

CABM, GBPUAT, Pantnagar

MBA Entrance Exam

Sections:

1. **Quantitative Techniques & Data Interpretation**: Arithmetic, algebra, geometry, and data interpretation sets.
 2. **Logical Reasoning**: Analytical reasoning, puzzles, series, blood relations, and coding-decoding.
 3. **Language Comprehension**: Reading comprehension, grammar, vocabulary, and para jumbles.
 4. **General Awareness**: Current affairs (national/international), GK, economics, and business updates.
 5. **Innovation & Entrepreneurship**: Entrepreneurship concepts, government schemes, and business logic.
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PhD (Management) Entrance Exam

Sections:

1. 60% component of MBA Entrance Exam, as above
2. 40% component of subjects taught in MBA
 - A. Marketing Management
 - B. Finance Management
 - C. Operations Management & IT
 - D. Strategic Management
 - E. HRM and OB