

**Syllabus for the Recruitment Test for the post of
Assistant Professor (College Cadre) in the subject of
Commerce.**

Unit – I : 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 Privatisation and globalisation, Second generation reforms, Industrial policy and implementation. Industrial growth and structural changes.

Unit – II : Financial & Management Accounting :

Basic Accounting concepts, Capital and Revenue, Financial statements.

Partnership Accounts : Admission, Retirement, Death, Dissolution and Cash Distribution.

Advanced Company Accounts : Issue, forfeiture, Purchase of Business, Liquidation, Valuation of shares, Amalgamation, Absorption and Reconstruction, Holding Company Accounts.

Cost and Management Accounting : Ratio Analysis, Funds Flow Analysis, Cash Flow Analysis, Marginal costing and Break-even analysis, Standard costing, - Budgetary control, Costing for decision-making, Responsibility accounting.

Unit – III : Business Economics :

Nature and uses of Business Economics, Concept of Profit and Wealth maximization. Demand Analysis and Elasticity of Demand, Indifference Curve Analysis, Law of Demand.

Utility Analysis and Laws of Returns and Law of variable proportions.

Cost, Revenue, Price determination in different market situations : Perfect competition, Monopolistic competition, Monopoly, Price discrimination and Oligopoly, Pricing strategies.

Unit-IV : 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, small sample tests - t-test, F-test and chi-square test.

Data processing : Elements, Data entry, Data processing and Computer applications.

Computer Application to Functional Areas - Accounting, Inventory control, Marketing.

Unit – V : Business Management :

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.

Unit – VI : Marketing Management:

The evolution of marketing, Concepts of marketing, Marketing mix, Marketing environment.

Consumer behaviour, Market segmentation.

Product decisions

Pricing decisions

Distribution decisions

Promotion decisions

Marketing planning, Organising and Control.

Unit – VII : Financial Management :

Capital Structure, Financial and Operating leverage.

Cost of capital, Capital budgeting.

Working capital management

Dividend Policy

Unit – VIII : Human Resources Management :

Concepts, Role and Functions of Human Resource management.

Human Resource Planning, Recruitment and Selection.

Training and Development, Succession Planning.

Compensation : Wage and Salary Administration, Incentive and Fringe benefits, Morale and Productivity.

Performance Appraisal

Industrial Relations in India, Health, Safety, Welfare and Social security, Workers' Participation in Management.

Unit – IX : Banking and Financial Institution :

Importance of Banking to Business, Types of Banks and Their Functions, Reserve Bank of India, NABARD and Rural Banking.

Banking Sector Reform in India, NPA, Capital adequacy norms.

E-banking

Development **Banking** : IDBI, IFCI, SFCs, UTI, SIDBI & MUDRA.

Unit – X : International Business :

Theoretical foundations of international business, Balance of Payments.

International liquidity, International Economic Institutions : IMF, World Bank IFC, IDA, ADB.

World Trade Organisation-its functions and policies.

Structure of India's foreign trade : Composition and direction, EXIM Bank, EXIM Policy of India, Regulation and promotion of Foreign Trade.