

**SYLLABUS****COMMERCE****Note :**

**There are Three Papers for each of the subjects. Paper-I on Teaching and Research aptitude, Paper -II and Paper-III based on the syllabus of concerned subjects. Details are furnished below :**

**PAPER -I****Subject : General Paper on Teaching & Research Aptitude**

The test is intended to assess the teaching/research aptitude of the candidate. They are supposed to possess and exhibit cognitive abilities like comprehension, analysis, evaluation, understanding the structure of arguments, evaluating and distinguishing deductive and inductive reasoning, weighing the evidence with special reference to analogical arguments and inductive generalization, evaluating, classification and definition, avoiding logical inconsistency arising out of failure to see logical relevance due to ambiguity and vagueness in language. The candidates are also supposed to have a general acquaintance with the nature of a concept, meaning and criteria of truth, and the source of knowledge.

There will be 60 questions, out of which the candidates can attempt any 50. In the event of the candidate attempting more than 50 questions, the first 50 questions attempted by the candidate will only be evaluated.

1. The Test will be conducted in objective mode from SET 2012 onwards. The Test will consist of three papers. All the three papers will consist of only objective type questions and will be held on the day of Test in two separate sessions as

under :

Session	Paper	Number of Questions	Marks	Duration
First	I	60 out of which 50 questions are to be attempted	50% 2=100	1¼ Hours
First	II	50 questions all of which are compulsory	50% 2=100	1¼ Hours
Second	III	75 questions all of which are compulsory	75% 2=150	2½ Hours

2. The candidates are required to obtain minimum marks separately in Paper-II and Paper -III as given below

Minimum marks (%) to be obtained			
Category	Paper-I	Paper-II	Paper-III
General	40 (40%)	40 (40%)	75 (50%)
OBC	35 (35%)	35 (35%)	67.5 (45%) rounded off to 68
PH/VH/ SC/ST	35 (35%)	35 (35%)	60 (40%)

Only such candidates who obtain the minimum required marks in each Paper, separately, as mentioned above, will be considered for final preparation of result.

However, the final qualifying criteria for eligibility for Lectureship shall be decided by Steering Committee before declaring of result.

3. The syllabus of Paper-I, Paper-II and Paper-III will remain the same.

## COMMERCE

### PAPER - II & 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 Reconstruction, Holding Company Accounts  
Cost and Management Accounting : Ratio Analysis, Funds 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, Curve Analysis Law.

Utility Analysis and Indifference of Returns and Law of variable proportion Cost, Revenue,  
Price determination in different market situation : 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, Concept of marketing, Marketing mix, Marketing environment  
 Elements of 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, Derivative and Options  
 Regulatory Authorities : SEBI, Rating Agencies;  
 New Instruments : GDRs ADRs  
 Venture Capital Fund. 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 Function of Human Resource Manager  
 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 of 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, E.C. 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 income, 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