



Vel Tech
Rangarajan Dr. Sagunthala
R&D Institute of Science and Technology
(Deemed to be University Estd. u/s 3 of UGC Act, 1956)

SCHOOL OF MANAGEMENT

DEPARTMENT OF MANAGEMENT STUDIES

MBA ENTRANCE EXAM SYLLABUS

Management Principles: Planning, Organizing, Leading, and Controlling, Corporate strategies, Business policies, Strategic decision-making Production systems, Inventory management, Supply chain.

Organizational Behavior: Maslow's Hierarchy, Herzberg's Two-Factor Theory, Group behavior, Team building, Transformational, Transactional leadership, Types of conflicts, Conflict resolution techniques.

Marketing Management: 4 Ps (Product, Price, Place, Promotion), Market segmentation, Targeting, Buying decision process, Factors influencing consumer choices, Brand equity, Advertising strategies, Digital marketing, Data collection methods, Analyzing consumer data.

Financial Management: Budgeting, Forecasting, Working capital management, Balance sheets, Profit & loss statements, Cash flow analysis, Investment decisions, NPV, IRR, Costing techniques, Break-even analysis.

Human Resource Management: Job analysis, Hiring processes, Employee retention, Employee development programs, Leadership training, Salary structure, Incentives, Benefits, Pay equity, Techniques like 360-degree feedback, Key Performance Indicators (KPIs).

Business Ethics and Corporate Governance: Ethical business practices, Sustainability, Structure of corporate governance, Ethical leadership, Compliance, Ethical dilemmas, Social and environmental responsibility.

Business Law: Types of contracts, Breach of contract, Legal consequences, Structure, Registration, and regulation of companies, Employee rights, Minimum wages, Industrial disputes.

Entrepreneurship and Innovation: Idea generation, Business plan creation, Fundraising, Managing technological innovation, Product development, Funding, Risk assessment, Exit strategies.

General Awareness: Business and economic news, Market trends, Government policies, Countries, Capitals, Historical events, Geography, Business laws, Stock market trends, RBI policies, Economic indicators, Business news.

Verbal Ability: Passages and questions testing comprehension and interpretation, Sentence correction, Tenses, Punctuation, Active/Passive voice, Synonyms, Antonyms, Analogies, Spot the error, Sentence completion, Para Jumbles.

Logical and Analytical Reasoning: Assumptions, Arguments, Conclusions, Seating arrangements, Blood relations, Direction sense, Identifying whether the provided data is enough to solve a problem.

Quantitative Aptitude: Arithmetic, Percentages, Profit and Loss, Time and Work, Speed and Distance, Algebra, Geometry, Trigonometry, and Data Interpretation, Mean, Median, Mode, Standard deviation, Probability.