

## Syllabus of Ph.D. Entrance Examination

### FACULTY OF COMMERCE AND MANAGEMENT

#### 26. COMMERCE

- 1. 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, Privatization, Globalization, Industrial Growth and Structural changes.
- 2. Financial and Management Accounting:** Basic Accounting concepts, financial statement, partnership accounts: Admission, Retirement and dissolution of firms. Advanced Company Accounts: Issue, Forfeiture, and Purchase of Business, Liquidation, and Valuation of Shares, Amalgamation, Absorption and Reconstruction, Holding Company Accounts. Cost and management Accounting: Ratio analysis, Fund Flow Analysis, Cash Flow Analysis, Marginal Costing and Break Even Analysis, Standard Costing, Budgetary Control. Responsibility Accounting
- 3. Business Economics:** Nature and Uses of Business Economics, Concept of profit and Wealth maximization, Demand analysis and Elasticity of Demand, Indifference curve analysis. Utility analysis and Law, cost, Revenue, price determination in different market situations: Perfect Competition, Monopolistic Competition, Price Discrimination and Oligopoly, Pricing Strategies.
- 4. Business Statistics and data Processing:** Data type, data collection and analysis, Sampling, Need, errors and Methods of Sampling, Normal Distribution, Hypothesis Testing, Correlation and Regression and Chi-square test, Data processing Elements, data Entry, data processing and Computer applications, Computers application to functional areas- Accounting, Inventory Control.



- Business Management:** Principal of Management, Planning- Objectives, Strategies, Planning process, Decision making, Organizing, Organizational Structure, Formal and Informal Organizations, Staffing, Leading: Motivation, Leadership, Communication Controlling, Corporate governance and Business Ethics.
- 6. Marketing management:** The evolution of marketing, Concept of marketing, Marketing Mix, Marketing Environment. Consumer Behaviour, Market Segmentation, Product Decisions, Pricing decisions, Distribution decisions, Promotion decisions, Marketing Planning , organizing and Control.
- 7. Financial Management:** Capital Structure, Financial and Operating Leverage, Cost of Capital, Capital Budgeting, Working capital management, Dividend Policy.
- 8. Human Resources management:** Concepts, Role and Functions of Human Resource management, Human Resource planning, Recruitment and Selection, Training and Development. Compensation: Wages and Salary Administration, Incentives and Fringe benefits, Morale and Productivity, Performance Appraisal, Industrial Relation in India, Health, Safety, Welfare and Social Security.
- 9. Banking and Financial Institutions:** 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
- 10. International Business:** Theoretical foundation of International business, balance of Payments, International Economic Institutions- IMF, World Bank, IFC, IDA, ADB World Trade Organization- its functions and Policies. Structure of India's foreign trade: Composition and Direction, EXIM Bank, EXIM Policy of India, Regulation and promotion of Foreign Trades.