Department of Agricultural Economics & Business Management,
A.M.U., Aligarh

Proposed Synopsis in for Ph.D Entrance Examination

Paper B (Subject Specific)

General Awareness: Economic and Socio-economic issues; Social, Cultural and behavioural issues affecting agriculture, industry and trade; Environmental issues; Issues related with Agribusiness, Agricultural Marketing and Agricultural Finance; Agricultural Policy issues.


Proposed Synopsis for Ph.D Entrance Examination

Section: B (Specialization Specific -1)

Economic Theory and Policies
Demand analysis and elasticity of demand. Theory of consumer behavior, utility analysis, Indifference curve technique. Revealed preference theory.

Market conditions, Cost and revenue Functions, Equilibriums of Firm and Industry under perfect competition, monopoly, Oligopoly and monopolistic completion.


Agricultural Biotechnology, Indian Agriculture under Five Year Plans, Green Revolution, Land Reforms, Problems of Indian Agriculture, WTO and India Agriculture.

Sources of Data Primary & Secondary both

Section: B (Specialization Specific -2)

Financial and Cooperative Management

Section: B (Specialization Specific -3)

Management
Management: Schools of Management Thought: planning, Organizing, Leading and Controlling.
Agri-Human Resource Development: HRD: objectives and key takes. Designing issues in HRD system and sub system.
Strategic Management: Strategic formulation, Corporate and business level strategies. Strategic analysis: Issues in strategy implementation. Strategic evaluation and control.
Research in Decision Making: Process, Measurement, Sampling & Report Writing