

# Maharashtra State Eligibility Test for Lectureship

महाराष्ट्र राज्य व्याख्यातापदासाठी राज्यस्तरीय पात्रता चाचणी (सेट) परीक्षा

Conducted by University of Pune

(AS THE STATE AGENCY)

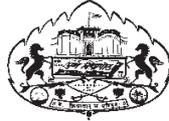
## SYLLABUS AND SAMPLE QUESTIONS

*Subject*  
*Code No.*

*Subject*

50

Commerce



UNIVERSITY OF PUNE  
Ganeshkhind, Pune-411007

## [50] : COMMERCE

### SYLLABUS AND SAMPLE QUESTIONS

**NOTE : STRUCTURE OF PAPER II AND REVISED STRUCTURE OF PAPER III PLEASE SEE PAGE NUMBER ONE.**

#### 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 and Reconstructon, 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. Curve Analysis Law.

Utility Analysis and Indifference 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 Ehtics.

**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 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.

**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 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, 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, Flls—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.

**SAMPLE QUESTIONS**

**PAPER—II**

1. Under the National Equity Scheme of SIDBI, the collateral insisted upon for soft loan is :
  - (A) land
  - (B) land and machine
  - (C) plant
  - (D) none of the above.

**SET (Commerce) / 7**

2. The process by which an individual organizes and interprets his impression of the environment around him is known as :
- (A) attitude
  - (B) perception
  - (C) personality
  - (D) value
3. According to the marketing concept, the different functional areas of the firm should blend their efforts in order to maximize :
- (A) profit
  - (B) sales
  - (C) market share
  - (D) customer satisfaction
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