nature and Scope; Marketing mix; Different environments and their influences on marketing; Understanding the customer and competition. Segmentation, Targeting and Positioning; Product Life Cycle; Brands-Meaning and Role; Brand building strategies; Share increasing strategies. Pricing objectives; Pricing concepts; Pricing methods. Product-Basic and Augmented stages in New Product Development; Promotion mix-Role and Relevance of advertising. Marketing to Organisations-Segmentation Models; Organisational buying process. Marketing control. Customer relationship management including the concept of 'Relationship Marketing' Use of internet as a medium of marketing; Managerial issues in reaching consumers/organisation through internet.

Unit-4 Human Resource Management (HRM) -Significance; Objectives; Functions; A diagnostic model; External and Internal environment Forces and Influences; Organizing HRM function. Recruitment and Selection-Sources of recruits; Recruiting methods; Selection procedure; Selection tests; Placement and Follow-up; Performance Appraisal System-Importance and Objectives; Techniques of appraisal system; New trends in appraisal system. Development of Personnel-Objectives; Determining Needs; Methods of Training & Development programs; Evaluation. Career Planning and Development-Concept of career; Career planning and development methods.

Unit-5 Fundamentals of Accounting; Preparation of Financial Statements, Income Statement and Balance Sheet; Financial Statement Analysis — Objectives and Techniques of Analysis. Ratio Analysis, Fund Flow Analysis and Cash Flow Analysis. Nature, Scope, objectives and Functions of Financial Management; Principals of Financial Management, Valuation of Securities; Pricing Theories, Capital asset pricing model and arbitrage pricing theory. Risk and return analysis. Cost of capital – concept and computation.