

M.PHIL/Ph.D. Entrance Test - SYLLABUS

Subject: COMMERCE

PART – I (Research Methodology (50 %))

Unit – 1	Introduction of Research: Concept of Research and Business Research, Objectives and Motivational factors for Research, Research Process, Types of Research Business Research, Identification and Formulation of Research Problem, Major Problems in the Area of Business Research – Finance, Production, Marketing and Personnel-. Importance of Research in Managerial Decisions, Components of an Ideal Research Design.
Unit – 2	Methods and Techniques of Data Collection: Types of Data, Methods and Techniques of Collecting Data, Major Sources of Data, Sampling Design, Attitude Measurement and Scaling Techniques, Processing – Analysis and Interpretation of Data.
Unit – 3	Hypothesis and Basic Statistical Measures: Concept, Types of Hypothesis, Errors in Hypothesis Testing, Levels of Significance, Basic Review of Measures of Central Tendency, Variation, and Skewness, Simple, Partial and Multiple Correlation and Regression; Coefficient of Association and Analysis of Time Series.
Unit – 4	Statistical Analysis and Interpretation of Data: Concept and Application of Parametric Tests for testing Hypothesis. Concept and Application of Non-parametric Tests for testing Hypothesis.
Unit – 5	Report Writing & Presentation: Introduction, Types of Report, Major Divisions of an Ideal M. Phil - Ph.D. level Research Report, Method of Giving Footnotes, References, Precautions for writing the Research Report.

NB: The Research Methodology of 50 MCQs will constitute questions related to English Proficiency, Reasoning Ability, Basic Computer Skills; each of 5 questions – total 15 and 35 Questions of subject specific Research Methodology.

PART – II Core Subject (50 %) (UGC NET PAPER SYLLABUS II)

Unit—I

Business Environment

Meaning and Elements of Business Environment

Economic environment, Economic Policies, Economic Planning

Legal environment of Business in India, Competition policy, Consumer protection, Environment protection

Policy Environment : Liberalization Privatisation and globalisation, Second generation reforms, Industrial policy and implementation. Industrial growth and structural changes

Unit—II

Financial & Management Accounting

Basic Accounting concepts, Capital and Revenue, Financial statements

Partnership Accounts : Admission, Retirement, Death, Dissolution and Cash

Distribution Advanced Company Accounts : Issue, forfeiture, Purchase of Business, Liquidation, Valuation of shares, Amalgamation, Absorption and Reconstruction, Holding Company Accounts

Cost and Management Accounting : Ratio Analysis, Funds Flow Analysis, Cash Flow Analysis, Marginal costing and Break-even analysis, Standard costing, --, Budgetary control, Costing for decision-making Responsibility accounting

Unit—III

Business Economics

Nature and uses of Business Economics, Concept of Profit and Wealth maximization.

Demand Analysis and Elasticity of Demand, Indifference Curve Analysis, Law

Utility Analysis and Laws of Returns and Law of variable proportions Cost, Revenue,

Price determination in different market situations : Perfect competition, Monopolistic competition, Monopoly, Price discrimination and Oligopoly, Pricing strategies

Unit—IV

Business Statistics & Data Processing

Data processing—Elements, Data entry, Data processing and Computer applications

Computer Application to Functional Areas—Accounting, Inventory control, Marketing

Data Type ,Data collection and analysis, Sampling, need, errors and methods of sampling,

Normal distribution, Hypothesis testing , Analysis and Interpretation of data

Correlation and regression, small sample tests –t-test and Chi-square test .

Unit—V

Business Management

Principles of Management

Planning—Objectives, Strategies, Planning process, Decision-making

Organising, Organisational structure, Formal and Informal organisations,

Organisational culture

Staffing

Leading : Motivation, Leadership, Committees, Communication Controlling
Corporate Governance and Business Ethics

Unit—VI

Marketing Management

The evolution of marketing, Concepts of marketing, Marketing mix,
Marketing environment

Consumer behaviour, Market segmentation Product decisions Pricing
decisions Distribution decisions Promotion decisions Marketing planning,
Organising and Control

Unit—VII

Financial Management

Capital Structure, Financial and Operating leverage Cost of capital, Capital
budgeting Working capital management Dividend Policy

Unit—VIII

Human Resources Management

Concepts, Role and Functions of Human Resource management Human Resource
Planning, Recruitment and Selection Training and Development, Succession Planning
Compensation : Wage and Salary Administration, Incentive and Fringe benefits, Morale
and Productivity

Performance Appraisal

Industrial Relations in India, Health, Safety, Welfare and Social security,
Workers' Participation in Management

Unit—IX

Banking and Financial Institution

Importance of Banking to Business, Types of Banks and Their Functions, Reserve Bank
of India, NABARD and Rural Banking

Banking Sector Reforms in India, NPA, Capital adequacy
norms E-banking

Development Banking : IDBI, IFCI, SFCs, UTI, SIDBI

Unit—X

International Business

Theoretical foundations of international business, Balance of Payments

International liquidity, International Economic Institutions—IMF, World Bank IFC, IDA,
ADB

World Trade Organisation—its functions and policies

Structure of India's foreign trade : Composition and direction, EXIM Bank, EXIM Policy
of India, Regulation and promotion of Foreign Trade