



Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal,
Madhya Pradesh, India.

Ph.D. Entrance Examination Syllabus

2026-2027

DRC के अन्तर्गत लक्ष्मी लक्ष्मण on-line
माहान्तर्गत लक्ष्मी

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Department of Media Management
Makhanlal Chaturvedi National University
of Journalism & Communication, Bhopal

P. Sasikala
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Kanchan
11/3/2026
(DR. Kanchan
Bhetra)

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SUBJECT: Media MANAGEMENT (Ph.D. ENTRANCE TEST)

SECTION I (50 MARKS 50 QUESTIONS) Research Methodology

This section will contain 50 questions with (multiple choices) to test general awareness, research aptitude, reasoning, basics of computation, logic, data interrelation, presentation, analysis synthesis etc.

SECTION II (50 MARKS 50 QUESTIONS) Media Management

This section will contain of 50 questions (multiple choices) to assess the candidates capability of explaining concepts & knowledge from the relevant discipline in which he/she seeks registration as indicated in application form.

Konchan

(DR. Konchan Bhatia)

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PAPER 1:

Research Methodology

Research Aptitude

Meaning, Objectives, Importance Types and Scope of Research in Management, Research Process. Type of Research, Layout of Research. Review of Literature, Research Design and its types, Features of a good Research Design, Sample Design, Measuring and Scaling Techniques, Hypothesis: Meaning & Formation, Sources of Data, Collection of Primary Data, Processing of Data: Editing, Coding and Classification, Field Work, Tabulation & Analysis of Data, Utility and importance of Statistics in Research, Measures of Central Tendencies and Dispersion, Correlation & Regression, Statistical Tests such as Z-test, t-test, F-test, Chi Square test, ANOVA and their interpretation.

Data Interpretation

Sources, acquisition and classification of Data. Quantitative and Qualitative Data. Graphical representation (Bar-chart, Histograms, Pie-chart, Table-chart and Line-chart) and mapping of Data. Data Interpretation. Data and Governance.

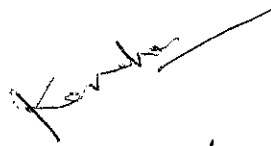
Information and Communication Technology (ICT)

ICT: General abbreviations and terminology. Basics of Internet, E-mail, Audio and Video-conferencing. Digital initiatives in higher education. ICT and Governance. Basics of MS Office; Word, Excel & Power Point.

People, Development and Environment

Development and environment: Millennium development and Sustainable development goals. Human and environment interaction: Anthropogenic activities and their impacts on environment. Environmental issues: Local, Regional and Global; Air pollution, Water pollution, Soil pollution, Noise pollution, Waste (solid, liquid, biomedical, hazardous, electronic), Climate change and its Socio-Economic and Political dimensions. Natural and energy resources: Solar, Wind, Soil, Hydro, Geothermal, Biomass, Nuclear and Forests.


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(CDR. Kanchan Bhutta)



Part 2:

Media Management

Basics of Management

Evolution of Management Thoughts, Functions & Principles of Management, Management by Objectives, Role of Motivation and Leadership in Management, Corporate Social Responsibility, Sustainable Management, Overview of Business Policy and Strategic Management, Strategic Leadership, Emotional Intelligence, Knowledge Management, Stress Management, Enterprise Resource Planning, Total Quality Management.

Media Management

Introduction to Print Media; Concept, Hierarchy and Functions. Introduction to Radio, Doordarshan, Satellite and Cable Television in India and private broadcasting system in India. Introduction to New Media Platforms; Facebook, Twitter and Instagram. Print Media Production Process. Origin of Private TV channel in India. Traditional Media in Digital Age. Basic Elements of Media Readership & Circulation, ABC, NRS, GRP, TRP, HUT

Business Communication

Importance of communication. Verbal and Nonverbal Communication. Process and barriers of communication.

Marketing Management

Marketing Strategy, 4Ps of Marketing, Marketing in a Liberalized Economy, Advertising & Sales Promotion, Retail Management, Organized and Unorganized Retail, Digital Marketing, International Marketing, Rural Marketing, Relationship Marketing & CRM, Supply Chain Management & Logistics.

Human Resource Management

Human Resource Management: Concepts and Perspectives on Human Resource Management; Human Resources Management in a changing environment; Corporate objectives and Human Resource Planning; Career and succession planning; job analysis; Methods of manpower search; Attracting, Selecting and retaining human resources; Induction and socialization; Manpower training and development; Performance appraisal and potential evaluation; Job evaluation and compensation; Employee welfare; Industrial relations & trade union.

Financial Management:

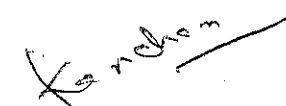
Introduction to financial management Objectives of financial management; Time value of money, sources of finance, Investment decisions; methods of capital budgeting Risk analysis, Financial Analysis, Activity Based Costing, Micro Finance, Recent Changes in Global Financial Markets, Mergers & Acquisitions, Joint Venture & Strategic Alliance

ENTREPRENEURSHIP DEVELOPMENT:

Significance of Entrepreneur in Economic Development; Economic, Social and psychological need for entrepreneurship; Characteristics, qualities and pre requisites of entrepreneur.


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C. DR. Kandhan Bhatsa