DEPARTMENT OF COMMERCE

Syllabus for Ph.D Entrance Examination

Unit I:

Marketing Management

Nature, evolution, and concepts of marketing, marketing mix, marketing environment - Segmentation, targeting, positioning, consumer behaviour- Product, pricing, promotion, and channel management decisions and Marketing research - On-line marketing, Direct Marketing: social ethical and legal aspects of marketing in India. Role of Information Technology in Marketing; Marketing Implementation, Evaluation, and Control; Brand Equity; Brand Loyalty, CRM; Societal Marketing; Marketing Research; Green Marketing; Services Marketing; Retail Marketing; Rural Marketing

Human Resources Management

Concepts and Functions of Human Resource management, Recruitment and Selection, Training and Development, Wage and Salary Administration, Incentive and Fringe benefits.
Performance Appraisal

Unit II:

Accounting

Basic Accounting concepts, Capital and Revenue, Financial Statement analysis - Partnership Accounts: Admission, Retirement, Death, Dissolution and Cash Distribution, Advances. Company Accounts: Issue & Forfeiture of shares, Purchase of Business, Liquidation, Valuation of Shares, Amalgamation, Absorption and Reconstruction, Holding Company Accounts, Accounting Standards in India, Inflation Accounting, Human Resource Accounting, Social Accounting.

Cost and Management Accounting Principles, Ratio Analysis, Funds Flow Analysis- Cash Flow Analysis- Marginal Costing and Break –Even analysis- Standards Costing, Budgetary control, costing for decision –Making – Responsibility Accounting

Financial Management

Nature, scope and objectives of financial management - Cost of capital, capital budgeting, capital structure (including leverages), capital structure and value of the firm, capital structure theories, working capital management, dividend policy and valuation of the firm

Unit III:

Banking, Insurance and Co-operation

Importance of Banking to Business, Banking Structure in India, Reserve Bank of India, NABARD and Rural Banking Development Banking, Challenges of Liberal economic policies and banks and financial Institutions. : IDBI, IFCI, UTI., Money and Capital markets, Working of Stock Exchanges in India, NSE, OTCE, NASDAQ, Derivatives & Options, Factoring, Measurement of Risks and returns, Securities and portfolios.

Principles of Insurance, Types of Insurance, Privatization of Insurance in India, Features of IRDA

Principles of Co-operation, Role of Co-operation in Economic development, Future of Co-operation in liberalized global economy- Financial Inclusion- Government initiatives for Rural Development: Policies and problems.

Unit IV:

Business Management, Economics, Environment and International Business

Business Management-Planning -Objectives, Strategies, Planning process, Decision-making, Organising, Organisational structure, Formal and Informal organizations. Staffing, Leading: Motivation, Leadership, Controlling - Nature of Business environment. Economic environment, Political & Legal environment - Technological environment and Global environment. Evolution of international business, Theories of International business, Integration between countries, WTO. International strategic management. Contemporary issues in business environment. Economic Policies, Economic Planning Policy Environment: Liberalization; Privatisation and globalization.

Nature and scope of managerial economics; macro-economics and its interface with business and industry; national income; monetary system; fiscal policy; economic growth and development; policies towards economic stability.

Unit V:

Business Statistics & Data Processing

Data types, Data collection and analysis, sampling, need, errors and methods of sampling, Normal distribution. Hypothesis testing. Analysis and Interpretation of data. Correlation and Regression, Business Forecasting-small sample test- t test, F test and chi-square test. Large sample test-Non parametric test- the sign test, rank sum test, one sample runs test, KRUSKAL WALLS test, Spearman's Rank correlation