

**University of Lucknow
Lucknow
Ph.D. Admissions 2019 – 20
Entrance Test Guidelines
Faculty of Commerce**



Syllabus for Ph.D. Entrance Examination

Paper 1 Research Methodology

Research – A theoretical Framework

- Concept and Objectives of Research
- Nature and Scope of Research
- Importance of Research
- Types of Research
- Research Process

Organization of Research

- Survey of Research Methods
- Identification of Research Problem
- Formulation of Research Problem
- Research Design
- Formulation of Hypotheses
- Testing of Hypotheses

Data Collection

- Sources of Data
 - Primary and Secondary Sources
- Methods and Techniques of data collection
- Sampling Methods including steps in sampling
- Probability and Non Probability sampling
- Determination of sample size
- Scaling and Measurement techniques
- Comparative and non comparative scales
- Theoretical issues in scaling
- Questionnaire designing

Data Processing and Analysis

- Editing, Coding, Tabulating and presenting data
- Description of Data and inferences from sample data
- Association of attributes
- Applications of univariate and multivariate analysis, Regression Analysis, Discriminant analysis, Factor Analysis, Cluster Analysis

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- Multi dimensional scaling and conjoint analysis

Report Writing

- Types of research reports Essentials of a good report writing
- Presentation of Research Reports

Paper II Subject Specific

- The syllabus of the subject specific part will be the same as prescribed for the PG Programs of the University of Lucknow.

General Guidelines

- Both paper I and II will contain 35 questions of one mark each.
- The test therefore will be of 70 marks.
- There will be no negative marking.
- Candidates will have the option to appear in the test for maximum two subjects if they are eligible in both of them.
- The Ph.D. entrance test will be held in one sitting, 90 minutes for candidates appearing in one subject and 135 minutes for candidates appearing in two subjects within the same faculty.
- Marks obtained in paper I by candidates who appear in two subjects within the same faculty will be added to the marks obtained in the subject specific paper.
 - Example: Candidate obtains 33 marks in paper I, 27 in first subject (A) and 25 in second subject (B).
 - The marks in Subject A will be $33 + 27 = 60$
 - The marks in Subject B will be $33 + 25 = 58$
- In case the candidate has applied for two subjects in different faculties, they will have to appear in both the paper I and Paper II of each faculty.