

DEPARTMENT OF BUSINESS STUDIES (COMMERCE)

SARDAR PATEL UNIVERSITY

VALLBH VIDYANAGAR

Ph. D. (Commerce) Programme : 2012-13 (SECOND SESSION)

(1)	Application form would be available on University Website: http://www.spuvvn.edu/students_corner/admissions	10.01.2013
(2)	Those who want to appear in Entrance Test has to pay (M. Phil. other than SPU have to appear in entrance test)	Rs.300 + Rs. 350 = Rs. 650/- (as Form Fee & Entrance Test Fee)
(3)	The candidates who have qualified in National/State level examination such as UGC-CSIR / NET / SLET / DBT / ICMR / GA, JRF / M. Phil. (SPU only) has to pay form fee	Rs. 300/-
(4)	Last Date for receipt of Application form of all subjects: External Section, 2 nd Floor, Sardar Patel University	10.01.2013
(5)	Date of Entrance Test for all subjects (Exam Centre: University Gyanoday Bhawan, Behind Sardar Patel University Main Building, Vallabh Vidyanagar	19.01.2013 2.30 p.m. to 5.30 p.m.
(6)	The Qualifier list for admission to the Ph.D. Programme to be declared on University Website with instructions from the respective Head of the Department http://www.spuvvn.edu/students_corner/admissions)	28.01.2013
(7)	Date of Counselling / Interview for all subjects those students who are Qualifier for this (In the Department of Business Studies, Sardar Patel University, Vallabh Vidyanagar)	31.01.2013 11.00 a.m. Onwards

Total Number of Seats : 02 (Department of Business Studies) and 16 (Institutes)

Date of Entrance Test : 19.01.2013

Time of Entrance Test : 2.30 p.m. to 5.30 p.m.

Venue of Entrance Test : University Gyanoday Bhawan, Behind Sardar Patel University Main Building, University Road, Vallabh Vidyanagar.

Format of the Question Paper:

- Section – I : 10 Marks objective questions of general knowledge of the subject
- Section – II : 40 Marks objective / multiple choice questions
- Section – III : 25 Marks short answer questions (Five Short –answer questions on the subject)
- Section – IV : 25 Marks long answer questions (Long-answer questions with or without sub-questions on the subject)

The test shall be of 100 marks and 3 hours duration. This test shall carry a weight age of 60% in the final merit list, and the remaining 40% of weight age shall be given to the percentage of marks in aggregate/grades or it's equivalent percentage obtained by an applicant in examination at the master level (Including integrated courses) in the respective subject. If equivalent percentage is not indicated in the final grade sheet, the CGPA/GPA of such applicant will be proportionately converted into percentage according to conversion formula of Sardar Patel University. The question paper-cum-answer book shall contain questions with adequate space provided under each of the test items for candidates to write answer of questions

Important Notes:

- The course for the test would cover the contents in the respective subject only (e.g. for admission to Commerce, the course content would be based on Commerce only).
- The course content for Ph.D. test would be the course content as specified for UGC-NET / SLET.

COURSE CONTENT FOR PH.D. ENTRANCE TEST

PAPER-II and PAPER-III(A) [CORE GROUP]

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

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 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

PAPER—III (B)

[ELECTIVE / OPTIONAL]

Elective—I : Accounting and Finance

Accounting standards in India, Inflation Accounting, Human Resource Accounting, Responsibility Accounting, Social Accounting

Money and Capital market, Working of stock exchanges in India, NSE, OTCEI, NASDAQ, Derivatives and Options

Regulatory Authorities : SEBI, Rating Agencies; New Instruments : GDRs, ADRs

Venture Capital Funds, Mergers and Acquisitions, Mutual Funds, Lease Financing, Factoring, Measurement of risk and returns securities and portfolios

Computer Application in Accounting and Finance

Elective—II : Marketing

Marketing Tasks, Concepts and Tools, Marketing Environment

Consumer Behaviour and Market Segmentation

Product decisions

Pricing decisions

Distribution decisions

Promotion decisions

Marketing Researchs

On-line marketing

Direct Marketing; Social, ethical and legal aspects of marketing in India

Elective—III : Human Resource Management

Concept; Role and Functions of Human Resource Management

Human Resource Planning, Job analysis, Job description and specifications, Use of Job analysis information, Recruitment and Selection

Training and Development, Succession Planning

Compensation : Wage and Salary administration, Incentives and Fringe benefits, Morale and Productivity.

Appraisal Performance

Industrial Relations in India, Health, Safety, Welfare and Social Security, Workers participation in Management

Elective—IV : International Business

Foreign Direct Investment and Multinational Corporations—MNCs Culture, MNCs and LDCs, Joint Ventures

Regional Economic Integration : SAARC, ASEAN, EC, NAFTA

India and WTO, Intellectual Property Rights

Foreign Exchange—Exchange rate, Mechanism, Risk management, Transfer of international payments, Convertibility of Rupee, Current and Capital Accounts; Issues and Perceptions, Derivatives and Futures

Foreign investment Institutions; Instruments : GDRs, ADRs, FIIs—their role in Indian Capital Market

Elective—V : Income-tax Law and Tax Planning

Basic concepts, Residential status and tax incidence, exempted incomes, computation of taxable income under various heads

Computation of taxable income of individuals and firms

Deduction of tax, filing of returns, different types of assessment; Defaults and penalties

Tax planning : Concept, significance and problems of tax planning, Tax evasion and tax avoidance, methods of tax planning

Tax considerations in specific business decisions, viz., make or buy; own or lease, retain or replace; export or domestic sales; shut-down or closure; expand or contract; invest or disinvest

Computer Application in Income tax and Tax planning

Instructions:

1. The candidate should take the seat at least 15 minutes prior to the scheduled starting time.
2. The candidates appearing for the entrance test are required to bring HB Pencils, Pencil Sharpener, Eraser, Black and Blue Pens.
3. Candidates are not allowed to bring calculators mobile phones or any other calculation or communication device. There will be no provision for safe keeping of valuables, mobile phones, etc.
4. You have to write and/or darken all the information required in the answer sheet such as seat number, test form number, etc.
5. The Sections I and II are compulsory.
6. The Sections I and II are objective type multiple choice questions.
7. Answers of sections I and II are to be given in the Answer Sheet attached separately.
8. Each question has four alternative responses, marked as (A) (B) (C) (D). You have to darken the ● the oval with black or blue pen only. For example: (A) ● (C) (D) where 'B' is the correct answer.
9. Answers of sections III and IV are to be given in the space provided in the Answer Sheet.
10. Tick mark the specialization.

Specialization (Please Tick ✓):

- | | |
|------------------------------|--------------------------|
| 1. Accountancy | <input type="checkbox"/> |
| 2. Human Resource Management | <input type="checkbox"/> |
| 3. Marketing Management | <input type="checkbox"/> |
| 4. Finance | <input type="checkbox"/> |
| 5. Any other (Specify) _____ | |

MODEL QUESTION PAPER-CUM-ANSWER BOOK

Total Marks of the Entrance Test : 100

SECTION I

(10 arks of Ten objective questions of general knowledge of the subject)

Instruction: Each question has four alternative responses, marked as A B C D.
You have to darken the ' ' oval with black or blue pen only. For example: A B C D
where 'B' is the correct answer.

1. PPP means _____
- (A) Public Provident Policy
 - (B) Public Power Policy
 - (C) Purchasing Power Parity
 - (D) Purchasing Power Policy

ANSWER-SHEET FOR SECTION I

Que. No.	Options			
	A	B	C	D
1.	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D

SECTION II

(40 Marks of forty objective / multiple choice questions)

Instruction: Each question has four alternative responses, marked as A B C D.
You have to darken the ' ' oval with black or blue pen only. For example: A B C D
where 'B' is the correct answer.

1. Classification of Economics into two branches (macro-economics and micro- economics) has been done by _____
- (A) J. M. Keynes
 - (B) Ragnar Frisch
 - (C) Milton Friedman
 - (D) Adam Smith

ANSWER-SHEET FOR SECTION II

Que. No.	Options			
	A	B	C	D
1.	<input type="radio"/> A	<input type="radio"/> B	<input type="radio"/> C	<input type="radio"/> D

SECTION III

(25 Marks short answer questions)

Attempt Any FIVE from the following EIGHT short answer questions (in short i.e.5 to7 lines)

SECTION IV

(25 Marks long answer questions)

Attempt Any ONE from the following FIVE long answer questions (500 words)