

Annexure A- Syllabus for the TIME-PET 2026

(As prescribed by the Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur)

Syllabus for Section - A

Maximum marks: 50 (50 Multiple choice questions carrying 1 mark each)

Research Methodology (40 Questions of 1 mark each)

1. **Meaning and Types of Research:** Meaning of Research, Objectives of Research, Motivation in Research, Types of Research, Research Approaches, Research and Scientific Method, Criteria of Good Research
2. **Principles of Review of Literature:** Meaning of Literature Review, Importance of Literature Review, Purposes of Literature Review, Sources of Literature Review, Steps in Literature Review, Essentials of a Good Literature Review
3. **Defining a Research Problem:** What is a Research Problem?, Selecting the Problem, Necessity of Defining a Problem, Problem Definition Process, Techniques involved in Defining a Problem
4. **Research Designs:** Meaning of Research Design, Need for Research Design, Features of a Good Research Design, Important Concepts relating to Research Designs, Types of Research Designs, Basic Principles of Experimental Design
5. **Preparing a Research Proposal:** Need for a Research Proposal, Contents of a Research Proposal, Research Proposal as a Planning Tool
6. **Sampling Techniques:** Census and Sample Survey, Implications of a Sample Design, Steps in Sample Designing, Features of a Good Sample Design, Types of Sampling Procedures, Criteria for selecting a Sampling Procedure
7. **Types of Data and Data Collection Techniques:** Significance of Data in Research, Types of Data – Primary and Secondary, Sources of Secondary Data, Methods for collecting Primary Data, Selection of Appropriate Method for Data Collection
8. **Data Analysis Tools:** Significance of Data Analysis, Statistical Tools for Data Analysis – Measures of Central Tendency, Measures of Dispersion, Measures of Relationship, Correlation and Regression Analysis, Other Tools
9. **Referencing Styles:** What is Referencing?, Difference between Referencing and Bibliography, What Needs to be Referenced?, Different Types of Referencing Styles - APA Style, Chicago Manual Style, MLA Style, Sources of References, Elements in a Reference List, Referencing Tools

General Aptitude (10 questions of 1 mark each)

- a. Analytical Reasoning
- b. Numerical Ability
- c. Data Interpretation
- d. Computer Awareness
- e. Language Competency

Syllabus for Section - B

Subject: Business Administration and Business Management

Question Paper Pattern:

1. The question paper shall have total 50 Multiple Choice Questions carrying 1 mark each.
2. Each unit shall have 10 Multiple Choice Questions

Unit - I Business Management and Entrepreneurship

Management — Concept, Process, Theories and Approaches, Management Roles and Skills; Functions - Planning, Organizing, Staffing, Coordinating and Controlling; Communication - Types, Process and Barriers. Decision Making - Concept, Process, Techniques and Tools Organization Structure and Design — Types, Authority, Responsibility, Centralization, Decentralization and Span of Control Entrepreneurship Development — Concept, Types, Theories and Process, Developing Entrepreneurial Competencies; Intrapreneurship — Concept and Process; Innovations in Business - Types of Innovations, Creating and Identifying Opportunities, Screening of Business Ideas; Business Plan and Feasibility Analysis — Concept and Process of Technical, Market and Financial Analysis

Unit II - Human Resource Management and Organizational Behaviour

Organizational Behaviour - Significance & Theories, Individual Behaviour — Personality, Perception, Values, Attitude, Learning and Motivation Group Behaviour — Team Building, Leadership, Group Dynamics, Interpersonal Behaviour & Transactional Analysis Organizational Culture & Climate Human Resource Management - Concept, Perspectives, Influences and Recent Trends Human Resource Planning, Recruitment and Selection, Induction, Training and Development; Job Analysis, Job Evaluation and Compensation Management; Performance Management and Appraisal; Organization Development, Change & OD Interventions; Employee Engagement & Work Life Balance; Industrial Relations: Disputes & Grievance Management, Labour Welfare and Social Security; Trade Union & Collective Bargaining; Green HRM

Unit III - Managerial Accounting & Financial Management

Financial Statement Analysis - Ratio Analysis, Funds Flow and Cash Flow Analysis, DuPont Analysis; Preparation of Cost Sheet, Marginal Costing, Cost Volume Profit Analysis; Budgeting and Budgetary Control; Financial Management, Concept & Functions, Capital Structure — Theories, Cost of Capital, Sources and Finance, Leverages — Operating, Financial and Combined Leverages, EBIT—EPS Analysis, Financial Breakeven Point & Indifference Level.; Value & Returns - Time Preference for Money, Valuation of Bonds and Shares, Risk and Returns; Capital Budgeting — Nature of Investment, Evaluation, Comparison of Methods; Risk and Uncertainty Analysis; Dividend - Theories and Determination; Working Capital Management — Determinants, Cash, Inventory, Receivables and Payables Management, Factoring

Unit IV - Marketing Management and International Business

Marketing - Concept, Market Segmentation, Positioning and Targeting; Product and Pricing Decision - Product Mix, Product Life Cycle, New Product development, Pricing - Types and Strategies; Place and promotion decision — Marketing channels and value networks, VMS, IMC, Advertising and Sales promotion; Consumer and Industrial Buying Behaviour: Theories and Models of Consumer Behaviour; Brand Management — Role of Brands, Brand Equity, Equity Models, Developing a Branding Strategy; Brand Name Decisions, Brand Extensions and Loyalty; Personal Selling; Service Marketing — Managing Service Quality and Brands, Customer Relationship Marketing; Retail Marketing;

Emerging Trends in Marketing - Concept of e-Marketing, Direct Marketing, Digital Marketing and Green Marketing International Business - Managing Business in Globalization Era; Theories of International Trade; Balance of payment; Foreign Direct Investment — Benefits and Costs; Multilateral regulation of Trade and Investment under WTO

Unit V - Strategic Management

Strategic Management — Concept, Process, Decision & Types; Strategic Analysis — External Analysis, PEST, Porter's Approach to industry analysis, Internal Analysis - Resource Based Approach, Value Chain Analysis; Strategy Formulation - SWOT Analysis, Corporate Strategy- Growth, Stability, Retrenchment, Integration and Diversification, Business Portfolio Analysis- BCG, GE Business Model, Ansoff's Product Market Growth Matrix, McKinsey 7s Framework