

The selection process will consist of two components:

A research aptitude test and personal interview.

Breakdown of MARKETING-RAT (Research Aptitude Test)

1. Mathematics (20%)

Arithmetic; geometric and harmonic progression; permutations and combinations; elementary set theory; functions and relations; systems of linear equations; graphical representation of data (histogram, pie chart, bar chart); measures of central tendency – mean, median, mode; measures of dispersion – standard deviation, coefficient of variation.

2. Basic Marketing (30%)

The syllabus would include the basic topics of a marketing course at the first year MBA/PG level. This module would cover an overview of various topics in marketing.

3. Psychometric Tests (20%)

This will include logical and diagrammatic reasoning tests.

4. Situation Analysis (30%)

This will be an on the spot written analysis of a business/marketing situation to test analytical, writing and reasoning skills along with subject knowledge.