

NATIONAL FORENSIC SCIENCES UNIVERSITY			
SCHOOL OF MANAGEMENT STUDIES			
ENTRANCE EXAM SYLLABUS-MBA COURSES			
Program	Syllabus of Entrance Exam	Topics	Weightage
MBA Forensic Accounting and Fraud Investigation/MBA Cyber Security Management/MBA Hospital and Healthcare Management/MBA Business Analytics and Intelligence	General Knowledge	National and International Current Affairs, Important Days, Indian History, Books and Authors, Indian National Movement, Awards and Honors, General Institutions, Science & Technology, Sports, Science – Inventions & Discoveries, etc.	12%
	Logical Reasoning and Aptitude	Letter and Symbol Series, Verbal Reasoning, Non-verbal series, Analogies, Coding and Decoding, Judgment and Reasoning, Statement and Conclusion, Statement and Argument, Analytical Reasoning, Blood relations, Direction Test, Mirror and Water Images, Classification etc	12%
	Mathematical Reasoning and Data Interpretation	Time and Work, Profit and Loss, Problems on Trains, Percentages, Ratio and Proportion, Number System, Arithmetic Number Series, Arithmetical Reasoning, Data Interpretation, Data Sufficiency, Problem Solving, Problems on Age, Number Series etc.	12%
	Information and Communication Technology (ICT)	Fundamentals of ICT and Computer, General Abbreviations and Terminology, Basics of Internet, Intranet, E-mail, Audio and Videoconferencing, Digital initiatives in education, ICT and Governance etc.	12%
	Communication	Communication Meaning, Types, and Characteristics of Communication, Effective Communication, Verbal and Non-Verbal, Inter-Cultural and Group Communications, Barriers to Effective Communication, Mass-Media and Society.	12%
	Principles of Management	Management – Concept, Process, Theories and Approaches, Management Roles and Skills. Functions – Planning, Organizing, Staffing, Coordinating and Controlling Decision Making – Concept, Process, Techniques and Tools Organization Structure and Design – Types, Authority, Responsibility, Centralization, Decentralization and Span of Control	8%
	Financial Management and Accounting	Financial Management, Concept & Functions, Capital Structure – Theories, Cost of Capital, Sources and Finance Leverages – Operating, Financial and Combined Leverages, Value & Returns – Time Value for Money, Valuation of Bonds and Shares, Capital Budgeting – Nature	8%

MBA Forensic Accounting and Fraud Investigation/MBA Cyber Security Management/MBA Hospital and Healthcare Management/MBA Business Analytics and Intelligence		of Investment, Evaluation, Comparison of Methods, Dividend – Theories and Determination, Accounting Principles and Standards, Preparation of Financial Statements, Financial Statement Analysis – Ratio Analysis, Funds Flow and Cash Flow Analysis, Preparation of Cost Sheet, Marginal Costing, Cost Volume Profit Analysis Standard Costing & Variance Analysis.	
	Business Communication and Marketing Management	Communication – Types, Process and Barriers. Marketing – Concept, Orientation, Trends and Tasks, Customer Value and Satisfaction. Market Segmentation, Positioning and Targeting Product and Pricing Decision – Product Mix, Product Life Cycle, New Product Development, Pricing – Types and Strategies. Place and Promotion Decision – Marketing Channels, Advertising and Sales Promotion Emerging Trends in Marketing – Concept of e-Marketing, Direct Marketing, Digital Marketing, and Green Marketing	8%
	Strategic Management and Human Resource Management	Strategic Management – Concept, Process, Strategic Analysis – PEST, Porter’s Approach to Industry Analysis, Value Chain Analysis, SWOT Analysis, Corporate Strategy – Growth, Stability, Retrenchment, Integration and Diversification. Business Portfolio Analysis - BCG, GE Business Model, Ansoff’s Product, McKinsey 7s Framework Human Resource Management – Concept, Perspectives and Recent Trends, Human Resource Planning, Recruitment and Selection Training and Development, Job Analysis, Job Evaluation and Compensation Management, Strategic Role of Human Resource Management, Competency Mapping, Balanced Scoreboard.	8%
	Business Statistics	Statistics for Management – Concept, Measures of Central Tendency and Dispersion, Correlation and Regression, Probability Distributions: Binomial, Poisson and Normal distributions, Research: Concept and Types, Research Designs, Data Collection, Classification of Data & Questionnaire Design, Sampling – Concept, Process and Techniques, Hypothesis Testing – Procedure; T, Z, F, Chi-square tests, Report Writing	8%

NATIONAL FORENSIC SCIENCES UNIVERSITY			
SCHOOL OF MANAGEMENT STUDIES			
ENTRANCE EXAM SYLLABUS-BBA-MBA INTEGRATED COURSE			
Program	Syllabus of Entrance Exam	Topics to be included (mention at least 5 to 6 topics) as per the components mentioned in column C)	Weightage
BBA-MBA (with Specialization in Forensic Accounting and Fraud Investigation / Financial Management/ Business Analytics and Intelligence)	General Knowledge	National and International Current Affairs, Important Days, Indian History, Books and Authors, Indian National Movement, Awards and Honors, General Institutions, Science & Technology, Sports, Science – Inventions & Discoveries, etc.	20%
	Logical Reasoning and Aptitude	Letter and Symbol Series, Verbal Reasoning, Non-verbal series, Analogies, Coding and Decoding, Judgment and Reasoning, Statement and Conclusion, Statement and Argument, Analytical Reasoning, Blood relations, Direction Test, Mirror and Water Images, Classification etc	20%
	Mathematical Reasoning and Data Interpretation	Time and Work, Profit and Loss, Problems on Trains, Percentages, Ratio and Proportion, Number System, Arithmetic Number Series, Arithmetical Reasoning, Data Interpretation, Data Sufficiency, Problem Solving, Problems on Age, Number Series etc.	20%
	Information and Communication Technology (ICT)	Fundamentals of ICT and Computer, General Abbreviations and Terminology, Basics of Internet, Intranet, E-mail, Audio and Videoconferencing, Digital initiatives in education, ICT and Governance etc.	20%
	Communication	Communication Meaning, Types, and Characteristics of Communication, Effective Communication, Verbal and Non-Verbal, Inter-Cultural and Group Communications, Barriers to Effective Communication, Mass-Media and Society	20%