



1.

Faculty of Commerce

BUSINESS FINANCE AND ECONOMICS

Business finance & economics (50 MCQs – 01 mark each)

UNIT-I Theories of economic & Growth:

Nature and Scope of Micro and Macro economics, Theory of Firm: Consumer behavior. Demand analysis, Pricing under various market conditions, Production Theory; Distribution Theory; Theories of Growth and Development. National Income, Business cycle inflation, Consumption and Investment functions.

UNIT-II Financial Management:

Theories of Business Finance, Profit maximization v/s Wealth maximization, Capital Budgeting, Cost of capital, Working Capital Management, Capital Structure, Operating and Financial leverages. Funds flow and Cash flow analysis. Management of Financial Institutions; Development Banking.

UNIT-III Indian Economic Problems:

Problems and Indian Economy, Planning in India, Industrial versus Agricultural growth; Public Sector Enterprises, Privatization and Globalization, Public Private Partnership in Infrastructure management. Public Finance- Taxation, Central Budget, Deficit, Fiscal Management; Problems of Indian Banking-Central and Commercial Banking; Banking Sector Reforms, Monetary and Fiscal Policy, Finance Commissions, Second Generation Reforms. Rural Development and Alleviation of Poverty.

UNIT-IV International Finance and Foreign Exchange:

Nature and Scope of international finance; Foreign Direct Investment (FDI), International Capital Markets; GDR's ADR's, Balance of Payment; W.T.O. and India. Regional Economic Co-operation. Foreign Institutional Investors; Hedge Funds, Participatory Notes; International Financial Institutions; Foreign Exchange Rate- Mechanism, Risk and its Management, Foreign Exchange Operations, Convertibility of Rupee, Capital Account Convertibility. Joint-Ventures.

UNIT-V Security Analysis and Portfolio Management:

Investment Spectrum, Primary and Secondary Market Operations, Hybrid Securities, Risk and Returns Management, Fundamental and



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Technical Analysis. Theories of Portfolio Management, Futures and Options; Mutual Funds; Investor's Protection; Regulation of Capital.



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BUSINESS ADMINISTRATION

Business Administration (50 MCQs – 01 mark each)

Unit –I: Business Management:

Business Management: Concept and Principles of Management, Planning: Objectives and Process. Decision Making, Nature and Process of Organization, Formal and Informal Organization, Staffing, Motivation, Leadership, Communication, Business Ethics.

Strategic Management: Meaning and Nature of Strategic Management, Strategic Planning, Strategic formulation, SWOT Analysis, TOWS Matrix and Portfolio Analysis.

Unit-II: Organizational Behaviour:

Organizational Behaviour – Concept, Significance, Skill and Roles in an Organization. Classical, Neo-classical and modern theories of Organization Structure. Organizational design. Understanding and Managing Individual Behaviour: Personality, Perception, Values, Attitudes, Learning, Motivation. Understanding and Managing Group Behaviour Process: Group Dynamic, Managing Change and Managing Conflicts.

Unit-III: Marketing Management:

Marketing Management: Concept, Tools, Consumer Behaviour, Market Segmentation, Product Decision, Pricing Decision, Channels of Distribution, Promotion Decision, Marketing Research, E-Marketing, Ethical and Legal aspect of Marketing in India.

Marketing Planning, Marketing Organization and Control.

Unit-IV: Human Resource Management:

Human Resource Management: Concept, Functions, HR Planning, Job Analysis, Job Description, Job Specification, Recruitment and Selection, Training and Development. Compensation: Wage and Salary Administration, Incentives and Fringe Benefits, Employee Motivation. Performance Appraisal, Industrial Relation in India, Labour Welfare and social security. Workers Participation in Management.

Unit-V: Financial Management:

Financial Management: Nature and Scope, Capital Structure, Cost of



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Capital, Capital Budgeting, Working Capital Management, Dividend Policy, Cash Management, Receivable and Inventory Management.



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ACCOUNTING

Accounting (50 MCQs – 01 mark each)

Unit-I: Introduction of Accounting:

Generally Accepted Accounting Principles (GAAP), International Financial Reporting Standards (IFRS), Indian Accounting Standards, India's roadmap to Convergence with IFRS, Forms of organizations and their effect on Accounting. Types of Companies, Shares and Share Capital, Issue of Shares; Buy Back of Share Current trend, Annual Reports, Corporate Social Responsibility.

Unit-II: Cost and Management Accounting:

Concept of Cost Control-Standard Costing, Ascertainment of Various, Modalines of investigation of Various, Budgetary Control, Marginal Costing and Break even Analysis, Cost reduction and Value Analysis, Activity Based Costing- its application and limitations, Analysis and interpretation of financial statement, Ratio Analysis ,cash flow and fund flow statement.

Unit-III: Financial Management:

Objectives of Financial Management, Financial Planning-Capital Structure, Theories, Leverages, Cost of Capital, Working Capital Management, Capital Budgeting under certainty and uncertainty, Dividend decision, Risk Measurement-Systematic and Unsystematic

Unit- IV: Taxation and Auditing:

Income Tax Law and Rules with reference to assessment of Companies, advance payment of tax, tax deduction at source, refund of tax, Value Added Tax. Audit of Companies, Appointment, Rights, Duties and Liabilities of Auditor, Management audit-Performance and Efficiency Audit, Cost Audit.

Unit- V: Business Statistics:

Measures of Central Tendency, Measures of dispersion and Skewness, Correlation, Regression, Analysis of time series, Interpolation and Extrapolations, Probability, Sampling and Tests of significance.