

Syllabus GMCET UG

UNIT : I (General Knowledge of Society, Politics, Economy, History)

Foundations of Society

- Definition and structure of society
- Social stratification and mobility
- Gender, caste, and class in society

Culture and Diversity

- Components of culture: Language, traditions, customs
- Multiculturalism and globalization
- Role of religion and secularism in society

Social Issues

- Poverty, inequality, and social justice
- Education and literacy
- Healthcare and sanitation
- Crime, corruption, and law enforcement

Government and Institutions

- Structure and functions of the executive, legislature, and judiciary
- Role of bureaucracy
- Local governance and decentralization

Political Processes

- Elections and political parties
- Pressure groups and interest groups
- Public opinion and media in politics

Economic Fundamentals

- Microeconomics: Supply, demand, and market structures

- Macroeconomics: GDP, inflation, unemployment, and fiscal policy

Economic Systems

- Capitalism, socialism, and mixed economies
- Role of public and private sectors

Global Economy

- International trade and organizations (WTO, IMF, World Bank)
- Globalization and its impact
- Emerging markets and economic challenges

Ancient History

- Early civilizations: Mesopotamia, Indus Valley, Egypt, China
- Major empires: Mauryan, Gupta, Roman, Persian
- Contributions to art, science, and culture

Medieval History

- Feudalism and the rise of kingdoms
- Major events: Crusades, Renaissance, Reformation
- Growth of trade and exploration

Modern History

- Industrial Revolution and its impact
- Colonialism and imperialism
- Major revolutions: American, French, Russian

Contemporary History

- World Wars and their aftermath
- Cold War and decolonization
- Global movements: Civil rights, feminism, environmentalism

UNIT : II (Brands and Business related Basic Questions)

Top Global Brands

- Apple, Google, Coca-Cola, Amazon, Microsoft
- Key features of global branding strategies

National Brands (specific to the country)

- Popular brands and their market influence
- Role of regional and cultural factors in branding

Automobile

- Top brands: Toyota, Tesla, BMW, Maruti Suzuki
- Market trends: Electric vehicles, autonomous driving

Banking and Finance

- Leading banks: JPMorgan Chase, ICICI, SBI
- Fintech disruptors: PayPal, Stripe, Razorpay

E-commerce and Retail

- Amazon, Alibaba, Walmart, Flipkart
- Trends: Omni-channel retailing, personalization

UNIT : III (Films, Television, Radio, Entertainment Related Questions)

Overview of Entertainment Media

- Definition and scope: Films, television, radio, OTT platforms
- Evolution of entertainment media
- Role of media in shaping culture and society

History of Media

- Invention of cinema, television, and radio
- Golden age of Hollywood, Bollywood, and regional cinema
- Evolution of music and radio broadcasting

Global Film Awards

- Oscars, Cannes, BAFTA, Golden Globes

Indian Film Awards

- National Film Awards, Filmfare, SIIMA

Television and Radio Awards

- Emmy Awards, Peabody Awards
- Radio awards: Marconi Awards

UNIT : IV (IQ & Apptitude)

Deductive Reasoning

- Syllogisms and logical deductions
- Assumptions and conclusions
- Puzzles and seating arrangements

Inductive Reasoning

- Pattern recognition and series completion
- Analogies and classification
- Coding-decoding

Number Series

- Arithmetic and geometric progressions
- Missing numbers and odd one out

Arithmetic Problems

- Percentages, ratios, and proportions
- Time, speed, and distance
- Profit, loss, and simple/compound interest

Logical Sequences

- Sentence arrangement and paragraph completion
- Odd one out in sentences or words

Statements and Assumptions

- Fact, inference, and judgment
- Cause and effect