



S-VYASA

Swami Vivekananda Yoga Anusandhana Samsthana
(Deemed to be University u/s 3 of UGC Act, 1956)

Total marks: 50

Duration: 45 min

Pass marks: 25

I. Syllabus of Management

15 Marks

1. Foundations of Management:

Fundamentals of Management, Principles and Functions of Management, Organizational Behavior and Leadership, Marketing Management: Basic Concepts, Consumer Behavior, and Marketing Mix, Human Resource Management: Recruitment, Training, Performance Appraisal, and Employee Relations, Financial Management: Financial Statements, Financial Analysis, Working Capital, and Capital Budgeting

2. Core Areas of Management:

- Contemporary Issues in Management and Commerce
- Digital Marketing and Social Media Marketing
- Talent Management, Employee Engagement, and AI in HR
- FinTech, Digital Payments, and Financial Inclusion
- E-Commerce and Digital Business Models
- Entrepreneurship, Innovation, and Start-up Ecosystem
- Sustainability, ESG, Business Ethics, and Corporate Governance
- Business Analytics and Artificial Intelligence in Management Decision-Making

II. Research Aptitude

15 Marks

- Research: Meaning, characteristics and types
- Steps of research
- Methods of research
- Research Ethics
- Paper, article, workshop, seminar, conference and symposium
- Statistics Concepts

III. Reasoning

10 Marks

- Number series
- Letter series
- Codes
- Relationships
- Classification

IV. Information and Communicating Technology (ICT)**5 Marks**

- ICT: meaning, advantages, disadvantages and uses
- General abbreviations and terminology
- Basics of internet and e-mailing

V. English Grammar**5 Marks**

Marking Scheme

1. The Test paper will consist of 50 objective type, multiple-choice questions.
2. Each question carries 01 (one) mark.
3. For each correct response, the candidate will get 01 (one) mark.
4. To answer a question, the candidate needs to choose one option as the correct option.
5. No marks will be awarded if more than one option is selected for a question.
6. There is no negative marking for incorrect response.
7. No marks will be given for questions un-answered / un-attempted / marked for Review.
8. In the test paper, if a question is found to be incorrect, ambiguous, or has multiple correct answers, one (01) mark will be awarded only to those candidates who have attempted the question and selected one of the correct options. The reason could be due to human error or technical error.