

**VIKRAM UNIVERSITY, UJJAIN (M.P.)**

**Syllabus for Entrance Examination**

**Course: Ph.D. in Commerce**

2020-21

**Total Multiple Choice Questions:** ~~100~~ 100

**Total marks:** 100

*objective type* **Section-A**

**Research Methodology:** 50 questions of 1 mark each

All 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.

Meaning and Definitions of Research Concept, Construct Definitions, Operational Definition, Objectives of Research; Sources of knowledge, Research Process. Types of approaches.

Hypotheses; Types, qualities of workable hypotheses, usefulness of hypotheses in business research.

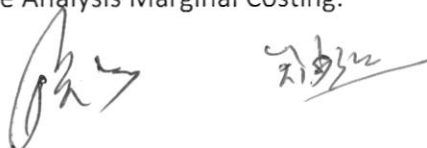
Sampling: Principles, Methods (Probability and Non-Probability), Characteristics, Sampling Distribution and Errors. Data Collection Sources (Primary, Secondary), Techniques: Observation, Interview, Schedules, and Questionnaire.

**Section-B**

**Accounting:** 50 objective type of questions of 1 mark each.

Basis 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. 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**

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 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**

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.

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 Organization Behavior

## **Marketing Management:**

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**

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, Derivation and Options, Venture Capital Funds, Mergers and Acquisitions Mutual Funds, Lease Financing Factoring, Measurement of risk and returns Securities and porfulious.

### **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**

Introductiion of Financial Managemtn, 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**

Historical Background of Company Law, New Company act 2013: Company's Formation of company, memorandum of assciation, Article of asociation, 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 fo Companies: Directors, Manager, Mangerial remuneration; meetings; Dissolution of company.

### **Taxation:**

Residential status and tax incidence, incomes computation of taxable income under various heads; Computation of taxable income of individuals and firms; Deduction of tax, filing of return, defferent types of assessment; defaults and penalties; Tax planning and setting up New Business: Deductions Availble 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)

### **International Busisness:**

Importance, nature and scope; Globalization International Business Environment: Political, Legal, Economic and Cultral Environment and associated risks; Framwork for anlyzing 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, Policy of India, Regulation and promotion of Foreign Trade. Foreign Direct Investment and Multinational Corporation- MNCs Culture MNCs and LDCs, Joint Ventures. Regional Economic Intergration: SAARC, ASEAN EC, NAFTA, Instruments: GDRs, ADRs, FII's-their role in Indian Capital Market.

### **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.

Handwritten signature and date. The signature is stylized and appears to be 'Raj'. The date is written as '21/02/21'.