

Syllabus of Paper-II for MPAT

SECTION-A

Unit-I

Universality of Management
Management Functions and Managerial Skills
Comparative Management
Management by Objective
Motivation: Concept and Theories
Conflict Management
Leadership
Stress Management
Management Control

SECTION-B

Unit-II

Socio-cultural Environment of Business
Legal Environment of Business
Corporate Social Responsibility & Ethics
Corporate Governance
Industrial Policy
Import and Export Policy
Entrepreneurship and MSME

Unit-III

Marketing Concept
Product Planning
Marketing and Advertising Research
Channels of Distribution
Pricing Strategy
Sales Forecast and Sales Quota
Advertising and Sales Promotion
Control of Marketing Operations
Service Marketing-Banking & Insurance
Consumer Behaviour
International Marketing

SECTION-C

Unit-IV

Organisation and Functions of HRM
Procuring Human Resource
Job Analysis, Job Evaluation, Job Enlargement and Job Enrichment
Human Resource Development Systems
Performance & Potential Appraisal
Career & Succession Planning
Compensation and Integration
Separation
Industrial Relations
Participative Management
Collective Bargaining
Grievances and Discipline
Morale

Unit-V

Finance Functions
Capital Structure
Capital Budgeting
Investment Decisions
Cost of Capital
Working Capital Management
Break-Even Analysis
Leverages
Cash Flow and Fund Flow Analysis
Ratio Analysis