

Department of Commerce

Syllabus of Ph.D. Entrance Examination

Section-01: Subject Specific (Commerce)

- **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.
- **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
- **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.
- **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.
- **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.

- **Financial Management:** Capital Structure, Financial and Operating Leverage, Cost of Capital, Capital Budgeting, Working capital management, Dividend Policy.
- **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.
- **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.
- **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.

Section-02: Research Methodology

- **Foundations of Research:** Meaning, Objectives, Motivation, Utility. Characteristics of Scientific Method- Understanding the Language of Research- Concept, Construct, Definition, Variable. Research Process. Review of Literature, Problem Identification & Formulation – Research Question –Measurement Issues - Hypothesis – Qualities of a Good Hypothesis –Null Hypothesis & Alternative Hypothesis. Hypothesis Testing - Logic & Importance.
- **Research Design and Approaches:** Concept and Importance in Research - Features of a Good Research Design – Exploratory Research Design – Concept, Types and Uses, Descriptive Research Designs - Concept, Types and Uses. **Experimental Design:** Causal Relationships, Concept of Independent & Dependent Variables, Concomitant Variable, Extraneous Variable, Treatment, Control Group. **Qualitative**

and Quantitative Research: Qualitative Research – Quantitative Research – Concept of Measurement, Causality, Generalization, Replication. Merging the two Approaches. **Measurement & Scaling:** Concept of Measurement– What is Measured? Problems in Measurement in Management Research - Validity and Reliability. Levels of Measurement - Nominal, Ordinal, Interval, Ratio. **Attitude Scaling Techniques:** Concept of Scale – Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales – Ranking Scales – Paired Comparison & Forced Ranking.

- **Sampling and Data Collection:** Concepts of Statistical Population, Sample, Sampling Frame, Sampling Error, Sample Size, Non-Response. Characteristics of a Good Sample. Probability Sample – Simple Random Sample, Systematic Sample, Stratified Random Sample & Multi-Stage sampling. Non-Probability Sample– Judgment, Convenience, Quota & Snowballing Methods. Determining Size of the Sample – Practical Considerations in Sampling and Sample Size. **Types of Data:** Secondary Data - Definition, Sources, Characteristics. Primary Data - Definition, Advantages and Disadvantages Over Secondary Data, Observation Method, Questionnaire Construction, Personal Interviews, Telephonic Interview, Mail Survey, Email/Internet Survey.
- **Data Analysis:** Data Preparation – Univariate Analysis (Frequency Tables, Bar Charts, Pie Charts, and Percentages), Bivariate Analysis – Cross Tabulations, Measures of Central Tendencies, Measures of Dispersion, Correlation, Regression. Interpretation of Analysis. (Basic numerical expected). **Research Paper/Thesis Writing:** Layout of Research Paper/Thesis Purpose, Contents, Problems, Interpretation of Report Writing, Techniques of Interpretation, Layout, Structure and Language of The Report, Illustrations and Tables, Types of Report, Technical Reports and Thesis-Bibliography. Ethical Issues in Research-Meaning, Importance, Problems, Citation of Published Material, Ethical Issues Related to Publishing, Plagiarism and Self-Plagiarism, Citation and Acknowledgement- Accountability.