

**International Centre for Cross Cultural Research and  
Human Resource Management  
(ICCCR & HRM)  
University of Jammu**

**DETAILED SYLLABUS  
(Ph.D. International Business, Entrance Examination-2025)**

**Max. Marks: 100  
Min. Marks 50**

**Duration: 3Hrs**

**Pattern of Examination:** Research Aptitude/Methodology questions shall be of descriptive nature and there shall be eight questions in this section. Every candidate shall attempt five questions out of the given eight questions. Each question shall carry 10 marks and the candidate shall answer every question in about 300 words. The section shall cover all the areas/specialization in a particular discipline as recommended by the Departmental Research Committee. In the academic component there shall be 50 multiple choice objective type questions (with four alternative responses) covering the syllabi of the post-graduate courses of the University of Jammu. Each question shall carry one mark and candidate shall attempt all the 50 questions of this component. The Entrance Test shall be qualifying in nature.

**SECTION A: RESEARCH APTITUDE COMPONENT**

An overview of Research Methodology; Research Process; Scales and Measurements Rating Scales, Attitude Scales, Thurston Scale, Likert scales, Hypothesis Basic concepts, Semantic Differential scale; Questionnaire Design and Survey Research, Methods of data collection. Interviews, observation, schedule, Questionnaire: Other Methods of Data Collection and measures of Central Tendencies.

Designing Qualitative Research- Literature Review, Research Questions and Purpose, Qualitative Data Collection, Qualitative Analysis. Qualitative Research. Research Hypothesis: Type I and Type II errors, one tailed and Two tailed tests, Tests of significance for Attributes: Tests of significance for Variables; Chi square test of independence and goodness of fit; F- Tests.

Correlation- Meaning, Significance and Types: Karl Pearson coefficient of correlation; Spearman's rank correlation method; Regression Analysis - Introduction, Uses and Types: Simple Linear Regression Model: Regression Equations: Standard Error of Estimate: Coefficient of Determination: Analysis of variance (ANOVA).

Plagiarism: Concept and Implications; Ethical issues in research; Basic concept of sampling and types of sampling. Sampling design, sampling and non-sampling errors. Sample size determination: Criteria of choosing an appropriate sampling method: Designing and protesting of questionnaire; scaling techniques: Method of data collection, Processing of data, Validity and reliability of data.

Marketing Research- Framework for International Marketing Research: Demand Forecasting -Consumer Survey Methods, Opinion Poll Methods, Trend Projection Methods, Perceptual Mapping; Human Resource Research Methods- Human Resource Accounting and Audit Research - HR Valuation Methods: HR Scorecard, HR Audit Research and Cross Cultural Research.

**SECTION B: ACADEMIC COMPONENT**

**International Business Environment:** An overview of International Business Environment, Analysis of Global Environment, Managing the multinational Enterprises. Rise of new Economies like Brazil, Russia, India and China (BRIC) and Association of Southeast Asian Nations (ASEAN) Countries. Trade Blocks, Types of Integration- Theory of custom Union, European Union, Regional Groupings, SAARC, UN Trade and Development (UNCTAD), Indo-Pacific Economic Framework (IPEF). Managing International Technology Transfers, Foreign Direct Investment (FDI), Types of FDI, Policy Framework to Promote Foreign Direct Investment and FDI Trends in India. AI & Industry 5.0

**Cross Culture/ Diversity and International Human Resource Management:** Culture: Foundations of Culture, Cultural Orientations, Elements of Culture, International Dimensions of Organizational Behaviour: Managing Across Cultures, Understanding and Managing Individual Behaviour: Individual Differences and Work Behaviour, Attitudes, Emotions, Personality, Perception, Attitudes, Learning, Motivation. Leadership across cultures. Transactional Analysis

handy  
04/08/25

Isha Sharma  
04/08/25

Shalini  
04/08/25

Anish  
04/08/25



International HRM, Forms of International HRM, The comparative nature of HRM, Differences between domestic and international human resource management, HR contribution towards global strategic alliances, Expatriation and repatriation-, Approaches to international compensation. Managing people in international context- India, China, Japan, EU, USA, UK, Research in HRM, HR Analytics.

**International Marketing Management and Consumer Behaviour:** Concept of International Marketing: Differences between International and Domestic Marketing: Local Responsiveness Vs Global Integration Grid: Marketing in Transitional Economics and Third World Countries; International Market entry Strategies. International Product Positioning. International Product Life cycle: Brands in International Market. Grey Market good; Transfer pricing; Global Pricing Policy: Global Advertising and Branding, Marketing Analytics.

Consumers Behaviour Models: EPRG Framework for understanding Global Consumer: Culture as Key Determinant of Consumer Behaviour – Wallace's Theory: Cultural Reinforcement. International Consumer Involvement in Purchase Decision. Diffusion of innovations in different Global Markets, Life style Marketing.

**International Financial Management and Financial Markets:** International Financial Environment; Balance of payment Framework; Different types of Risks in International Transactions. Forward Contracts. Future Contracts, options and Swaps. Techniques of Foreign exchange Rate Projection. Foreign Exchange depreciation. Multinational Capital Budgeting. Acceptance Criteria in Foreign Investments- International Mergers and Acquisition; Sources of Financing of International Trade.

International Financial Institutions: World Trade Organisation (WTO), International Monetary Fund (IMF), International Bank for Reconstruction and Development (IBRD). International Financial Corporation (IFC) and International Development Association (IDA), Asian Development Bank (ADB), Special Drawing Rights (SDR).

**NOTE:**

The paper shall have the following two components: -

- i. Research Aptitude Component/Methodology- 50 marks
- ii. Academic Component – 50 marks (as per Post-Graduate Syllabi of the University of Jammu)

The qualifying marks in the entrance test will be 50% in aggregate of the Ph.D. Entrance Test to appear in the interview, provided that a relaxation of 5% of marks (from 50% to 45%) shall be allowed in the entrance test for the candidates belonging to SC/ST/OBC (Non-creamy layers)/Differently-abled category, EWS and other categories of candidates as notified by the UGC and UT of J&K from time to time.

An interview/viva-voce will be organized by the concerned Department wherein the candidates are required to discuss their research interest/area through a presentation before the DRC. For the candidates who have qualified the Ph.D. Entrance Test, the merit shall be evaluated in the ratio 70 (written test): 30 (interview).

The interview/viva-voce shall also consider the following aspects, viz. whether:

- a) the candidate possesses the competence for the proposed research
- b) the research work can be suitably undertaken at the University
- c) the research topic is relevant

Also, i) Project Fellows appointed in various research projects be allowed to simultaneously pursue Ph.D. programme subject to the fulfillment of other eligibility conditions.

(ii) In case of joint Ph.D. programmes, students may be allowed to work in research projects under either of the supervisors.

The merit list of the selected candidates shall be notified within one week from the date of conduct of the Ph.D. Entrance Test or as per the Research Calendar of University of Jammu

Handy  
04/08/25

Rha Sharma  
04/08/25

Shalini  
04/08/25

Arif  
4/8/25