

# 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

## SET (Commerce) / 2

### Syllabus and structure for Paper II and Revised Structure for Paper III

Paper II will consist of 50 objective type questions (multiple choice, matching type, true/false, Assertion-Reasoning type etc.) Each question will carry two marks (Total Marks 100) All questions will be compulsory. Duration for paper II will be 75 minutes during first session.

#### REVISED STRUCTURE OF PAPER III

As per the directives received from the UGC, the nature of the paper III has been revised for the Maharashtra State Eligibility Test (SET) beginning with the XIX test. The new revised structure will be applicable to all subjects except Mathematical Science, Physical Science, Chemical Science, Life Science & Earth Atmospheric Ocean & Planetary Science. For these five subjects the pattern of paper III will be as per previous examination. The syllabi for all the subjects, however, remain as earlier.

The revised structure of the paper III is as follows. The paper will have a total of 26 questions arranged in four sections.

- Section I : Candidates have to write a critique of a given para or stanza from a known thinker/writer. Five carefully considered specific questions will be asked on the given para, requiring an answer in upto 30 words each. This section shall carry  $5 \times 5 = 25$  marks. In the case of science subjects, a theoretical problem will be set for the candidates to analyse. Five questions will be asked thereon.
- Section II : Fifteen questions will be asked across the syllabus for paper III (A) wherever shown separately or on III A & B together. The questions will be definitional or seeking particular information and are to be answered in upto 30 words each. Each question will carry 5 marks ( $15 \times 5 = 75$  marks). There will be no internal choice.
- Section III : Five extended answers based on analytical/evaluative questions will be asked on each of the major specializations/electives. Questions will be asked on all major specializations/electives and the candidates will be asked to choose one specialization/elective and answer the five questions from it. The questions will be set from the syllabus for paper III (B). There will be no internal choice. Each question will be answered in upto 200 words and shall carry 12 marks ( $5 \times 12 = 60$  marks). Where there are no separate specializations/electives or separate topics in III(B) shown in the syllabus 5 questions will be set across the syllabus on entire Paper III.
- Section IV : Essay writing – One question with internal choice on general themes and contemporary, theoretical or of disciplinary relevance will be given. The candidate would answer it in up to 1000 words.

#### STRUCTURE OF REVISED FORMAT FOR PAPER III

SR.	QUESTION	TEST OF	WORDS	MARKS
Sec. I	Critique	Critical ability and ability to apply knowledge one possesses.	$30 \times 5 = 150$	$5 \times 5 = 25$
Sec. II	15 definitional specific answer questions	Ability of precise understanding and making exact statements	$30 \times 15 = 450$	$15 \times 5 = 75$
Sec. III	5 analytical/evaluative questions	Ability to reason and hold the argument over some length	$200 \times 5 = 1000$	$5 \times 12 = 60$
Sec. IV	Essay	Ability to expound critically a theme at length with discrimination	$1000 \times 1 = 1000$	$40 \times 1 = 40$
			2600 WORDS	200 MARKS

## [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
-