ANNEXURE - IV

NATIONAL P. G. COLLEGE, LUCKNOW

(An Autonomous NAAC Grade 'A' College of University of Lucknow)
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DEPARTMENT OF COMMERCE

Ph. D Entrance Exam

Unit 1. Business Environment and International Business

- 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 2. 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 ad 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

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Unit 3. 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
- Law of Variable Proportions: Law of Returns to Scale
- 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 4. Business Finance

- Scope and sources of finance;
- Lease financing
- Cost of capital
- 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 5. Business Statistics and Research Methods

- 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 6: Business Management and Human Resource Management

- 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 change

Unit 7: 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 8: 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 9: Legal Aspects of Business

- 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 10: Income-tax and Corporate Tax Planning

- 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

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PhD Entrance Exam Pattern (Commerce)

Section	Type of Questions	Total Questions	Questions to Attempt	Marks per Question	Total Marks
A	MCQs	20	20	1	20
B	Short Answer	6	4	5	20
C	Long Answer	5	3	10	30
Total	—	—	—	—	70