



**SYLLABUS FOR SCREENING TEST FOR THE POST OF ASSISTANT PROFESSOR**

**Subject : BUSINESS ADMINISTRATION**

**Note: There shall be 100 questions with multiple Choices carrying 100 marks to be completed in 3 hrs duration.**

**UNIT – 1**

**Business Management:** Principles of Management, Planning: Objectives, Strategies, Planning process, Decision-making, Organising, Organisational structure, Formal and Informal organizations, Organisational culture, Staffing

**UNIT – 2**

**Leading:** Motivation, Leadership, Committees, Communication, Controlling, Corporate Governance and Business Ethics, Human Resources Management: Concepts, Role and Functions of Human Resource Management.

**UNIT – 3**

Human Resource Planning, Recruitment and Selection, Training and Development, Succession Planning, Job analysis, Job description and specifications, Use of Job analysis information, Compensation: Wage and Salary Administration, Incentive and Fringe benefits, Morale and Productivity, Performance Appraisal.

**UNIT –4**

**Marketing Management:** The evolution of marketing, Marketing Task, Concepts and tools, Marketing mix, Marketing environment, Consumer behavior, Market segmentation, Product decisions, Pricing decisions, Distribution decisions, Promotion decisions,

**UNIT – 5**

Marketing planning, Organising and Control, Marketing Research, On-line marketing, Direct Marketing; Social, ethical and legal aspects of marketing in India

Industrial Relations in India, Health, Safety, Welfare and Social security, Workers' Participation in Management