
**Preparation for
NTA UGC – NET/JRF and
Other Competitive
Examination in Management**

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Foreword

In today's rapidly evolving world, the importance of quality education and rigorous preparation cannot be overstated, especially for those who are aspiring to excel in competitive examinations. Because of their multifaceted nature, management topics require not only theoretical understanding but also the capacity to practically apply ideas in changing situations. This book intends to be a thorough guide for applicants, who are getting ready for competitive examinations including UGC-NET/JRF in the subject, management, by giving them a reliable instrument to assess their comprehension and preparedness. This book's format, which includes a large number of multiple-choice questions (MCQs) covering 13 subjects under the 'Management' stream, is intended to enable the examinees to crack an actual exam. Every question in this book has been carefully designed to cover a broad range of management topics, making sure that students are ready to face any obstacle they may encounter in the above-mentioned examinations. This book stands out because it emphasizes quality over quantity. The multiple-choice questions (MCQs) aim to assess conceptual coherence, critical thinking, and pragmatic implementation. Thorough justifications offered for every response aid in consolidating knowledge, dispelling uncertainties, and offering more profound understanding of the topic. I sincerely hope that this book proves to be an invaluable tool for preparation journey by assisting in achieving the success and self-assurance.

Best wishes for your upcoming endeavors and preparation.



Prof. (Dr.) Bidhu Bhusan Mishra

Vice-chancellor

Sambalpur University

Foreword

Competitive management exams aim to evaluate not only knowledge but also critical thinking and decision-making abilities that are essential for success. This book, which includes a wide range of questions covering various subjects of Management, has been painstakingly crafted to address these aspects. Every question in this book has been thoughtfully chosen to promote critical thinking and understanding challenges. Students can progressively advance their level of proficiency with the questions, which span from basic to advanced level. This Book is not only an excellent study guide for competitive exams, but it's also a helpful resource for educators, students and management specialists. It can be used to evaluate and confirm knowledge, pinpoint areas in need of development, and keep up with the most recent advancements in the management industry. The writers have taken great care to guarantee that the content is precise, pertinent, and of the highest caliber.

I have no doubt that this book will be a vital resource for professionals and candidates alike who want to excel in the field of management and related competitive exams.

With best regards,



Dr. Bhaba Krishna Mohanty

Professor (Adj)

School of Management

Indian Institute of Technology, Mandi (H.P.)

Preface

Qualifying NET/JRF (National Eligibility Test/Junior Research Fellowship) and other competitive examinations in the subject, ‘management’ lies in mastering multiple choice questions as the researcher fraternity and recruiters demands clarity in fundamentals of various topics of this subject. At this cutting edged era of competition, this book is a 360-degree solution for all aspirants in the field of Management (Business administration). This book with its extensive coverage, rigorous practice sets along with answer keys will definitely help the candidates to boost their confidence that is needed to achieve success in their NET & other such endeavors. “Preparation for UGC-NET/JRF and other competitive examination in Management” is a roadmap to multiple choice questions that an aspirant aiming at. The key features of the book are as follows.

The book is expertly written with the intention of equipping applicants with the necessary knowledge and abilities to ace the multiple-choice question (MCQ) format of the NET as well as competitive exams. Every topic is painstakingly broken down into chapters to provide comprehensive coverage. This book provides a platform of multiple-choice question practice sets at the conclusion of each chapter to aid in efficient preparation. The format and degree of difficulty of the questions in these practice sets are intended to resemble those that are commonly found on the NET and other competitive examinations in ‘management’ (Business administration). Comprehending the reasoning behind every response is essential for efficient learning. As a result, “preparation for UGC-NET and other competitive examination in Management” offers thorough justifications for each multiple-choice question, clarifying the underlying ideas, theories, and principles. Candidates will receive useful guidance to maximize their exam-taking abilities, ranging from time management tactics to efficient guessing procedures.

In addition to chapter-wise MCQs, “preparation for UGC-NET and other competitive examination in Management” includes comprehensive dimensions of every topic that simulate the actual NET examination environment. This book is keeping pace with the evolving nature of the competitive and NET examinations and updated according to the pattern & question format. All the prescribed books from Management are thoroughly examined and questions are carefully formed before including it in the book. We hope it will help the NET as well as other competitive examination aspirants in ‘Management’ a one stop solution by addressing all their requirements by serving their needs. With its comprehensive coverage of 13 chapters of ‘management’ carrying minimum 180 questions for

each chapter and more than 3151 MCQs in total, this book equips candidates with the knowledge, skills, and confidence needed to excel in their pursuit of competitiveness in academic and professional success. The chapters are general management, organizational behaviour, managerial economics, marketing management, financial management, accounting management, human resource management, labour laws, production & operation management, entrepreneurship development, strategic management, research methodology, and IT for managers.

We wish the readers all the best for future careers. They may conquer the challenges of Management-based competitive exams and UGC-NET/JRF.

Thank you

Authors of this Book

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