

## ANDHRA PRADESH

### RECRUITMENT OF ASSISTANT PROFESSORS IN THE UNIVERSITY

#### SYLLABUS FOR THE SCREENING TEST

##### Paper – II

Paper II will cover 180 Objective Type Questions (Multiple Choice, Matching type, True/False, Assertion – Reasoning type) carrying 180 marks of 3 hours duration. Each question carries 1 mark. There will be negative marks for wrong answers. Each wrong answer will be penalized @ 1/3rd of the marks prescribed for the question.

### Management

#### Unit – I

- Managerial Economics – Demand Analysis
- Production Function
- Cost – Output Relations
- Market Structures
- Pricing Theories
- Advertising
- Macro – Economics
- National Income Concepts
- Infrastructure – Management and Policy
- Business Environment
- Capital Budgeting

#### Unit – II

- The concept and significance of organisational behaviour – Skills and Roles in an organisation – Classical, Neo – Classical and Modern Theories of Organisational Structure – Organisational Design – Understanding and Managing individual behaviour personality – Perception – Values – Attitudes – Learning – Motivation.
- Understanding and Managing Group Behaviour, Processes – Inter – personal and group dynamics – Communication – Leadership – Managing change – Managing conflicts.
- Organisational Development.

#### Unit – III

- Concepts and perspectives in HRM; HRM in changing environment.

- Human Resource Planning – Objectives, Process and Techniques.
- Job analysis – Job Description.
- Selecting Human Resources.
- Induction, Training and Development.
- Exit policy and Implications.
- Performance Appraisal and Evaluation.
- Potential Assessment.
- Job Evaluation.
- Wage Determination.
- Industrial Relations and Trade Unions.
- Dispute Resolution and Grievance Management.
- Labour Welfare and Social Security Measures.

#### **Unit – IV**

- Financial Management – Nature and Scope.
- Valuation Concepts and Valuation of Securities.
- Capital Budgeting Decisions – Risk Analysis.
- Capital Structure and Cost of Capital.
- Dividend Policy – Determinants.
- Long – Term and Short – Term Financing Instruments.
- Mergers and Acquisitions.

#### **Unit – V**

- Marketing Environment and Environment Scanning; Marketing Information Systems and Marketing Research; Understanding Consumer and Industrial Markets; Demand Measurement and Forecasting; Market Segmentation – Targeting and Positioning; Product Decisions, Product mix, Product Life Cycle; New Product Development; Branding and Packaging; Pricing Methods and Strategies.
- Promotion Decisions – Promotion mix; Advertising; Personal Selling; Channel Management; Vertical Marketing Systems; Evaluation and Control of Marketing Effort; Marketing of Services; Customer Relation Management;
- Uses of Internet as a Marketing Medium – Other related issues like branding, market development, Advertising and retailing on the net.
- New issues in Marketing.

#### **Unit – VI**

- Role and Scope of Production Management; Facility Location; Layout Planning and Analysis; Production Planning and Control – Production Process Analysis; Demand Forecasting for Operations; Determinants of Product mix; Production Scheduling; Work measurement; Time and Motion Study; Statistical Quality Control.
- Role and Scope of Operations Research; Linear Programming; Sensitivity Analysis; Duality; Transportation Model; Inventory Control; Queueing Theory; Decision Theory; Markov Analysis; PERT / CPM.

#### **Unit – VII**

- Probability Theory; Probability distributions – Binomial, Poisson, Normal and Exponential; Correlation and Regression analysis; Sampling theory; Sampling distributions; Tests of Hypothesis; Large and small samples; t z, F, Chi – square tests.

- Use of Computers in Managerial applications; Technology issues and Data processing in organizations; Information systems; MIS and Decision making; System analysis and design; Trends in Information Technology; Internet and Internet – based applications.

#### **Unit – VIII**

- Concept of Corporate Strategy; Components of Strategy Formulation; Ansoffs Growth Vector; BCG Model; Porter’s Generic Strategies; Competitor Analysis; Strategic Dimensions and Group Mapping; Industry Analysis; Strategies in Industry Evolution, Fragmentation, Maturity, and decline.
- Competitive strategy and Corporate Strategy; Transnationalization of World Economy; Managing Cultural Diversity; Global Entry Strategies; Globalisation of Financial System and Services; Managing International Business; Competitive Advantage of Nations; RTP and WTO.

#### **Unit – IX**

- Concepts – Types, Characteristics; Motivation; Competencies and its development; Innovation and Entrepreneurship; Small business – Concepts Government policy for promotion of small and tiny enterprises; Process of Business Opportunity Identification;
- Detailed business plan preparation; Managing small enterprises; Planning for growth; Sickness in Small Enterprises; Rehabilitation of Sick Enterprises; Intrapreneurship (Organisational Entrepreneurship).

#### **Unit – X**

- Ethics and Management System; Ethical issues and Analysis in Management; Value based organisations; Personal framework for ethical choices;
- Ethical pressure on individual in organisations; Gender issues; Ecological consciousness; Environmental ethics; Social responsibilities of business; Corporate governance and ethics.