

Punjab University (PU)



PU M.Phil & PhD. Entrance Exam Pattern

Mode of Punjab Entrance Test	Online
Type Of Exam	<ul style="list-style-type: none">• Paper 1 - Objective (MCQs)• Paper 2 - Subjective/ Descriptive Type
Medium of Exam	English
Duration	<ul style="list-style-type: none">• PU Paper 1 Entrance Test is 1 hour• Paper 2 hours
Number of Questions	Paper 1 - 50 Questions paper 2 - 08 Questions
Marks	Paper 1 - 50 Marks (Each question carries 1 mark) paper 2 - 50 Marks (Each question carries 10 marks)
Subjects	Research Methodology, Accounting and Finance, Human Resources, Marketing, Strategic Management

PU M.Phil & PhD Entrance Syllabus

Subjects	Topics
Research Methodology	Basic Concepts of Research Methodology, Research Process, Review of Literature, Theory Building, Hypothesis Formulation, Research Design, Sampling, Data Collection, Methods, Data Collection Instruments, Hypothesis Testing – Univariate, Bivariate & Multivariate Techniques, Data Processing, Report Writing.
Accounting and Finance	Management, Accounting, Financial Management, Financial Statement Analysis, Financial Engineering, Management of Financial Services, Investment Management, Management Control Systems, Project Planning, Analysis and Management, Strategic Cost Management, International Financial Management, Behavioural Finance, Corporate Governance, Business Finance, International Accounting
Human Resources	Human Resource Management, Economics for Human Resources, Organisational Behavior, Labor Legislation, Industrial Relations, Management of Change, Human Resource Planning, Strategic Human Resource Management, Performance and Compensation Management, Organisational Development, Training and Development, Negotiating Skills, Participative Decision Making, Social Security, Labour Welfare, Human Information Systems, Personal Effectiveness and Leadership, Management of Discipline and Disciplinary Proceedings, Ethics and Conduct of Business, Interpersonal Skills and Transactional Analysis, Human Resource Valuation, Total Quality Management, Stress Management, Designing Organisations for Uncertain Environments, Dynamics of Trade Unions, Emotional Intelligence and Managerial Effectiveness, Comparative Industrial Relations, Managerial Competencies and Career Development, Building Learning Organisations, Industrial Engineering, Secretarial practice
Marketing	Fundamentals of Marketing Management, Advertising, Brand Management, Consumer Behaviour, Customer Relationship Management, Global Marketing, Industrial Marketing, Internet Marketing, Marketing Research, Marketing Strategy, Product Management, Retail Management, Rural Marketing, Sales Management, Supply Chain Management and Services Marketing, Foreign Trade Documentation and Trade Finance, Application of Accounting and Finance in Marketing.

Strategic Management	Fundamentals of Micro Economics and Macro Economics; Forces in the External Environment economic and non-economic; Forces in the Internal Environment; Formulation and Implementation of Corporate Level Strategy, Global Strategy, Business-Level Strategy, and various Functional Level Strategies- including Marketing Strategy, Human Resources Strategy, Operation Strategy and Financial Strategy; Entrepreneurship and Strategies for Entrepreneurial Ventures
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You Can Also Check	
<u>PU M.Phil & Ph.D. Entrance Exam</u>	
<u>PU M.Phil & Ph.D. Entrance Exam Admit Card</u>	<u>PU M.Phil & Ph.D. Entrance Exam Result</u>