

Syllabus for University Research Eligibility Test (URET) Examination 2017
P.G. Department of Commerce
Berhampur University

SUBJECT- COMMERCE

PART- I

Research Methodology

Scope and objective of social research, Methods of social research, Problem of objectivity in social research, Research problems selection and formulation, Hypothesis: Their nature and role in social research, Concepts, Research design, Problem of measurement, Methods of data collection: primary and secondary, Observation, Experimentation, Interview method, Questionnaire method, Sampling method and techniques, scaling technique, Processing of data, Analysis of data and interpretation, Presentation of research report.


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SUBJECT- COMMERCE

PART- II (SUBJECT SPECIFIC)

MANAGEMENT CONCEPT & ORGANISATIONAL BEHAVIOUR

Schools of Management Thoughts: Traditional theories of management, Decision theory school; Systems school; Contingency theory of management; functions of a manager. Managerial functions, Leadership, Theories, Motivation

BUSINESS ENVIRONMENT

Business Environment, Types of Environment, Environmental Analysis- Process, Government Policies, Industrial Policy, EXIM Policy, Public Sector, Private Sector, Industrial Sickness, and Small Industries. Political and Legal Environment: FERA and FEMA, Patents, Trade Marks. Competition Act, Socio-cultural Environment.

ACCOUNTING FOR MANAGERIAL DECISIONS

Financial Statement Analysis, Funds Flow Statement, Marginal Costing and Break-even Analysis, cost-volume-profit analysis, Break-even analysis make or buy decisions, Budgeting, Types of Budgets, Standard Costing and Variance Analysis, Standard costing as a control technique, Variance analysis.

FINANCIAL MANAGEMENT

Financial goal: profit vs. wealth maximization, Finance functions-investment, financing and dividend decisions. Capital Budgeting, Cost of Capital, Operating and Financial leverage, Capital Structure Theories, Determinants of Capital Structure, Dividend Policies, Determinants of dividend policy and Forms of dividend policy. Management of Working Capital, Financing of working capital. Management of Inventories, receivable and cash.

MANAGERIAL ECONOMICS

Managerial Economics, Demand Analysis: Determinants of Demand, Theory of Consumer Choice: Cardinal Utility Approach, Indifference Curve Approach. Production Theory: Production Function, Law of Variable Proportion, Law of Returns to Scale, Economics of Scale, Cost Concepts, Short and Long run Cost Function- their nature and shape, Price Determination, Theories of Business Cycles.

MARKETING MANAGEMENT

Marketing: Marketing mix, Strategic marketing planning, Market Analysis and Selection: Marketing environment, Market segmentation and positioning. Product Decisions: classification of Products, Major product Designs, Product line and Product Mix, Product Life Cycle, New Product Development and Consumer Adoption Process. Pricing Decisions, Pricing Policies and Strategies, Promotion mix.


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FINANCIAL INSTITUTIONS AND MARKETS

Indian Financial System, Financial markets: Money market and capital market, Role of SEBI
Commercial Banks: management, e-banking, recent developments in commercial banking,
Reforms in Banking Sector. Development banks, foreign investment: Regulatory framework for
foreign investment in India.

INTERNATIONAL BUSINESS

International Business: Theories of International Business, Competitive Advantage and Problems
of International Business. Modes of Entering into International Business, Globalization: Drivers,
Components, Benefits and Demerits of Globalization. World Trade Organization (WTO) and
Multi-national Corporations, Trade Blocks and Business Centers, International Finance:
International Accounting, International Finance, International Financial Institutions: World
Bank, IMF and ADB.

SECURITY MARKET OPERATIONS

Financial markets: capital market, public issue, underwriting of issue, forms of underwriting,
Insider trading. Stock Exchange, functions of stock exchange, listing of securities and the
requirements, criterion of listing, functionaries of stock exchange, types of speculators,
Depository system: NSDL and CDSL. Derivatives: forward, futures option and swap.

INVESTMENT MANAGEMENT

Investment analysis; Elements of investment, Types of Investments: Investment avenues,
Features of Investment, phases of investment, Measurement of Risk and Return- Systematic Risk
and Unsystematic Risk, Measurement of BETA. Fundamental Analysis: Economic analysis,
industry analysis and company analysis. Technical Analysis: Various prices and volume
indicators, indices: various types of trends and indices.

MANAGEMENT INFORMATION SYSTEM

MIS: Data & information, levels of management, Planning & Controlling Information System:
computer aided planning tools, acquisition of hardware, software and services, hardware
evaluation factors, software evaluation factors, evaluation of vendor support, implementation
MIS, Information system controls: input controls, processing control, output controls, storage
controls, procedural controls, physical facility controls, controls for end user computing,
controlling information systems costs, auditing information systems. DSS, Information support
for intelligence, Design and choice phase, DSS as tool for decision making, difference between
EDP, MIS and DSS.



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E- COMMERCE

E-Commerce: Electronic commerce versus traditional commerce; E-commerce and e-business; Channels of e-Commerce; Need-for e-commerce, E-Commerce models, remote servicing, procurement; Online marketing and advertising, Cataloguing, order planning and order generation, order receipt and accounting, order selection and prioritization, payment management; Post sales services. B2B E-Commerce: EDI architecture, VANs. Security Issues in E-Commerce, Electronic Payment Systems, E-cash and currency servers. e-cheques, credit cards, smart cards, electronic purses and debit cards.

STRATEGIC FINANCIAL MANAGEMENT

Financial Policy and Strategic Planning: Ethical business practices. Investments Decisions under Risk and Uncertainty: Techniques of investment decision- risk adjusted discount, rate, certainty equivalent factor, statistical method, sensitivity analysis. Expansion and Financial Restructuring: Mergers and Amalgamations - Corporate restructuring, Leasing, types. Evaluation of lease from the point of view of lesser and lessee; Lease Verses buy decision, Hybrid securities.

PORTFOLIO MANAGEMENT

Portfolio Management: Portfolio Analysis: Estimating rate of return and standard deviation of portfolio returns; Effects of combining securities, Single Index Model: Portfolio total risk, portfolio market risk and unique risk, Sharpe's optimization solution. Capital Asset Pricing Model (CAPM) and its assumptions, Capital market line, Security market line; Risk free lending and borrowing. Portfolio Revision, Revision Strategies, and Portfolio Performance Evaluation: Measure of return, Risk adjusted measure of performance evaluation. Market Efficiency, the Efficient Market Hypothesis, Forms of Market Efficiency.

STRATEGIC MANAGEMENT

Business strategy: Approaches to strategic decision making; Mission and purpose, Strategic business unit, Environmental Analysis and Diagnosis, Environment scanning and appraisal, Organizational appraisal, SWOT analysis. Strategy Formulation and Choice of Alternatives: Strategies- stability, growth, modernization, diversification, integration; Merger, take-over and joint strategies; Turnaround, divestment and liquidation strategies. Strategy Implementation: Inter- relationship between formulation and implementation; Issues in strategy implementation; Resource allocation. Strategy and Structure: Structural considerations. Strategy Evaluation and Strategic control.



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