



**MEHRAN UNIVERSITY
INSTITUTE OF SCIENCE, TECHNOLOGY &
DEVELOPMENT (MUISTD)
JAMSHORO**

For Admission in PhD in Management Sciences

This entry test is designed on the HEC – NTS Graduate Assessment Test (GAT – Subject for PhD programs) pattern. The format of MUET – GAT Subject Test is as follows:

Total Multiple Choice Questions (MCQs) = 100
Total Marks = 100
Passing Score = 70
Total Test Time = 120 Minutes (02 Hours)

Test Contents:

General Section: 30 % of the total test; **Subject Section** = 70 % of the Total Test

General Section includes; Verbal and Analytical and logical ability. Verbal test is to evaluate English comprehension, essay writing and critical reading skills. Analytical reasoning assesses ability to study information and apply logic to find patterns or make inferences from short passages.

Subject Section: Management Sciences (70 % of the Total Test)		
Sr. No.	Core Areas	Percentage
1.	Finance	10%
2.	Accounting	10%
3.	Marketing	15%
4.	Management	15%
5.	Quantitative Techniques	15%
6.	Business Research Methods	15%
7.	Business Communication and Report Writing	10%
8.	Economics	10%
	Total	100%

Management Sciences (Detailed)		
Sr. No.	Core Areas	Percentage
1.	<p><u>FINANCE:</u></p> <p>1.1 Capital Structure: Sources and cost of finance, Capital structure theories, Dividend policies</p> <p>1.2 Capital Budgeting Decisions Cash flow estimation, Capital projects evaluation techniques</p> <p>1.3 Working Capital Management: Cash management, Credit control, Inventories management</p>	10%
2.	<p><u>ACCOUNTING:</u></p> <p>2.1 Financial Accounting: Accounting cycle, Yearend adjustments, Final accounts: Income statement, Cash flow statement and balance sheet</p> <p>2.2 Cost Accounting: Cost classification, Accounting for materials, labour and factory overheads</p> <p>2.3 Management Accounting: Basic variance analysis: Material, labour and factory overheads. Breakeven analysis, Cost benefit analysis</p>	10%

3.	<p><u>MARKETING:</u></p> <p>3.1 Marketing Strategy : Marketing mix, Promotion mix, Advertising mix</p> <p>3.2 Marketing Research: Market exploration: new products</p> <p>3.3 Consumer Behavior: Consumer needs analysis, Competition, buyer purchase habits</p>	15%
4.	<p><u>MANAGEMENT:</u></p> <p>4.1 Principles of Management: Functions of management: decision making, Planning, Organizing, Leading, and Controlling</p> <p>4.2 Organizational Behavior: OB theories: Maslow hierarchy of needs, Theory X Theory Y , Herzberg’s two factor theory, Motivational theory, Organizational structures</p> <p>4.3 Human Resource Management: HRM functions: Recruitment, Orientation, Training and development. HR policies, Performance appraisal systems</p>	15%
5.	<p><u>QUANTITATIVE TECHNIQUES:</u></p> <p>5.1 Business Mathematics: Linear Equation and their applications, Simple interest, compound interest, ratio and proportion, percentage, differentiation and integration with their applications</p> <p>5.2 Business Statistics: Measures of central tendency, Measures of dispersion, Probability (simple probability, normal distribution, and hypothesis testing). Correlation and simple regression, ANOVA</p>	10%
6.	<p><u>BUSINESS RESEARCH METHODS:</u></p> <p>6.1 Introduction:</p>	15%

	<p>Definition and nature, Scientific method, research process, Errors in business research</p> <p>6.2 Research Design and Data Sources: Types of research and research design, Primary and secondary data, Types of data</p> <p>6.3 Data collection procedures: Measurement process, Concepts of validity and reliability, Data collection methods, Sampling techniques</p>	
7.	<p><u>BUSINESS COMMUNICATION AND REPORT WRITING:</u></p> <p>7.1 Effective communication in business: Its definition, Characteristics, process, forms, channels and importance, different kinds of communication, features, elements, concepts, Effective communication principles</p> <p>7.2 Written Communication: 7C's of communication, Gestures, manners, presentations and follow-up or Feedback, Business letters, Reports, Minutes of meetings</p> <p>7.3 Communication Technologies: Internet, Intranet, Webinar, Social media</p>	10%
8.	<p><u>ECONOMICS:</u></p> <p>8.1 Micro Economics: Consumers behavior, Utility (Ordinal and Cardinal approach), Market equilibrium, Elasticity of demand and supply, Factors of production (Land, Labour, Capital, and organization), Market structure (Perfect competition, Monopoly and Duopoly)</p> <p>8.2 Macro Economics: System of national accounts, consumption, Income, Savings, Inflation and deflation, Balance of payments</p>	10%
	Total	100%

