



Rajasthan Technical University, Kota

DAT-2020

Name of Specialization: General Management

No. of Question: 50 (Objective Type)

Duration: 1 Hr. 30 Min

Maximum Marks: 50

FOUNDATIONS OF MANAGEMENT: Management Definition, Evolution of Management, Fundamentals of Planning, Organizing, Staffing, Directing, Leadership, Controlling.

ORGANIZATIONAL BEHAVIOUR: Concept, Perception and Attribution, Attitude, Personality, Learning, Motivation, Group Dynamics, Organizational Power and Politics, Organizational Change, Conflict, Stress, Organizational Culture.

BUSINESS MATHEMATICS AND STATISTICS: Matrices and Determinants, Linear Programming, Role of statistics, Regression, Time series forecasting, Index Numbers, Probability and Probability Distributions, Decision Theory.

MANAGERIAL ECONOMICS: Introduction to Managerial Economics, Demand Analysis, Supply Analysis, Production functions, Revenue analysis, Market structure and price determination, Pricing Strategies.

ACCOUNTING & FINANCIAL ANALYSIS: Overview, Mechanics of Accounting, Analysis of financial statement, Funds Flow Statement.

COMPUTER APPLICATIONS IN MANAGEMENT: Basic Concepts of Computers, Essential Components of computer, Software, Computer networks and Internet, MS-Office, Microsoft Excel, Microsoft PowerPoint, MS Access, MS Project, E-commerce, Applications of Information Technology.

BUSINESS ENVIRONMENT: Business Environment, Economic environment, Role and functions of RBI, Macroeconomic Schools of thought, National Income Accounting, Balance of payment.

COMMUNICATION FOR MANAGEMENT: Introduction, Employment Communication, Oral Communication, Written Communication, Business Letters and Reports, Case Method of Learning, Presentation Skills, Group Communication.

HUMAN RESOURCE MANAGEMENT: Human Resources Management, Human Resources

Development in India, Strategic Human Resource Management, Human Resources planning, Job Analysis, Recruitment, Selection, Training and Development, Performance Appraisal, Discipline and Grievance Procedures, Industrial Relations.

FINANCIAL MANAGEMENT: Introduction, Time Value of Money, Risk and Return Analysis, Investment Decision, Financing Decision, Dividend Decision,

Overview of Working Capital Decision.



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COST & MANAGEMENT ACCOUNTING: Introduction, Marginal Costing, Differential Costing and Incremental Costing, Budgeting, Standard Costing, Responsibility Accounting & Transfer Pricing.

OPERATIONS MANAGEMENT: Introduction, Products and Services, Aggregate Production Planning, Facilities Planning, Inventory Management, Maintenance Management, Basic concept of Reliability. Product Quality Management: dimensions of quality, Quality of Design, conformance and performance, Statistical Quality Control, Work Study, Elementary concept on Total Quality Management (TQM), Just In Time (JIT), Six Sigma, International Quality Certification and other standards, Kaizen and Continuous Improvement, Enterprise resource planning (ERP), Supply chain management (SCM) and collaborative product commerce (CPC), Lean Production and Lean Services.

RESEARCH METHODS IN MANAGEMENT: Introduction, Process of Research, Collection of Data, Quantitative data analysis, Report Preparation

MANAGEMENT INFORMATION SYSTEM: Introduction, Role of MIS, Developing MIS Systems, Applications.

MARKETING IN MANAGEMENT: Introduction, Concept of Marketing Management, Market Segmentation, Market Targeting, Consumer Behaviour, Marketing, Pricing Decisions, Promotion, A Brief Account of Marketing of Services, Rural Marketing, CRM, Electronic Marketing; B2C, B2B and C2C, Direct Marketing through Internet, International Marketing etc.