

# **TANTIA UNIVERSITY, SRI GANGANAGAR**

Syllabus Entrance Examination for Ph.D.

## **Subject- Commerce**

**Maximum Marks-100**

**Part A- 50 (Research Methodology)**

**Part B- 50 (Subject Wise)**

### **PART-A**

#### **Research Methodology and Statistics**

- UNIT 1:       Meaning of Research  
                  Aims, nature and scope of research  
                  Prerequisites of research
- UNIT 2:       Research Problem  
                  Meaning of research problem Sources of research problem Characteristics of a  
                  good research problem  
                  Hypothesis: Meaning and types of hypothesis. Research proposal or synopsis.
- UNIT 3:       Types and Methods of Research  
                  Classification of Research  
                  Pure and Applied Research  
                  Exploring or Formulative Research  
                  Descriptive Research  
                  Diagnostic Research/Study  
                  Evaluation Research/Studies  
                  Action Research  
                  Experimental Research  
                  Historical Research  
                  Surveys  
                  Case Study  
                  Field Studies
- Unit 4:       Review of Related Literature  
                  Purpose of the review. Identification of the related literature. Organizing the  
                  related literature.
- UNIT 5:       Data Collection (Sampling) Sampling and Population Techniques of sampling  
                  Selection Characteristics of a good sample Types of data.
- UNIT 6:       Tools of Data Collection  
                  Observation, Interview, Questionnaire, Rating scales, Attitude scales,  
                  Schedules, Characteristics of good research tools.

**UNIT 7: Statistics**

Concept of statistics, relevance in education, parametric and non-parametric data; graphical representation of data: histogram, frequency polygon, ogive and pie chart; Measures of Central Tendency: concept, computation and interpretation; measures of variability: concept, computation and interpretation; normal probability curve: concept, application and interpretation.

Correlation: concept, computation and interpretation- Product Moment, Rank Order, Biserial, Point Biserial, Phi, Contingency, Tetrachoric; significance of mean: concept, computation and interpretation of significance of t-test (correlated and uncorrelated, matched, paired-unpaired, matching-paired); ANOVA (One way) :concept, computation and interpretation, regression and prediction; chi square: concept, computation and interpretation (equal and normal probability).

**UNIT 8: Research Report**

Format of the research report Style of writing the report References and bibliography

**Reference books:**

1. Best John W. and James Kahn, V., 1989, Research in Education, Sixth Edition, Prentice-Hall of India Pvt.Ltd, New Delhi.
2. Sharma R.A., 1992, Fundamentals of Educational Research, Loyal Book Depot, Meerut, UP, India.
3. Kulbir Singh Sidhu, 1990, Methodology of Research in Education, Sterling Publishers Pvt. Ltd., New Delhi.
4. Lokesh Koul, 1997 Methodology of educational Research, third edition, Vikas Publishing House Pvt. Ltd. , New Delhi.
5. Kothari C.R., 1990, Research Methodology Methods and Techniques, Wiley Eastern Limited, New Delhi.
6. Borg Walter R., Gall Meridith D., 1983, Educational Research an Introduction, Fourth Edition, Longman, New York & London.
7. Nitko Anthony J., 1983, Educational Tests and Measurement an Introduction, Harcourt Brace Jovanovich, Inc., New York.
8. Aggarwal Y.P., 1988, Statistical Methods Sterling Publishers Pvt. Ltd., New Delhi.
9. Garret Hnery E., 1985 Statistics in Psychology and Education, Viakils, Feffer and Simon, Bombay.
10. Guilford, J.P., and Benjamin Fruchter, 1982 Fundamentals of statistics in Psychology and Education, Fifth edition, Mc Graw-Hill Book Company, New York.
11. Gupta S.C. and Kapoor V.K., 1999, Fundamentals of Mathematical Statistics, Sultan Chand & Sons Educational Publishers, New Delhi.
12. Grewal P.S., Methods of Statistics Analysis, Sterling Publishers Pvt. Ltd., New Delhi.
13. Bruce W. Tuckman, Statistics in Psychology and Education.

# **Part-B (Subject Wise)**

## **Commerce**

### **UNIT-I : BUSINESS ENVIRONMENT**

Meaning and Elements of Business Environment.

Economic environment, Economic policies, Economic Planning

Legal environment of Business in India, Environment protection,

Policy Environment: Liberalisation, Privatisation and globalisation, Second generation reforms, Industrial policy: An implementation, Industrial growth and structural changes.

### **UNIT-II : FINANCIAL & CORPORATE ACCOUNTING**

Basic Accounting concepts, Capital and Revenue, Financial Statements

Advanced Company Accounts : Issue, Forfeiture of Shares, Redemption of Preference Shares, Issue and Redemption of Debentures, Purchase of Business, Underwriting of Shares and Debentures, Liquidation, Valuation of Goodwill, Valuation of Shares, Reconstruction and Amalgamation of Companies, Consolidated Balance Sheet and P & L Account of Holding and Subsidiary Companies.

Cost and Management Accounting : Ratio Analysis, Fund Flow Analysis, Cash Flow Analysis, Marginal Costing and Break-even Analysis, Standard Costing, Budgetary Control, Decision-making.

### **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 Supply and Elasticity of Supply

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 types, Data collection and analysis, sampling, need, errors and methods of sampling, Normal distribution, Hypothesis testing, Analysis and Interpretation of Data, Classification and Tabulation of Data, Measures of Central tendency, Dispersion & Skewness.

Correlation and Regression, small sample tests - t-test, Z-test, F-test and chi-square test.

#### **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**

Sources of Longterm and Short-term Financing.

Capital Structure, Financial and Operating leverage, Cost of Capital, Capital Budgeting, Working Capital Management and Dividend Policy.

#### **UNIT-VIII : HUMAN RESOURCES MANAGEMENT**

Concepts, Role and Functions of Human Resource Management

Human Resource Planning, Recruitment and Selection, Training and Development.

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 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

#### **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.