

Syllabus for Entrance Examination

Course: Ph.D. in Commerce

Total Multiple Choice Questions : 100

Total Marks: 100

Research Methodology: Section - A

50 Questions

An Introduction, Defining the Research Problem, Types of Research, Data Collection, Sampling, Processing and Analysis Of data, Research Design, Testing of Hypotheses, Measures of Central Tendency, Dispersion, Skewness & Kurtosis, Correlation and Regression Analysis, Presentation of Data, Theory of Probability and Probability Distributions, Sampling Distributions and Estimation, Parametric and Non-parametric Tests.

Accounting : Section - B

5 Questions

Basic Accounting Concepts, Capital and Revenue, Financial statements. **Advanced Company Accounts:** Issue, forfeiture, Purchase of Business, Liquidation, Valuation of shares, Amalgamation, Absorption and Reconstruction, Holding Company Accounts. Accounting Standards in India. Nature and Functions, Scope of Management Accounting Tools and Techniques used in Management Accounting, Marginal costing and Break-even Analysis, Budgetary Control, Standard Costing and Variance Analysis, Marginal Costing.

Banking & Insurance

5 Questions

Reserve Bank of India, Monetary Policy of RBI, Commercial Banking in India, Corporate Governance in Commercial Banks, Types of Banks and Their Functions, NABARD and Rural Banking, Banking Sector Reform in India, NPA, Capital adequacy norms, E-banking, Development Banking : IDBI, IFCI, SFCs, UTI, SIDBI. Retail Banking-Features & Utility, Mudra Banks
Cooperative Banking Institutions: Meaning, definition, principles, Features and Structure. Non-Banking Finance Companies: Meaning, Role, Types of NBFC services. Merchant Banking-Functions
Insurance: Introduction, Definition, nature, role and importance, Insurance Contract. Life Insurance, Marine Insurance, Fire Insurance,

Management Principles, Thoughts & Organization Behavior

5 Questions

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.

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Evolution of Management Thought, Classical Theories of Management, Modern Theories, Characteristics of Modern Management Thoughts, Quantitative Approach to Management (Operations Research), System Approach, Contingency Approach. Motivation, Leadership, Power and Conflict, Organization, Communication, Meaning of Organizational Behavior, Importance of Organization Behavior and Theories of Organizational Behavior

Marketing Management:

5 Questions

Nature, concept and Scope of Marketing Mix; Marketing Management Process. Marketing Environment, Buyer behavior, Market Segmentation, Product and Pricing Decisions, Distribution Decisions, Retailing and Wholesaling, Promotion Decisions, Marketing Planning, Marketing Research, On-line marketing, Direct Marketing; Social, ethical and legal aspects of marketing in India.

Financial Institutions & Markets

5 Questions

Introduction: Financial system: Meaning, role and functions of a financial system, Financial Markets (money and capital markets in India) Relevance of various interest/return rates, Regulatory framework, Financial Instruments (in brief). Working of stock exchanges in India, NSE, OTCEI, NASDAQ, Derivatives and Options, Venture Capital Funds, Mergers and Acquisitions, Mutual Funds, Lease Financing, Factoring, Measurement of risk and returns securities and portfolios. Credit Rating Agencies

SEBI: Introduction to SEBI ACT 1992, Main Functions of the Board. Venture Capital Financing, Leasing, Underwriting: Meaning and benefits

Financial Management & Public Finance

5 Questions

Introduction of Financial Management, Capital Budgeting, Cost of Capital. Theories of Capital Structure, Leverage, Dividend Policy, Working Capital Management, Mergers and Acquisitions, Fiscal Deficit of Central & State Governments and its Management , Government Tax Revenue, Tax Reforms.

Company Law

5 Questions

Historical Background of Company Law. New Company act 2013: Company's formation of company, memorandum of association, article of association, prospectus, share capital of company, borrowing powers of the company. Membership of company, winding up of company, majority powers and minority rights, Management and Control of Companies: Directors, manager, managerial remuneration; meetings; Dissolution of company.

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5 Questions

Taxation:

Residential status and tax incidence, exempted incomes, computation of taxable income under various heads; Computation of taxable income of individuals and firms; Deduction of tax, filing of returns, different types of assessment; Defaults and penalties; Tax Planning and Setting up New Business: Deductions Available To New Industrial Undertakings Amalgamation Merger And Tax Planning, Computer Application in Income tax and Tax planning. Assessment of Hindu Undivided Including tax liability, Computation of Total Income and Tax Liability of firm; Goods and Service Tax (GST)

5 Questions

International Business:

Importance, nature and scope; Globalization; International Business Environment: Political, Legal, Economic, and Cultural environment and associated risks; Framework for analyzing international business environment. WTO and Developing Countries, WTO and India. Theoretical foundations of international business, Balance of Payments; International liquidity, International Economic Institutions: IMF, World Bank IFC, IDA, ADB; Structure of India's foreign trade: Composition and direction, EXIM Bank, EXIM Policy of India, Regulation and promotion of Foreign Trade. Foreign Direct Investment and Multinational Corporations-MNCs Culture, MNCs and LDCs, Joint Ventures. Regional Economic Integration: SAARC, ASEAN, EC, NAFTA, Instruments: GDRs, ADRs, FIIs-their role in Indian Capital Market.

5 Questions

Human Resource Development

Introduction to Human Resource Development: Concept and evolution; Relationship between human resource management and human resource development; Recruitment and Selection; HRD mechanisms, processes and outcomes; Learning and HRD. HRD Activities and Applications Employee training and development- Process, methods, and types; Coaching, counseling and performance management; Career management and development; Organization development; Compensation: Wage and Salary Administration, Incentive and Fringe benefits, Morale and Productivity; Performance Appraisal.

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