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for scoring in  
**UGC NET | SET | JRF**

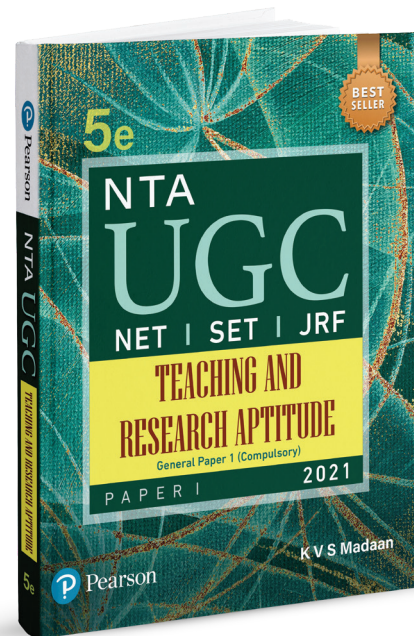


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# Complete Source for UGC NET | SET | JRF Paper 1



NTA UGC NET | SET | JRF Paper 1  
Teaching and Research Aptitude, 5e



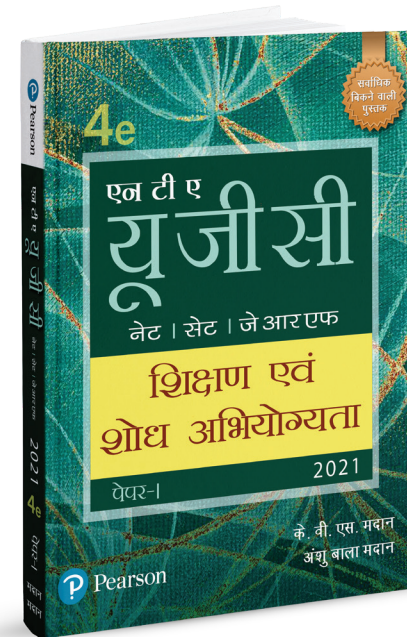
K V S Madaan

MRP ₹449/- | ISBN 9789390577675

Authored by the expert KVS Madaan, this book acts as a one-stop solution for students aspiring to succeed in UGC NET, SET, and JRF. The theory has been restructured and the concepts have been dealt with a special focus on the updated UGC NET syllabus and recent examination trends. The book is divided into ten chapters and creates the perfect balance between theory and practice questions. The concepts are elaborated with the help of infographics, illustrations and figures.

## Features

- ✓ Includes NEP Policy 2020
- ✓ Pictorial and infographic exemplification of theories
- ✓ Includes 2020 papers with solutions
- ✓ Assessment includes Mock Tests, Stopovers, Trending questions, etc.



एन टी ए यू जी सी नेट / सेट / जे आर एफ  
पेपर-1: शिक्षण एवं शोध अभियोद्यता, 4e



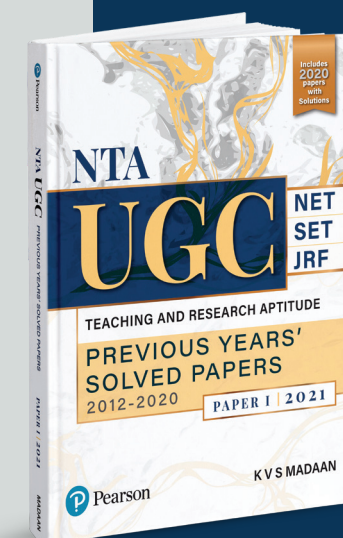
डॉ. के. वी. एस. मदान, अंशु बाला

MRP ₹449/- | ISBN 9789354491115

न्यू एजुकेशन पॉलिसी, 2020 का मुख्य उद्देश्य सामाजिक और व्यक्तिगत मुद्दों के मजबूत समाधानों को लागू करना और कार्यान्वित करना है। हम सभी को भारत सरकार के विभिन्न कार्यक्रमों और पहलों जैसे कौशल भारत, स्टार्ट अप इंडिया, आत्मनिर्भर भारत आदि के साथ प्रगति और सद्भाव की दिशा में काम करना चाहिए। हमने किताब में एनईपी, 2020 को शामिल किया है और इस पर कुछ नवीन प्रश्न रखे गए हैं। शिक्षण और अनुसंधान अधिक प्रगतिशील होंगे।

## विशेषताएं

- न्यू एजुकेशन पॉलिसी, 2020
- निर्धारित परीक्षा पद्धति के अनुसार विषय-वस्तु का अद्यतन तथ्य, आंकड़ों और आरेखों द्वारा विस्तार
- अध्याय के अंत में दिए गए प्रश्न को विषय-वस्तु के आधार पर वर्गीकृत भी किया गया है



NTA UGC NET Previous Years'  
Solved Papers 2021



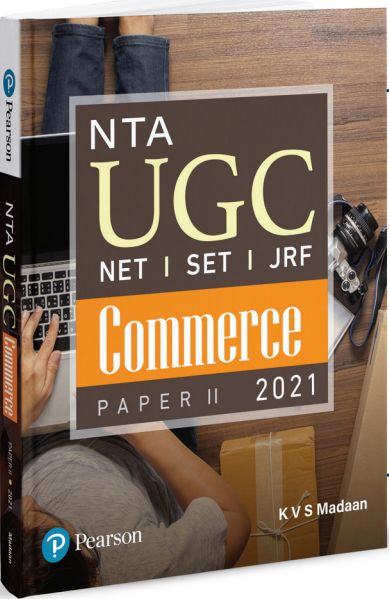
K V S Madaan

MRP ₹255/- | ISBN 9789354491177

## Features

- ✓ Includes 2 papers of 2020 UGC NET examinations
- ✓ Comprises 26 papers from 2012 to 2020
- ✓ Fully solved papers with detailed solutions

# Complete Source for UGC NET | SET | JRF Paper 2



- |  |  |
|--|--|
| 1. Business Environment and International Business | 6. Business Management and Human Resource Management |
| 2. Accounting and Auditing                         | 7. Banking and Financial Institutions                |
| 3. Business Economics                              | 8. Marketing Management                              |
| 4. Business Finance                                | 9. Legal Aspects of Business                         |
| 5. Business Statistics and Research Methods        | 10. Income Tax and Corporate Planning                |

## NTA UGC NET | SET | JRF Paper 2 Commerce

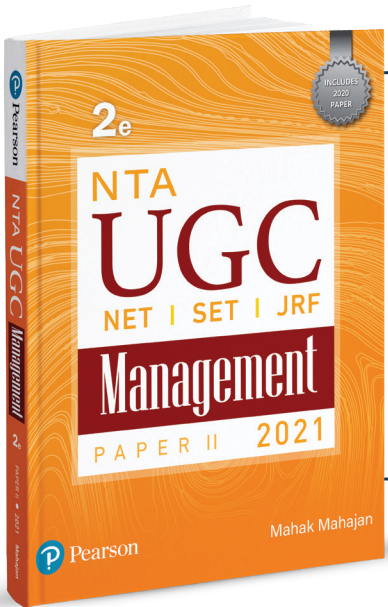
 K V S Madaan

MRP ₹750/- | ISBN 9789390531073

Conceptualized to help aspiring Commerce teachers achieve academic excellence and begin the journey of a successful career, this book deals with every topic in detail and is designed thoroughly according to the updated UGC NET Commerce curriculum. Pearson's NTA UGC NET/SET/JRF Paper-II Commerce is where theory meets the examination with hands-on practice. The book illustrates multiple topics with tables, flow charts, etc. to help aspirants prepare well and sharpen their skills by practising through a plethora of questions provided topic-wise.

### Features

- ✓ Updated as per the latest UGC NET syllabus pattern
- ✓ Thorough coverage of theories and concepts
- ✓ 'Test Your Concepts' section for quick revision of every topic
- ✓ Solved 2020 Examination Paper included



- |  |                                  |
|--|----------------------------------|
| 1. Management and Economics            | 6. Strategic Management          |
| 2. Organizational                      | 7. Marketing                     |
| 3. Strategic Role of HRM               | 8. Statistics                    |
| 4. Accounting Principles and Standards | 9. International Business        |
| 5. Value and Returns                   | 10. Entrepreneurship Development |

## NTA UGC NET | SET | JRF Paper 2 Management

 Mahak Mahajan

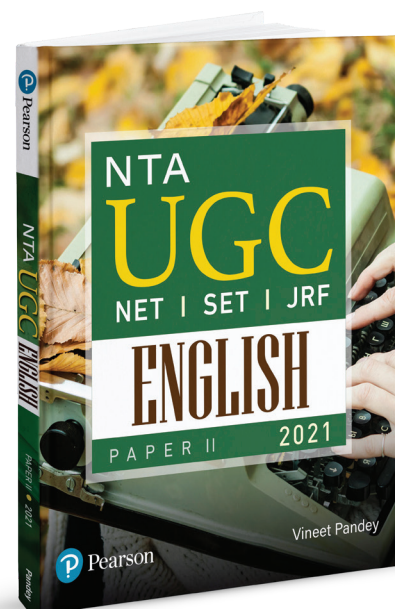
MRP ₹675/- | ISBN 9789354492143

Designed as per the latest syllabus pattern of UGC NET Management, this book is authored by the expert Mahak Mahajan. It covers an expansive range of comprehensive theory and practice questions to help aspiring Management teachers sharpen their skills and excel in the entrance examination.

### Features

- ✓ Updated as per the latest revised syllabus pattern
- ✓ Thorough coverage of theories and concepts
- ✓ 'Read-Learn-Revise-Repeat' section for quick revision
- ✓ Multiple Choice Questions to check students' knowledge
- ✓ Previous Year's Questions included from 2014 - 2020





- |  |  |
|--|--|
| 1. British Poetry  | 6. English in India: History, Evolution and Future |
| 2. British Drama   | 7. Cultural Studies                                |
| 3. Fiction and Short Stories                                       | 8. Literary Criticism                              |
| 4. Non-fiction Prose   | 9. Literary Theory post WW-II                      |
| 5. Language: Basic Concepts, Theories and Pedagogy; English in Use | 10. Research Methods and Materials in English      |

## NTA UGC NET | SET | JRF Paper 2 English

 Vineet Pandey

MRP ₹449/- | ISBN 9789390531141

Designed to become a go-to resource for aspirants, this book acts as a boon in the preparation of NET, SET and various other university entrance exams such as CUCET and SLET. The latest edition has been prepared after close examination of previous years' question papers to gain a better understanding of the pattern. Equipped with comprehensive content that saves the readers' time it aims to provide crisp literary facts and relevant information.


### Features

- ✓ Important literary terms and acronyms enlisted
- ✓ Significant information highlighted in 'Did You Know' and 'Key Points' boxes
- ✓ 'Read and Recall' section for adequate practice
- ✓ 'Exam Vault' for quick recap of important books, authors and awards



- |  |  |
|--|--|
| 1 हिन्दी की ऐतिहासिक पृष्ठभूमि           | 9 वैचारिक पृष्ठभूमि                    |
| 2 हिन्दी का भौगोलिक विस्तार              | 10 हिन्दी कविता भाग- 1                 |
| 3 हिन्दी के विविध रूप                    | 11 हिन्दी कविता भाग- 2                 |
| 4 हिन्दी भाषा-प्रयोग के विविध रूप        | 12 हिन्दी उपन्यास                      |
| 5 देवनागरी लिपि की विशेषताएं और मानकीकरण | 13 कहानी                               |
| 6 हिन्दी साहित्य का इतिहास               | 14 हिन्दी नाटक                         |
| 7 हिन्दी साहित्य की गद्य विधाएं          | 15 हिन्दी निबंध                        |
| 8 साहित्य शास्त्र                        | 16 आत्मकथा, जीवनी तथा अन्य गद्य विधाएं |

## एन टी ए यू जी सी नेट / सेट / जे आर एफ पेपर-II : हिन्दी भाषा एवं साहित्य, 2e

 चन्दन दूबे

MRP ₹675/- | ISBN 9789354492150

प्रस्तुत पुस्तक में एन टी ए नेट के पाठ्यक्रम को ध्यान में रखते हुए हिंदी के सभी साहित्यकारों की रचना का विश्लेषण किया गया है। प्रत्येक इकाई के अन्त में एन.टी.ए. नेट के परीक्षा-प्रारूप के अनुसार प्रश्न और व्याख्या सहित उत्तर दिए गए हैं। प्रसिद्ध नाटककारों के द्वारा रचित नाटक उपन्यासकारों के प्रसिद्ध उपन्यास, साहित्यकारों की जीवनी, आत्मकथा, एकांकी आदि को चार्ट में प्रस्तुत किया गया है।

### विशेषताएं

- ✓ 2020 के प्रश्न-पत्र संलग्न
- ✓ प्रत्येक अध्याय को विस्तृत कर समझाया गया है, जिसमें वस्तुनिष्ठ प्रश्न व्याख्या सहित एन टी ए स्तर के प्रश्न दिए गए हैं
- ✓ विगत वर्षों के प्रश्न व्याख्या सहित समझाए गए हैं