

**Pre – Ph.D. Entrance Examination in Commerce**  
**Syllabus**  
**(with effect from August, 2019)**

**Unit 1(A). Business Environment and International Business BE**

Concepts and elements of business environment:  
Economic environment- Economic systems, Economic policies (Monetary and fiscal policies);  
Political environment Role of government in business;  
Legal environment- Consumer Protection Act, FEMA;  
Socio-cultural factors and their influence on business;  
Corporate Social Responsibility (CSR)  
Scope and importance of international business; Globalization and its drivers;  
Modes of entry into international business,  
Theories of international trade; Government intervention in international trade;  
Tariff and non-tariff barriers; Trade creation and diversion effects;  
India's foreign trade policy, Balance of payments (BOP): Importance and components of BOP  
Foreign direct investment (FDI) and Foreign portfolio investment (FPI); Types of FDI, Costs and benefits of FDI to home and host countries; Trends in FDI; India's FDI policy  
Regional Economic Integration, Levels of Regional Economic Integration;  
Regional Trade Agreements: European Union (EU), ASEAN, SAARC, NAFTA  
**International Economic institutions** IMF, World Bank, UNCTAD,  
World Trade Organisation (WTO): Functions and objectives of WTO; Agriculture Agreement; GATS; TRIPS; TRIMS

**Unit 1(B): Accounting and Auditing**

Basic accounting principles; concepts and postulates, Indian Accounting Standards and IFRS  
Partnership Accounts: Admission, Retirement, Death, Dissolution and Insolvency of partnership firms  
Corporate Accounting: Issue, forfeiture and reissue of shares; Liquidation of companies; Acquisition, merger, amalgamation and reconstruction of companies  
Holding company accounts  
Cost and Management Accounting: Marginal costing and Break-even analysis; Standard costing; Budgetary control; Process costing; Activity Based Costing (ABC);  
Costing for decision-making; Life cycle costing, Target costing, Kaizen costing and JIT  
Financial Statements Analysis: Ratio analysis; Funds flow Analysis; Cash flow Analysis  
Human Resources Accounting; Inflation Accounting; Environmental Accounting  
Auditing: Independent financial audit; Vouching; Verification and valuation of assets and liabilities; Audit of financial statements and audit report; Cost audit  
Recent Trends in Auditing: Management audit; Energy audit; Environment audit; Systems audit; Safety audit

**Unit 2(A) . Business Economics,**

Meaning and scope of business economics, Objectives of business firms  
**Demand analysis:** Law of demand; Elasticity of demand and its measurement; Relationship between AR and MR  
**Consumer behavior:** Utility analysis; Indifference curve analysis

**Theory of cost:** Short-run and long-run cost curves

**Price determination** under different market forms: Perfect competition; Monopolistic competition; Oligopoly- Price leadership model; Monopoly; Price discrimination

**Pricing strategies:** Price skimming; Price penetration; Peak load pricing

### **Unit 2(B). Business Finance**

Scope and sources of finance; Lease financing

**Cost of capital and time value of money, Risk and return analysis;**

Capital structure

**Capital budgeting** decisions: Conventional and scientific techniques of capital budgeting analysis

**Working capital management;**

**Dividend decision:** Theories and policies

Asset securitization

**International monetary system,** International financial markets and instruments: Euro currency; GDRs; ADRs, International arbitrage; Multinational capital budgeting, **Foreign exchange** market; Exchange rate risk and hedging techniques

### **Unit 3(A). Business Statistics and Research Methods S-**

Measures of central tendency, Measures of dispersion, Measures of skewness

**Correlation and regression** of two variables

**Probability:** Approaches to probability; Bayes' theorem

**Probability distributions:** Binomial, poisson and normal distributions

**Research:** Concept and types; Research designs, Data: Collection and classification of data, Sampling and estimation: Concepts; Methods of sampling – probability and nonprobability methods; Sampling distribution; Central limit theorem; Standard error; Statistical estimation

Hypothesis testing: z-test; t-test; ANOVA; Chi-square test; Mann-Whitney test (Utest); Kruskal-Wallis test (H-test); Rank correlation test

Report writing

### **Unit 3(B): Business Management and Human Resource Management H**

Principles and functions of management

Organization structure: Formal and informal organizations; Span of control,

Responsibility and authority: Delegation of authority and decentralization

Motivation

Leadership: Concept and theories

Corporate governance and business ethics

Human resource management: Concept, role and functions of HRM

Human resource planning; Job evaluation;

Recruitment and selection;

Training and development; Succession planning

Compensation management: Incentives and fringe benefits, Performance appraisal including 360 degree performance appraisal

Collective bargaining and workers' participation in management

Personality: Perception; Attitudes; Emotions;

Group dynamics;

Power and politics;

Conflict and negotiation;

Stress management

Organizational Culture

Organizational development

Organizational development  
Organizational change

**Unit 4(A): Banking and Financial Institutions**

Overview of Indian financial system, Types of banks: Commercial banks; Regional Rural Banks (RRBs); Foreign banks; Cooperative banks  
Reserve Bank of India: Functions; Role and monetary policy management  
Banking sector reforms in India: Basel norms; Risk management; NPA management, Financial sector reforms including financial inclusion  
Financial markets: Money market; Capital market; Government securities market  
Financial Institutions: Development Finance Institutions (DFIs); Non-Banking Financial Companies (NBFCs); Mutual Funds; Pension Funds  
Financial Regulators in India (other than RBI, IRDA)  
Digitisation of banking and other financial services: Internet banking; mobile banking; Digital payments systems  
Insurance: Types of insurance- Life and Non-life insurance; Risk classification and management; Factors limiting the insurability of risk; Re-insurance; Regulatory framework of insurance- IRDA and its role

**Unit 4(B): Marketing Management**

Marketing: Concept and approaches; Marketing channels; Marketing mix; Strategic marketing planning;  
Market segmentation, targeting and positioning  
Product decisions: Concept; Product line; Product mix decisions; Product life cycle; New product development  
Pricing decisions: Factors affecting price determination; Pricing policies and strategies  
Promotion decisions: Role of promotion in marketing; Promotion methods – Advertising; Personal selling; Publicity; Sales promotion tools and techniques; Promotion mix  
Distribution decisions: Channels of distribution; Channel management  
Consumer Behaviour; Consumer buying process; factors influencing consumer buying decisions  
Service marketing  
Trends in marketing: Social marketing; Online marketing; Green marketing; Direct marketing; Rural marketing; CRM  
Logistics Management

**Unit 5(A): Legal Aspects of Business L -**

Indian Contract Act, 1872: Elements of a valid contract; Capacity of parties; Free consent; Discharge of a contract; Breach of contract and remedies against breach; Quasi contracts; Special contracts: Contracts of indemnity and guarantee; contracts of bailment and pledge; Contracts of agency  
Sale of Goods Act, 1930: Sale and agreement to sell; Doctrine of Caveat Emptor; Rights of unpaid seller and rights of buyer  
Negotiable Instruments Act, 1881: Types of negotiable instruments; Negotiation and assignment; Dishonour and discharge of negotiable instruments

The Companies Act, 2013: Nature and kinds of companies; Company formation; Management, meetings and winding up of a joint stock company  
Limited Liability Partnership: Structure and procedure of formation of LLP in India

The Competition Act, 2002: Objectives and main provisions

The Information Technology Act, 2000: Objectives and main provisions; Cyber crimes and penalties

The RTI Act, 2005: Objectives and main provisions

Intellectual Property Rights (IPRs) : Patents, trademarks and copyrights; Emerging issues in intellectual property

Goods and Services Tax (GST): Objectives and main provisions; Benefits of GST; Implementation mechanism; Working of dual GST

**Unit 5(B): Income-tax and Corporate Tax Planning T-**

Income-tax: Basic concepts; Residential status and tax incidence; Exempted incomes; Agricultural income; Computation of taxable income under various heads; Deductions from Gross total income; Assessment of Individuals; Clubbing of incomes

International Taxation: Double taxation and its avoidance mechanism; Transfer pricing

Corporate Tax Planning: Concepts and significance of corporate tax planning; Tax avoidance versus tax evasion; Techniques of corporate tax planning; Tax considerations in specific business situations: Make or buy decisions; Own or lease an asset; Retain; Renewal or replacement of asset; Shut down or continue operations

Deduction and collection of tax at source; Advance payment of tax; E-filing of income-tax returns