




**UNIVERSITY R.A. PODAR
INSTITUTE OF MANAGEMENT
(Since 1974)**

PIM-MAT 2009 Admission Bulletin

The photograph shows the main entrance of the Ramnath Anandilal Podar Institute of Management. The building is a two-story structure with a prominent red-tiled roof and a central tower. The entrance is supported by four white columns. A large sign above the entrance reads "RAMNATH ANANDILAL PODAR INSTITUTE OF MANAGEMENT". The interior is visible through the entrance, showing a staircase and a person walking. There are several potted plants in the foreground.

**RAMNATH ANANDILAL
PODAR INSTITUTE OF MANAGEMENT**

UNIVERSITY OF RAJASTHAN

The University of Rajasthan is the oldest and the largest of the State's Universities. It has been accredited with the A+ grade by the National Assessment and Accreditation Council (NAAC), New Delhi. NAAC is a body set up by the University Grants Commission for accreditation of Universities.

The University of Rajasthan occupies a prominent place on the academic map of the nation. Its different Faculties have a tradition of academic excellence. It is well known for its contributions to intellectual thought, as well as fundamental and applied research. Scholars of national and international repute have been and are with the University.

The first teaching department of the University, namely the Department of Economics came into existence in July 1949. Department of Philosophy, Geology and History were functioning by 1958 and the Government transferred the Law College also to it. The University has established departments of Mathematics, Physics, Chemistry, Botany, Zoology, Library Science, English, Hindi, Sanskrit, Political Science, Sociology, Statistics and Adult Education. and Modern European Languages.

The University has a well appointed sports complex with an Olympic size swimming pool. Youth and cultural festivals are celebrated from time to time. The campus is alive and vibrant with a stimulating environment conducive to learning and experimentation.

The University campus is a beautiful planned complex spread over 445 acres (not including the Maharaja's and Maharani's College campus) and adorned with impressive building in the classic style of Rajasthani architecture, neatly laid out amidst spacious gardens, playing fields and shaded avenues. The University offers computer and internet access to students through state of the art computer center. University runs ten hostels (three of them for women) with accommodation for nearly 1200 students. There is also an University Health Center and a Student's Advisory Bureau. Extension of many facilities is in progress.

The University has a large Central Library on the main campus, and five independent libraries with the various constituent colleges besides the relatively smaller but rapidly growing reading stocks with all postgraduate departments. The university Library is very richly collection of contemporary and classical literature in India. It has about 7 laky titles and subscribes to about 200 journals and magazines. All in all the campus is one is the best in the country. The University offers many job oriented courses.

DIRECTOR'S MESSAGE



R.A. Podar Institute of Management, founded in 1974, is a unique management institution as it is committed to achieve global standards. In the contemporary era, where tough market conditions and ever increasing demands are the buzz words, the Institute while preserving the ethos, rich heritage and cultural values, has organized itself to meet the emerging challenges and opportunities.

Our objective is to develop dexterous, committed and motivated professionals with a proactive perspective towards their organizations and the society. Students at R.A.P.I.M comes from diverse background and culture that help them to examine managerial issues from multiple perspectives. They possess managerial potential required for contemporary world of business. Their enthusiasm comes from the will to succeed and ambition to make their mark in the corporate world.

The Institute provides its students innumerable opportunities of learning through the seminars, case studies, participation in fests both in-house and organized by other reputed B-Schools. This also includes “Utkarsh”, our own management fest, which seeks wide participation of the students, both at the organization as well as at the participation levels.

I see the 21st century's environment as a vast ocean, highly turbulent due to economic fluctuations, intense competition, and technological upheavals. RAPIM, with its team comprising of highly experienced faculty, is confident enough to steer the students through the unpredictable and fast changing times to the pinnacle of success.

I solicit your support to make it happen.

(Dr. Rajesh Kothari)

Director, University R.A. Podar Institute of Management

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ABOUT US

In the early sixties a need for management education was felt to keep up with the changing scenario of business in India. The University of Rajasthan, Jaipur started their MBA program in the year 1968. R.A. Podar Institute of Management was then established in 1974 as a constituent unit of the university. It was the 6th B-School established in the country. R.A. Podar Institute of Management was conceived not to be purely a business school, but a school of management.

With the setting up of the institute, MBA flagship program was launched to equip the future managers for assuming higher responsibilities in performing the job more effectively and efficiently in the context of changed domestic and international business environment. As the corporate world struggles to keep up with the growing pace of globalization, R.A Podar Institute of Management catered to this enhanced need by not just keeping up with the changes but ahead of it and started its MBA CAM (Computer Aided Management) and MBA E-COM (E-Commerce) in the year 2002.

The institute firmly believes in the importance of management education and the critical role today's students play in managing the highly competitive and varied businesses of the future. Constantly upgraded course content along with ongoing interaction with the industry ensures a deeper understanding of practical problems.

The Institute has carved out a niche for itself in the field of management education amongst the leading B-Schools in India. **The institute has been ranked amongst the Top-10 University Departments all over the country by Outlook survey 2006. The University of Rajasthan has been awarded A+ accreditation by NAAC in year 2004 and also it has been placed in level 1 of A+ category B-Schools in the Business India Survey.**

In a nutshell, University R.A. Podar Institute of management equips the students with the skills, knowledge and analytical mindset required to identify and solve problems, effective communication skills to communicate these solutions and sufficient practical exposure to create action plans and implement these solutions.

FACULTY

The whole art of teaching is only the act of awakening the natural curiosity of young minds for the purpose of satisfying it afterwards. For this the institute has a balanced strength of faculty resource that includes people with rich and varied experience in academic and industry. Faculties at RAPIM are thought leaders in their respective fields. The RAPIM faculty is esteemed group of scholars with expertise in teaching, research, training and consultancy. The individual style signifies learning at the institute to be a right mix of theory, application and practice that are in tune with the industry needs.

Our distinct pedagogy has a portfolio mix of high caliber permanent and visiting faculty. This model ensures that students receive exposure to the latest insights and thinking. The underlying strength of the faculty is in the rich combination of academic rigor as well as practical; industrial expansion they bring to the classroom.

Faculty combines theory and practice in their teaching methods, including case analysis, field study, industrial visits, and business games, simulations and independent team based work. These catalyze in the process of transformation from a student to a manager.



Dr Rajesh Kothari
M.Com. M.Phil, MBA, Ph.D.
Director, PIM



Dr (Mrs) Gitika Kapoor
MBA, Ph.D.
Dean, Faculty of Management Studies



Dr Harsh Dwivedi
MBA, Ph.D.
Associate Professor



Dr K L Batra
M.Com, Ph.D
Research Associate



Dr M S Khinwaj
MBA, Ph.D.
Asstt. Director (Training)

VISITING FACULTY

Mr. Abhishek Godha	Prof. M. C. Gupta
Mr. Abhishek Arora	Dr. M. C. Sharma
Mr. Aman Jain	Mr. Makrand Uphadhaya
Mr. Anil Mehta	Mr. Neeraj Sharma
Mr. Akul Bhargava	Prof. P.D. Sharma
Mr. Arun Bhargava	Ms. Purnima Rao Mundel
Prof. C.S. Barla	Mr. R.S. Khandelwal
Mr. Deepak Baheti	Mr. Ravi Raj Kala
Mr. Deepak Bhargava	Mr. Rajeev Agarwal
Mr. Hemant Anand	Mr. Sachin Jain
Mr. H.N. Agarwal	Mr. Saket Mathur
Mr. Jagdish Prasad Sharma	Mr. Sameer Mathur
Mr. Janga Srinivasan Rao, IPS	Dr. Sonal Jain
Mr. Kaushaliya Bhanawat	Mr. Sushmit Jain
Mr. Madhukar Gupta, IAS	Mr. Vijay Veer Singh
Mr. Mukesh Jain	Ms. Vidhu Mathur

INFRASTRUCTURE

Campus

Snuggled in the midst of foliage, its own garden and soothing environment, the R.A. Podar Institute of Management campus is a heaven in the bustling metropolis of Jaipur. About 20,000 Sq. Feet sprawling campus in sylvan surroundings provides a refreshing environment, creativity and desire for perfection to the learning soul. The campus is specially designed to create a stimulating atmosphere which fosters discussions between groups and individuals.

Classrooms

The institute has spacious classrooms of different seating capacities and is provided with white board, over head projectors and screens. To enhance the presentation of lectures, seminars and other academic exercises, the institute has a good audio-visual set-up, over head projectors, LCD and sound systems are available to promote maximum interaction between faculty and students.

Knowledge Resource Center

The library is one of the best key academic facilities provided to augment the learning of students. It has a collection of over 20,000 volumes which includes a wide range of management literatures, providing an extensive access to leading national and international business periodicals. To provide current information the library has a collection of corporate annual reports, project reports and dissertation of students. It also subscribes to 45 periodicals and 25 newspapers. The library documents press clippings on management and related subjects. The library provides reference, indexing and bibliographical service in management literature and reprographic service.

Computer Lab

Ideas not implemented are ideas lost and that is why computers are available to facilitate research activities, course work and administration. The Computer Resource Center (CRC) provides the necessary latest hardware and software instructions to cater to the computing needs of all students and staff and the training needs of IT related courses (CAM & E-COM). The CRC is equipped with powerful servers and workstations, lease line Internet connection and state of the art computer network. About 80 units of Pentium workstations have Windows XP serving the desk needs of faculty, students, library, classroom and various administrative offices. Thus is an online setup for the electronic bulletin board, schedule and instant messaging. The RAPIM is a subscriber of the various software essential for Research and Studying like CMIE Prowess, SPSS and many more.

Conference Rooms and Seminar Hall

The institute has two fully air conditioned conference rooms and a seminar hall which form the core of interactive learning. Stimulating and invigorating interactions with the dozen takes place here. It is fully equipped with modern audio visual aids for round table conferences, presentations and seminars.

Cafeteria

The cafeteria provides a relaxed environment for students, faculty and the staff for informal discussions. It offers high quality products of wider spectra ranging from healthy and balanced breakfast to a selection of snacks at competitive prices. The perfect place to ease those hunger pangs!

ACADEMICS

The whole art of learning is only the art of awakening the natural curiosity of young minds for the purpose of satisfying it afterwards

Curriculum is updated to include current developments in business. RAPIM offers 24 compulsory papers in MBA programmes along with a number of elective papers. Keeping up with the pace of rapidly changing business environment, RAPIM came up with MBA programme in Computer Aided Management and E-Commerce in 2002. Along with these courses, RAPIM offers a 3 year MBA course for executives, thus facilitating a first hand interaction with MBA students and helping them to keep in tune with the industry needs and requirements.

Our dedicated faculty works on each and every student individually to enhance his skills of teamwork and leadership. The students are also motivated to undertake projects for their growth as a professional, to meet the demands of the corporate world; there is also a regular up gradation of the courses. The Institute offers 4 MBA programmes :

1. MBA(RMAT), 2. MBA(CAM), 3. MBA(E-Com) and 4. MBA(Executive)

MBA (RMAT)



Two year full time MBA programme is the pioneer programme of the institute, which has completed three glorious decades of its existence. The annual intake to this programme is 60. Graduates from leading degree colleges and engineering colleges like IITs and RECs have been a part of this program making the student profile rich with pot-pourri of distinct working brains. The selection is made on the basis of merit and aptitude demonstrated at the all India level Rajasthan Management Admission Test,

RMAT. More than 20,000 students appeared for the test this year, out of which the top 60 rankers have got the privilege to be in Podar, making the selection ratio 1: 333.

The course places emphasis on management as an integral process requiring students to develop a macro view of economic, technological, cultural and political environment under which a business operates. The first year serves as an introduction to management, laying a thorough groundwork in various functional areas to give students a broad perspective of the industrial environment. The second year provides the students as in-depth exposure in their functional areas of specialization. **The admission to MBA(RMAT) is made through the RMAT entrance test conducted by Rajasthan Technical University, KOTA.**

MBA -Computer Aided Management (CAM)



It has moved from realms of technical people to acquire significant place in boardrooms. There is a need of manager and professionals who understand IT concepts and at the same time appreciate the underlying technology. In last 5 years, the software programming as a career has acquired immense popularity. As a result, R.A. Podar Institute of

Management has started offering courses on IT. The annual intake to MBA (CAM) program is 30. The selection is made on the basis of merit and aptitude demonstrated out of thousands of applicants in the PIM-MAT exam conducted by the Institute itself. Course of MBA CAM provides students with a strong background in the concepts, tools and techniques for making computers as integral and productive component of all management functions and processes. The course is a right blends of advanced tools of contemporary IT and Management.

MBA- E-Commerce (E-Com)



Today the world is moving on the Information superhighway. Exchange of Information in an accurate and prompt manner in contemporary world is the most important factor determining the success of business around the world. With this view in mind MBA programme in E-Commerce aims to provide insight of the industrial world to the prospective managers. The annual intake to MBA E-Commerce program is 30. The applicants to the PIM-MAT programme have to pass through a three-tier system of screening comprising of a Written Test, Group Discussion and Personal Interview. The

students come from various streams like Engineering, Commerce, Arts and Science. This make the MBA batch a good blend of different streams to work together as a cohesive group. The curriculum is updated every year to keep up with the industrial requirements.

Beyond the Classroom



This is the zeal with which the students work, round the clock, throughout the year. Emphasis is laid on the need to balance in class and out of class life. The students work hard in class but they also utilize energy for diverse activities such as organizing seminars on contemporary management issues, publishing in-house magazines, organizing guest lectures, participating in Inter and Intra Business School competitions as well as active participation in NSS Camps, Blood Donation Camps etc.

Event Management Committee

It is involved with the hosting of seminars, debates, and quiz, social and cultural events. It explores and searches for talents among students and helps them inculcate the required skill for not only learning, but also other extra and co curricular activities. It deals with collection and mobilization of resources.

Info Desk

Pen is mightier than the sword as well as the mouth. This committee links people in black and white through the communication channels viz., newspapers and media. It comes out with the quarterly publications of the Institute's newsletter. This committee is responsible for the dissemination of knowledge and experience.





Alumni Committee

The committee helps in networking, enabling frequent exchange of views and bridging gaps. The alumni provides a ground where academia and industry converge providing an exposure to the corporate world. Alumni meet is frequently organized in major metro viz. Delhi, Mumbai. A yahoo group pim_jpr@yahoo.com is also in operations to maintain contact with the deep and wide 33 year old alumni base.



Corp-Talk

The committee serves as a conduit enabling students to imbibe myriad thoughts and experiences of the experts. It exposes the students to the challenges faced by the corporate world and helps them to excel in today's competitive world. It works for the identification and maintenance of companies' database and interaction with companies.



Placement Committee

Perhaps the greatest manifestation of the student manager's participation is the Placement Committee. Fact that all our students manage to secure for themselves the best of jobs in most reputed companies in the industry, year after year. The committee organizes guest lectures and seminars and works for campus placements. Right from the inception of the programme, each student is very consciously counseled as regards to his/her career aspirations and options, which in turn is vigorously

followed up with the potential companies for participating in the placement programme of the Institute.

Infrastructure Committee

An organization comprises of valuable and useful assets which are to be preserved effectively. This committee acts as an inventory manager for the Institute. In addition it also looks after the cleanliness of the campus.

STUDENT ACTIVITIES

High degree of interaction among the faculties, students and corporate visitors is a way of life. Life at Podar is competitive, co-operative, friendly, helpful, impressive and stimulating. Ever zealous to explore beyond confines of the curriculum, Students indulge in cerebral pursuits at SRIJAN – The Marketing Club, MUDRA – The Finance Club and

SAMPARK – The HR Club. The clubs interact and debate on contemporary issues of Marketing, Finance and Human Resource. They fall deep into the nitty-gritty of their respective disciplines. Each club is managed by students and faculty of that area inculcating a support from corporate visitors. The clubs organize academic as well as non-academic activities. Some of the activities encouraged our group discussions by professionals, workshops, seminars & symposia, simulation games, industry interaction, quizzes, get-togethers and other events dealing with their specific functional areas.

MUDRA - The Finance Club

The Finance Club aims to promote finance & the finance industry, at RAPIM. The club provides an interface between the finance industry, finance faculty and RAPIM students.

Activities:

- Stock Market Simulation Games
- Company Analysis
- Budgetary Reviews
- FinQuiz
- Weekly Case Studies
- Crosswords

SRIJAN - The Marketing Club

The aim of the Marketing Club is to make the club the most valuable resource for aspiring marketers at RAPIM through coordination of our members, faculty, speakers and other RAPIM Clubs

Activities:

- Case Studies
- Market Surveys
- Strategic Marketing Developments
- Brand Equity Quiz
- Creativity & Advertisement Seminars

SAMPARK - The HR Club

The HR Club is visualized as a platform to enable the comprehension of significance of interpersonal skills, cordial industrial relations and inculcate empathy and resilience.

Activities:

- Case Folios
- Manpower Planning
- Recent HR Developments
- Training Games/Role Plays
- Business Etiquette
- Performance Management
- HR Audit of Companies

EMINENT SPEAKERS

Corporate interface serves as conduit enabling students to imbibe the myriad thoughts and experiences of experts from industries. A number of sessions are scheduled throughout the entire programme where seniors managers from the corporate sector, policy-makers from the government and eminent scholars are invited to conduct these sessions. Some eminent speakers were :

His Excellency Shri S.K. Singh Ji, Governor of Rajasthan.	Dr. V.S. Singh, IAS, Principal Secretary (Home, Transport and Public Relations), Government of Rajasthan
Admiral Madhvendra Singh, (Retd.) Naval Chief, Indian Navy	Mr. M. B. Shukla, BHU, Varanasi
Dr. A. Panagarya, Principal, SMS Medical College	Dr. Nageshwar Rao, Director, Pt. JNIBM, Ujjain
Mr. Anil Lodha, Head, Bhaskar TV	Dr. Nand Bhardwaj, Director, Jaipur Doordarshan.
Mr. Anoop Bhartaria, Renowned Architect	Mr. Nitesh Kumar, Kotak Life Insurance
Mr. Anurag Sharma, Branch Manager, Standard Chartered Bank.	Prof. P.D. Sharma, Eminent Scholar
Ms. Archana Surana, Arch Academy of Fashion Art Design	Mr. Pankaj Mathur, Fortis Hospital, Jaipur
Dr. Ashok Gupta, Past President, Rotary International	Mr. Prateek Kasliwal, Advocate.
Mr. B.P. Vijendra, Regional Director, RBI, Jaipur	Mr. Prateem Tamboli, Fortis Escorts, Hospital
Dr. B.R. Singh, Director HR, Ispat Industries Ltd.	Mr. Raj Deepak Rastogi, Advocate, Raj. High Court
Mr. Bhupendra Singh Ratnu	Mr. Rajiv Gupta, Eminent Sociologist.
Mr. Diwakar Singhal, Genpact, Jaipur	Mr. Ramesh K. Arora, Mgt. Develop. Academy, Jaipur
Mr. Sandeep Tiwari, Head Marketing, LG Electronics India	Mr. Hemant Kaul, President, Axis Bank, Mumbai
Mr. J. Srinivasan Rao, IPS, IG Intellegence, Rajasthan Police.	Mr. Sandeep Yadav, Regional Head, Idea Cellular, Jaipur
Mr. Junir Zindani, Reliance Communication	Ms. Swati Lodha, Director, JIMS, Jodhpur
Mr. Madhukar Gupta, IAS, Managing Director, RCDF.	Dr. Y.S. Thakur, Head, FMS, Dr. Gaur Hari Singh University, Sagar.
Dr. K.L. Jain, Secy. General RCCI	

SUMMER INTERNSHIP PROGRAMME

SIP is an integral part of the curriculum at RPIM. It is essentially designed to provide the students at the end of their 1st Year, an adequate exposure for 8-10 weeks. During this period not only students learn more, they also take up and complete a meaningful and value addition project for the company, under the supervision and mentorship of a senior executive from the company. The SIP emphasizes feedback through faculty supervision during the project and the evaluation of the student work at the work center with active involvement of the senior management.

The SIP serves a multi-pronged purpose. It provides students with an opportunity to apply the classroom concept in real life situations. The adequate exposure to the corporate world sensitizes students to the environment of the work place, providing a platform to network so as to further their carrier prospects. Projects have been undertaken in the areas of strategy formulation, market

research, industry analysis, new product launches, system study, advertising and MIS among others.

Some of the companies where students took their SIPs this year are:

<p>Advertising And Things Like That Inc. Crayons Advertising Limited Rediffusion DY & R, Mumbai</p> <p>Banking Axis Bank Canara Bank Centurion Bank of Punjab HDFC Bank HSBC Bank ICICI Bank IDBI Bank</p> <p>Financial Services Anand Rathi Securities Limited Barclays Bank Bajaj Capital Ltd. Edelweiss Capital Ltd. Kotak Securities. ICICI Prudential. Indiabulls Securities Limited Jaipur Stock Exchange Limited Kotak Mahindra Mutual Fund Reliance Mutual Fund Vadodara Stock Exchange Limited</p> <p>Petroleum Hindustan Petroleum Corporation Limited. Indian Oil Corporation Limited.</p>	<p>Technology Covansys (I) Pvt. Ltd. Genpact KLG Systel Novech Coxeta Technologies Inc.</p> <p>Services Godrej and Boyce Corp. MMTC North Western Railway</p> <p>Telecom Bharti Airtel Reliance Infocomm Tata Tele Services Limited Vodafone</p> <p>Manufacturing Hindalco Limited Hindustan Zinc Limited Mico Bosch RIL (Polymer and Petrochemical Division) NTPC</p> <p>Others General Motors India Private Limited Hindustan Beverages Coco-Cola Pvt. Ltd. PepsiCo.</p>
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ALUMNI

The time spent in the two years of association with the college develops a sense of belongingness with it, the students feel themselves as a part of it and continue with the same as they move ahead with their careers. Podar witnesses a proud network of cover 2000 alumni across the globe.

Time and again they come back and share a strong sense of community reflecting their shared experiences and professional goals and relive their days spent in Podar.

MBA students are invited to join the Podar Alumni Association (PAA) on arrival at Podar and to invite in its events throughout the year. The PAA e-group allows student to access the contact details of former students for programmes and career advice. It also enables our internationally based alumni to keep in contact with each other.

ALUMNI MEET

Being the representatives of our institute, every effort is made to keep in constant touch with more than 2000 of our valued alumni, The interaction culminates at the annual get together where all alumni gather and share their experiences with one another and the students.

The year various alumni meets were organized at Jaipur, Mumbai, New Jersey, New York.

HISTORY OF EXCELLENCE

Name a Few...

Aditi Sharma Shandilya	Private Banker	HDFC Bank
Ajay S Singh	Financial Advisor & CAO	Indian Civil Accounts Service
Anil Khandelwal	CMD	Bank of Baroda
Ankit Sharma	Associate Director	UBS Securities
Ashutosh Shukla	Sr. Director	Mindtree, USA
Ashutosh Sharma	Sr. Manager (Corporate Finance)	Ispat Industries ltd.
Deepika Mathur	AVP	Marsh India Pvt. Ltd.
Gaurav Chudhary	International Marketing Executive	Munish International
Kishore Chainani	VP-ComFin	Genpact
Mansi Gupta	Assistant Manager, Sales & Distribution	Prudential ICICI Asset Management Co. Ltd
Meghna Kishore	VP Marketing And Sales	SKIL Infrastructure Ltd.
Mukesh Gupta	Manager Marketing	Dwarka Gems Ltd.
M.P.S. Tanwar	Sr. Manager	ING Vyasya
M. Puspangadan	CEO	L&T Capital, Mumbai
Prof. Mukul Gupta	Professor	MDI, Gurgaon
Pankaj Jaju	Investment Banker	Enam Financial Consultants Pvt. Ltd.
Paramijit Singh Sawhney	Business Head	Mega Products Ltd.
Raghvendra Kaushik	Sr. Manager	Idea Cellular
Rahul Mathur	Director Marketing	VSNL International
Rajeev Bhanawat	Head-Planning & Business Development	Mother Dairy India Ltd., Delhi
Ravindra Kumar Mathur	General Manager	Raymonds Ltd
Sachin Mathur	Manager Marketing	Zee Sports

S B Gandhi	PROS	North-West Railway
Shweta Mahnot	Associate Dean	Rai Business School
Smita Bhagat	Regional Manager	HDFC Bank, Mumbai
Smriti Sharma	VP Business Development	VFS India Pvt. Ltd.
Vivek C. Sharma	Senior Executive Member	Amby Valley

PAST RECRUITERS

In the contemporary era where globalization and liberalization are the buzz words, the institute has, without disturbing its roots, ordered itself to meet the emerging challenges, sentiments and opportunities that are going to present themselves on account of the new economic trends. Our students are unique and special. They come from diverse industries, cultures and backgrounds. They are pioneers, bringing innovation, flexibility, creativity and are fully trained and equipped to be the architects of the world of business. Their enthusiasm comes from the will to succeed and ambition to make their mark in the world. Realizing these underlying qualities companies have been flocking in since its inception. Our students have been placed in almost every sector of the economy, be it Public or Private Sector. Mark of them can be seen in Administrative Service, Banking, Non-Banking Financial Services, FMCG, Telecommunication, IT/ITES, Real Estate, Manufacturing, Education etc. The campus recruitment programme has always enabled students to establish themselves nationally as well as internationally.

<p>Advertising J.W. Thompson McCann Ericsson Mudra Communication Ogilvy and Mather Rediffusion</p> <p>Media Dainik Bhaskar Indian Express Rajasthan Patrika Times of India</p> <p>Finance ANZ Grndlays APEDA (Ministry of Commerce) Axis Bank Bank of Baroda Bank of India AMC Birla Growth Mutual Fund BOB Housing BSE Canbank Mutual Fund Citi Bank Citi Financial</p>	<p>Consumer Product Alembic Glass Industries Ltd. Apollo Tyres Bajaj Auto Bajaj Electricals Bausch & Lomb Blowplast Ltd. J.K. Tyres Kodak (India) Ltd. Modi Rubber Philips (India) Ltd. Shree Cements Shri Vardhman Chemical Ltd. Tata Tea Voltas</p> <p>Information Technology HCL NIIT Infosys Pertech Computer Ltd. Unicorp Industries Wipro</p> <p>Services Adico Peopleone Air India</p>	<p>Engineering ACC Ansal Properties & Infrastructure Crompton Greaves Essar Group Ispat Industries L & T Mahindra & Mahindra Modern Industries Ltd. NEI Ltd. Siddha Construction Tata Motors</p> <p>Chemicals Asian Paints Garware Paints Shriram Fertilizers & Chem. Ltd.</p> <p>Pharmaceuticals Cipla Dr. Reddy Labs Fortis Ltd. Ranbaxy Labs Sun Pharma</p>
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Federal Bank HDFC HDFC Bank ICICI Bank ICICI Prudential AMC IDBI Bank IndusInd Bank Indiabulls Max NY Life Insurance Rajasthan Finance Corporation State Bank of India SEBI SBBJ Tata AIG	Blackstone Market Facts DCM Dalmia Resorts Erricson Future group Genpact Indian Indian Railways Jet Airways ORG-MARG Shyam Telelinks Ltd. Taj Group of Hotels	Wockhardt Telecommunications Bharti Airtel Reliance Infocomm Ltd. Shyam Telelink Tata Teleservices Ltd. Vodafone
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STAFF OF THE INSTITUTE

UNIVERSITY R.A. PODAR INSTITUTE OF MANAGEMENT

OFFICE STAFF

- | | | |
|----|-----------------------|------------------|
| 1. | Mr. Joseph O.V. | P.S. to Director |
| 2. | Shri Ashok Verma | Accountant |
| 3. | Shri Chouth Mal Meena | UDC |
| 4. | Shri Naveen Verma | LDC |

LIBRARY STAFF

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|----|----------------------|-------------------------|
| 1. | Shri Raymond Richard | Sr. Technical Assistant |
| 2. | Shri R. P. Sharma | Jr. Technical Assistant |
| 3. | Shri Amar Singh | Book-Attendant |
| 4. | Shri Buddhi Prakash | Book-Attendant |

CLASS IV

- | | | | |
|----|------------------------|----|--------------------|
| 1. | Shri Ram Chandra Meena | 2. | Shri Kailash Chand |
| 3. | Shri Prabhu Meena | 4. | Shri Hari Singh |
| 4. | Shri Ram Prasad Meena | 6. | Shri Kanhiya Lal |

PIM-MAT 2009

We welcome you to appear in the PIM-MAT-2009 to be held on Sunday, 14th June, 2009. The courses offered for PIM-MAT 2009 are MBA(CAM), MBA(E-Com) and MBA(Executive –for in-service candidate posted at Jaipur). The PIM-MAT-2009 examination consists of written test, group discussion and personal interview. Read the following points carefully before you fill the form and take the exam.

- (a) The PIM-MAT application form which you will be filling and mailing to us is a specially designed form. The data recorded on this form would be used subsequently for generation of admit card for the test and the result. Therefore, it should be filled very carefully by you and according to the detailed instructions given in the prospectus.
- (b) You must mail all the documents viz. PIM-MAT-2009 application form and admit card (both copies duly filled in) to the Convener, PIM-MAT - 2009.
- (c) If short listed for group discussion (GD) and personal interview (PI), you would be required to appear at your own cost. The GD and PI are the essential components of admission process. If you remain absent in GD and/or PI, your candidature will be cancelled. Kindly retain the admit card for GD and PI.
- (d) The final merit list would be prepared on the basis of marks obtained in the written test, group discussion and personal interview and would be declared within 3 days after the completion of GD and PI exercise. The merit list will be displayed on the notice board of the Institute.
- (e) After GD and PI exercise, you will be required to attend counseling session on the date to be announced later, applicable for MBA(CAM) and (E-Com). No counseling session is required for MBA(Executive) course. In the counseling session admission offer for any of the programme would be made on the basis of your position in the final merit list. You would be required to deposit the fee on the spot for the programme for which the admission is offered to you. If you remain absent in the counseling session or do not turn up in time or do not deposit the fee through bank demand draft, your candidature will be cancelled and the candidate next to you in the merit will be offered the seat.
- (f) If two or more candidates secure equal marks in total (written test, GD and PI) then their relative merit will be decided on the basis of marks scored in written test. In case, if two or more candidates score equal marks in written test also then the relative merit will be decided on the basis of their percentage of marks obtained in degree examination (B.A., B.Sc., B.Com., B.E. etc.). If that is also equal then one who is born earlier will be given preference.
- (g) The fee structure is as follows (subject to revision):
 - i. MBA (Full Time) E-Commerce and Computer Aided Management Rs. 55,000/- p.a. (Approximate).
 - ii. MBA Executive Programme Rs. 29,000/- p.a. (Approximate)

While coming for counseling at your own expense, you must bring bank demand draft of the above prescribed fee drawn in favour of “Convener, PIM-MAT 2009” payable at Jaipur. **The fee once paid will not be refunded.**

(h) The distribution of maximum marks for admission to the different courses are as follows:

Course	Written	GD	PI	Academic Career and Experience	Total
MBA(Full Time)	200	25	25	-	250
MBA(Executive)	200	35	35	30+15	315

(i) **Eligibility criteria to appear for written exam for the MBA(Full Time) courses:** Graduates (10+2+3) in any discipline or equivalent from any University recognized by the University of Rajasthan, Jaipur with at least 50% marks without any approximation (for SC/ST /OBC 45%) are eligible to apply.

Provisional approval for appearing in above course would be granted to candidates who have appeared in the final year examinations but their result has not been declared. At the time of counseling the candidate must have appeared for qualifying examination. The last date for submitting the mark sheet of qualifying examination (with the prescribed eligibility) is 31st August, 2009.

- A candidate will be required to secure minimum 25% (i.e. 50 marks) for general category and 20% (i.e. 40 marks) for reserve category in the written test to be eligible for GD and PI.
- **Qualification for MBA Executive programme:** All graduates / post graduates from any University recognized by The University of Rajasthan, Jaipur with at least 48% marks or Second division without any approximation (for SC/ST/OBC 43%) & having two years executive experience, after the qualifying examination. **Candidate must be placed within the municipal limit of Jaipur.**

(j) **Number of Seats:** The number of seats in different SFS courses available in different categories are as follows:

Course	Category			
	PIM-MAT	NRI	University Ward	Total
MBA(Computer-Aided Management)	27	3	3	33
MBA(E-Commerce)	27	3	3	33
MBA(Executive)	40	-	-	40

NRI Fee: Rs. 2,35,000/- p.a. (Approximate)

NRI Admission Process: The candidates seeking admission will have to apply to the “Director, University R.A. Podar Institute of Management, Jaipur by 30th June, 2009 along with the eligibility proof. The merit list will be drawn of all the eligible applicants. In case of tie between two candidates percentage of +2 examination will be considered and benefit will be given to the applicant with higher percentage in +2 examination.

University Wards Eligibility and Fee: As per University rules.

University Ward Admission Process: For wards of University employees, the merit list will be drawn on the basis of marks obtained in written test (50% weightage) and marks obtained in the qualifying exam (50% weightage) (Applicant has to obtain minimum pass percentage/marks prescribed for PIM-MAT). In case of tie between two candidates percentage of +2 examination will be considered and benefit will be given to the applicant with higher percentage of +2 examination.

- (k) Reservation of seats will be as prescribed by the Government of Rajasthan:
- As prescribed by the Government of Rajasthan, except in case of unaided private institutions and 50% seats in the self finance course of the aided institutions the reservation of seats will be made subject to the prevalent statutory provisions i.e., as per relevant rules and regulations of Government of Rajasthan viz. 16% for SC candidates, 12% for ST candidates and 21% for candidates belonging to OBC category.
 - In addition to the above there will be horizontal reservation of 3% for candidates belonging to physically handicapped, 25% for women category and 3% for dependants of Defense Killed/ Ex-servicemen.
 - One seat will be reserved for Kashmiri migrants.
 - Category once indicated at the time of submission of application form along with documentary proof will not be changed afterwards in any case.
 - The above reservation norms will be applicable on seats available in PIM-MAT category.
 - Please note that in PIM-MAT category there are 27 seats in MBA(Computer Aided Management), 27 seats in MBA(E-Commerce) and 40 seats in MBA(Executive). The calculation for reservation will be done in each course separately on basis of number of available seats in each course. Only number of seats above point 5 will be rounded off to the next higher numerical.
- (l) Your admit card will be sent well in time. In case of non receipt of ADMIT CARD by 10th June, 2009 you must inform the Convener in writing giving your form no., mailing address and test centre. Admit cards can be collected in person from the office till 10th June 2009 between 12.00 noon to 05.30 p.m.
- (m) One envelope is to be attached with this form. You are required to write your postal address on the envelope and affix stamps of Rs. 5/-.
- (n) You would be required to paste two recent passport size photographs on the Admit Card and one on PIM-MAT application form. All the photographs must be similar (of the same shot).
- (o) The medium of PIM-MAT would be English. The medium of instructions for the course shall be English.
- (p) The candidate is required to enclose with application form (including test fee) a Demand draft of Rs. 990/- (Rs. Nine Hundred ninety only) drawn in favour of "Convener, PIM-

MAT 2008” payable at Jaipur. The fee will be non refundable. Candidate applying for more than one course will be required to indicate his/her choice and will have to pay additional Rs. 500/- through D.D. at the time of submission of application form.

- (q) Please ensure that you have completed the PIM-MAT form in all respects. Incomplete forms are liable to be rejected without assigning any reason.
- (r) All legal matters will be subject to Jaipur jurisdiction only.
- (s) Convener PIM-MAT would not be responsible for postal delays in communication.

With Best Wishes,

Dr. Rajesh Kothari

Convener, PIM-MAT -2009.

University R.A. Podar Institute of Management

University of Rajasthan,

Jawahar Lal Nehru Marg,

Jaipur-302004

Phone: (0141) 2711349

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E-mail: pim@uniraj.ernet.in

Website : uniraj.ernet.in

THE TEST COVERAGE :

S.No.	Coverage	No. of Questions
1	English Language Proficiency	40
2	Mathematical Ability	40
3	Reasoning and Aptitude	40
4	Data Analysis and Interpretation	40
5	General and Business Awareness	40
	Total	200

The test will carry 200 marks consisting of 200 questions as described above. For each correct answer the candidate will be awarded one mark. There will be **no negative marking**. All the questions will be objective type with 4 alternate answers.

Duration of the test will be 2 hours.

Test Centers (Proposed)*

1. Jaipur 2. Lucknow 3. New Delhi 4. Mumbai 5. Chandigarh 6. Udaipur 7. Indore

TEST CENTRE REGULATIONS:

1. Candidate should report to the test centre at 01.30 P.M. on Sunday, 14th June, 2009.
Commencement of the examination – 2 o'clock, No Candidate will be admitted after 02.15 P.M.. Candidates will not be allowed to leave the Examination Hall before 04.00 P.M.
2. The candidates are required to take THREE OR FOUR SHARPENED SOFT LEAD HB PENCILS, GOOD BALL POINT PENS, AND A GOOD ERASER.

PEN, PENCIL AND ERASER WOULD NOT BE SUPPLIED AT THE CENTRE.

PEN, PENCILS, ERASERS AND SILENT WATCHES ARE THE ONLY ITEMS PERMITTED IN THE TEST CENTRE.
3. Calculators (including watch calculators) watch alarm, mobile phones, listening devices, recording or photographic devices, paging devices, protractors, compasses, dictionaries and paper of any kind are not permitted.
4. Scrap paper for rough work is not permitted. The candidates may work out answers in the margins of TEST BOOKLET.
5. Rough work of any type would not be done on the ANSWER SHEET.
6. At the conclusion of the test, the candidates will hand over their test booklet and answer sheet separately to the test supervisor.

***The Decision to offer or not to offer a test center depends upon availability of sufficient number of candidates opting for that centre. The decision of the Institute in the regard will be final.**

MASTER OF BUSINESS ADMINISTRATION-E-COMMERCE (SEMESTER SCHEME)

THE PROGRAMME

The Master of Business Administration (MBA) E-Commerce is a two-year full time programme leading to award of Master of Business Administration degree. The programme is divided into four semesters. Semester I and II in the first year and semester III and IV in the second year.

COURSE STRUCTURE:

FIRST YEAR:

<u>Semester I</u>		<u>Semester II</u>	
Paper No.	Paper Title	Paper No.	Paper Title
1	Management Functions & Organisational Behaviour	1	Operations & Production Management
2	Marketing Management	2	Financial Management
3	Management Accounting	3	Human Resource Planning & Development
4	Quantitative Techniques	4	Research Methods in Management
5	Economics for Managerial Decisions	5	International Business Management
6	Human Resource Management	6	Relational Data Base Management System
7	E-Commerce Fundamentals	7	Term Paper
8	Information System Management	8	Business Environment
9	E-Commerce Lab (Practical)	9	RDBMS Lab (Practical)

SECOND YEAR:

During second year, in addition to the compulsory papers and project studies, a student shall have to choose four optionals in all- two in third semester, and two in fourth, from one group for specialization. The list of optional papers will be announced at the beginning of each semester. The Director of the Institute will determine at the beginning of each session the options (s) in which instructions will be provided during the session. The choice of the candidate will be limited to the options so provided.

<u>Semester III</u>		<u>Semester IV</u>	
Paper No.	Paper Title	Paper No.	Paper Title
1	Corporate Strategy Management	1	Business cases for E-Commerce
2	Network Techniques Management	2	Enterprises Resource Planning
3	Business Communication	3	Management of Technology, Innovations and Change
4	Project Management	4	Project Report
5	Java Programming & Internet Application	5	Elective III
6	Transactions Under E-Commerce	6	Elective IV
7	Elective I	7	Business Analysis (Lab)
8	Elective II	8	Comprehensive Viva-Voce
9	Java Programming & Internet Application (Practical)		
10	Computer Lab in Elective Area (Practical)		

OPTIONAL GROUPS (Electives)

The following specialization will be offered. A candidate will choose 4 electives for specialization. The electives on offer will take into consideration the available faculty strength.

Optional Group (A) MARKETING GROUP

- | | | | |
|---|---|---|-----------------------------------|
| 1 | Marketing Research and Industrial Marketing | 2 | Sales and Distribution Management |
| 3 | Advertising Management | 4 | Consumer Behaviour |
| 5 | Brand Management | 6 | Marketing of Services |

Optional Group (B) HUMAN RESOURCE GROUP

- | | | | |
|---|--|---|--|
| 1 | Industrial Labour and Management Relations | 2 | Industrial and Labour Legislation in India |
| 3 | Compensation Systems Administration | 4 | Manpower Policy and Management |
| 5 | Human Resource Development Systems | | |

Optional Group (C) FINANCE GROUP

- | | | | |
|---|--|---|---|
| 1 | Finance for Strategic Decisions | 2 | Investment Management and Security Analysis |
| 3 | Derivatives Securities & Financial Restructuring | 4 | Management of Financial Services |

**MASTER OF BUSINESS ADMINISTRATION
COMPUTER AIDED MANAGEMENT
(SEMESTER SCHEME)**

THE PROGRAMME

The Master of Business Administration (MBA) Computer Aided Management is a two-year full time programme leading to award of Master of Business Administration degree. The programme is divided into four semesters. Semesters I and II in the first year and semesters III and IV in the second year.

<u>Semester I</u>		<u>Semester II</u>	
Paper No.	Paper Title	Paper No.	Paper Title
1	Management Functions & Organisational Behaviour	1	Operations & Production Management
2	Marketing Management	2	Financial Management
3	Management Accounting	3	Human Resource Planning & Development
4	Quantitative Techniques	4	Research Methods in Management
5	Economics for Managerial Decisions	5	International Business Management
6	Human Resource Management	6	Relational Data Base Management System
7	E-Commerce Technologies	7	Term Paper
8	Information System Management	8	Business Environment
9	E-Commerce Lab (Practical)	9	RDBMS Lab (Practical)

SECOND YEAR:

During second year, in addition to the compulsory papers and project studies, a student shall have to choose four optionals in all- two in third semester, and two in fourth, from one group for specialization. The list of optional papers will be announced at beginning of each semester. The Director of the Institute will determine at the beginning of each session the optional (s) in which instructions will be provided during the session. The choice of the candidate will be limited to the options so provided.

<u>Semester III</u>		<u>Semester IV</u>	
Paper No.	Paper Title	Paper No.	Paper Title
1	Corporate Strategy Management	1	Supply Chain & Logistics Management
2	Network Techniques Management	2	Enterprises Resource Planning
3	Business Communication	3	Management of Technology, Innovations and Change
4	Project Management	4	Project Report

5	Java Programming & Internet Application	5	Elective III
6	Security and Legal Issues in Information System	6	Elective IV
7	Elective I	7	Business Analysis (Lab)
8	Elective II	8	Comprehensive Viva-Voce
9	Java Programming & Internet Application (Practical)		
10	Computer Lab in Elective Area (Practical)		

OPTIONAL GROUPS (Electives)

The following specialization will be offered. A candidate will choose 4 electives for specialization. The electives on offer will take into consideration the available faculty strength.

Optional Group (A) MARKETING GROUP

- | | | | |
|---|---|---|-----------------------------------|
| 1 | Marketing Research and Industrial Marketing | 2 | Sales and Distribution Management |
| 3 | Advertising Management | 4 | Consumer Behaviour |
| 5 | Brand Management | 6 | Marketing of Services |

Optional Group (B) HUMAN RESOURCE GROUP

- | | | | |
|---|--|---|--|
| 1 | Industrial Labour and Management Relations | 2 | Industrial and Labour Legislation in India |
| 3 | Compensation Systems Administration | 4 | Manpower Policy and Management |
| 5 | Human Resource Development Systems | | |

Optional Group (C) FINANCE GROUP

- | | | | |
|---|--|---|---|
| 1 | Finance for Strategic Decisions | 2 | Investment Management and Security Analysis |
| 3 | Derivatives Securities & Financial Restructuring | 4 | Management of Financial Services |

M.B.A. (Three Year Course) EXECUTIVE PROGRAMME*

It is a three-year programme of study, leading to M.B.A. (3 Year Executive Course) degree. It is seen as a means of directly contributing to the level of professional knowledge and competence amongst practicing managers based in Jaipur. It is open to in service executives and administrators posted in the city of Jaipur.

ELIGIBILITY

1. Candidates must possess a Bachelor's or Master's degree in Arts, Commerce, Technology, Engineering, Science or Humanities from the University of Rajasthan, or any other University recognized by the Syndicate for the purpose. Further, they must have secured at least 48 percent marks or second division in the qualifying examinations of such degrees. (Bachelor's or Master's degree).
2. Candidates should have a minimum of two years full time experience working in an industrial or commercial organisation in a supervisory/executive position after passing the qualifying examination. The candidate should have completed two years experience on or before 1st August, 2008 from the date of issue of the marks sheet of the qualifying examination by the concerned university. Similar experience in an administrative positing in service institutions is also acceptable. A supervisor/executive is one who is working as a full time officer, and ordinarily has about 10 persons working under his supervision and authority.
3. It is necessary that all prospective students submit certified proof of their work experience and a letter of permission from the present employers to enroll for the programme. Certificate of the employer should include the designation of the candidate, his pay scale, his present basic salary, number of persons working under his supervision, and length of experience. The certificate must indicate all these in order to avoid ambiguity, and it should be attached to the application form.

*** Note: For only in-service candidates Posted at Jaipur.**

CURRICULUM DESIGN

The programme is designed on the pattern of the regular M.B.A. programme. A similar teaching approach is followed, making use of lectures, guided reading, class discussions, case analysis, simulated business games, weekly seminars and independent research. Since the students are, without exception, employed in some managerial capacity, classes are held on working days for two to three hours daily, ordinarily in the evening. The curriculum has been spread over three years of study, with the students appearing at an examination at the end of each academic year.

M.B.A. (3-year Executive Course) Scheme of Courses

PART-I

Paper No.	Paper Title	Paper No.	Paper Title
1	Managerial Economics	2	Managerial Accounting
3	Organizational Behaviour	4	Quantitative Techniques
5	Marketing Management	6	Human Resource Management
7	Indian Ethos and Values	8	Term Paper

PART-II

Paper No.	Paper Title	Paper No.	Paper Title
9	Research Methods in Management	10	Project Management
11	Economics Environment of Business	12	Financial Management
13	Organization Restructuring and Development	14	Operations and Production Management
15	Elective Group Paper-I	16	Elective Group Paper-II

PART-III

Paper No.	Paper Title	Paper No.	Paper Title
17	Micro Credit and SME	18	Corporate Strategic Planning
19	Strategic Implementation and Management	20	Information Technology for Management
21	International Business Management	22	Project Report
23	Elective Group Paper-III	24	Elective Group Paper-IV

Electives

A candidate shall be required to offer anyone of the following Elective Groups comprising of four papers each:

Elective Group

Group A : Marketing Management

- | | |
|--|----------------------------|
| I. Sales and Distribution Management | II. Advertising Management |
| III. Consumer Behaviour and Marketing Research | IV. Brand Management |
| V. Marketing of Services | |

Group B: Human Resources

- | | |
|---|--|
| I. Industrial Labour and Management Relations | II. Industrial and Labour Legislation in India |
| III. Compensation System Administration | IV. Manpower Policy & Management |
| V. Human Resource Development Systems. | |

Group C: Financial Management

- | | |
|---|--|
| I. Finance for Strategic Decisions | II. Investment Management Security Analysis. |
| III. Derivatives Securities and Financial Restructuring | IV. Management of Financial Services |

Group D: Production Management

- | | |
|---|---------------------------------------|
| I. Quality Control | II. Purchase and Materials Management |
| III. Analysis and Design of Production System | IV. Production Planning and Control. |

Group E : Small Business Management

- | | |
|---|---|
| I. Small Business Management | II. Production Management in Small Business |
| III. Financial Management in Small Business | IV. Marketing of Export Promotion in small Business |

Group F: Rural Development

- | | |
|----------------------------------|---|
| I. Management of Rural Resources | II. Management of Rural & Agro-based Ind. |
| III. Rural Credit & Finance | IV. Rural Marketing |

Group G : Information Technology

- | | |
|---|---------------------------------------|
| I. Information Technology for Management | II. Data Communication & Applications |
| III. Data Base Management System | IV. Internet & Services |
| V. Strategic Management of Information Technology | |

Notes:

1. The Institute is not obliged to provide all the Elective Groups. The institute will of each session the elective groups which can be offered by the students.
2. Courses are interchangeable from one year to the other.
3. For University Examination purposes, two courses may be combined, as and when felt necessary.
4. M.B.A. (3 Year Executive Course) students are not required to undergo practical training.
5. The medium of admission test, teaching and examination shall be English.
6. Courses are subject to change as and when decided by the appropriate bodies of the University.

SAMPLE PAPER

SECTION - I
English Language Proficiency

Directions: Read each sentence to find out an error in it.

1. I have/ been looked/ for you/ every where.
a b c d

Directions: Pick up the correct answer from the choice given below:

2. One day a women came to my photography studio with her ten year old son and asked me _____ passport-size photo of him.
a. To take
b. To make
c. To draw
d. To click

Directions: The following questions have a statement followed by four words. Choose the word closest in meaning to the statement.

3. government by one
a. Antinomy
b. Autocracy
c. Oligarchy
d. Dictatorship

SECTION-II
Mathematical Ability

1. For how many years should Rs. 600/- be invested at 10% p.a. in order to earn the same simple interest as is earned by investing Rs. 800/- at 12% p.a. for 5 years.
a. 6
b. 8
c. 12
d. 16
2. If 6 persons wear 168 shawls in 7 days how many shawls will 8 persons wear in 5 days.
a. 90
b. 126
c. 160
d. 105
3. Which of the following fractions is the largest?
a. $\frac{47}{51}$
b. $\frac{47}{61}$
c. $\frac{47}{81}$
d. $\frac{47}{48}$
4. $(\frac{2}{5} + \frac{3}{7}) + (\frac{3}{7} + \frac{3}{5}) = ?$
a. 0
b. 1
c. $\frac{11}{35}$
d. $\frac{32}{35}$

SECTION-III
Reasoning and Aptitude

1. In a certain code "CLOCK" is written as "KCOLC" how is "STEPS" written in that code?
 a. SPEST
 b. SPSET
 c. SEPST
 d. SPETS

2. If "dust" is called "air", "air" is called "white", "white" is called "yellow", yellow is called "water" and water is called "red", then where do the birds fly in ?
 a. Yellow
 b. White
 c. Air
 d. Water

Section IV
Data Analysis and Interpretation

Direction : Refer to the data below:

National market research agency conducted a survey to determine the brand preferences of consumers in, colas. The two colas tasted were Coke and Pepsi. The following table indicates the minimum of consumers who preferred one or both drinks.

Age of Consumer (Years)	Cola preferred							
	Coke		Pepsi		Both		Total No. of Consumers surveyed including those who did not prefer any drinks	
	Male	Female	Male	Female	Male	Female	Male	Female
16-21	120	90	90	60	30	45	300	360
22-40	180	60	240	180	90	45	420	270
41-60	150	120	120	150	90	60	600	480

1. How many consumers in the age group 22-40 did not prefer Pepsi?
 a. 270
 b. 140
 c. 240
 d. 180

2. How many consumers in the age group 16-21 prefer only one drink?
 a. 285
 b. 360
 c. 210
 d. 75

SECTION V
General and Business Awareness

1. Who wrote "Ain-i-Akbari"?
 a. Abul fazal
 b. Faizi
 c. Badayueini
 d. Nizam-ud-din aulia.

2. The number of Anglo-India who can be nominated by the President to the Lok Sabha is

- a. 2
- b. 3
- c. 5
- d. 6

3. The supreme commander of the defence forces of India is

- a. The Defence Minister
- b. The Prime Minister
- c. The Chief of the Army staff.
- d. The President of India.

4. The human rights day is observed on.

- a. 24th October
- b. 2nd December
- c. 12th November
- d. 10th December

PIM-MAT
UNIVERSITY R.A. PODAR INSTITUTE OF MANAGEMENT
FACULTY OF MANAGEMENT STUDIES
UNIVERSITY OF RAJASTHAN, JAIPUR

MBA(Full Time) / MBA (Executive) Programme

2	0	0	9
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SAMPLE ANSWER SHEET

USE BAL POINT PEN TO FILL FOLLOWING ENTRIES;

ROLL NO. :

--	--	--	--

BOOKLET ALPHABET CODE

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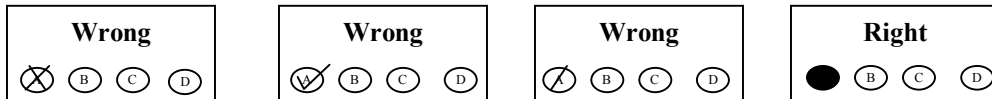
NAME:

FATHER'S NAME:

CANDIDATE'S SIGNATURE	INVIGILATORS	
	I NAME:	SIGNATURE.....
	II NAME:	SIGNATURE.....

INSTRUCTIONS FOR FILLING UP THE SHEET

1. USE HB PENCIL ONLY.
2. Darken only one circle by HB Pencil for each Question as shown in example below:



3. One marks will be awarded for each correct answer. Any answer having more than one entry i.e. more than one circle blackened will be considered as a wrong answer. There is not negative marking.
4. Entries in boxes are to be filled up by ball point pen and in circle by HB pencil only. Darken the appropriate circle completely. If you darken more than one circle, your answer will be treated as wrong. If you wish to change an answer, ERASE completely the already darkened CIRCLE, than make a fresh mark. Do not make any stray marks on the Answer Sheet. Do not fold the Answer Sheet. Rough work must be done on the blank sheets attached at the end of the question paper and not on the OMR answer sheet.
5. Darken the appropriate circles in Roll Number Box on the answer sheet to indicate the Roll Number. Darken the appropriate circle for booklet Alphabet Code in the space given for the answer sheet. Marking wrong circle in Booklet Alphabet Code or Roll Number Box will be treated as unfair means, and you will be disqualified. You are therefore advised to double check these entries.
6. Darken the appropriate circle for the course applied. Also darken the appropriate circles for the category and sex.



University R.A. Podar Institute of Management

Faculty of Management Studies

University of Rajasthan

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