

UGC- NET– COMMERCE : KEY TITLES FOR QUESTION BANK PREPARATION

Business Environment and International Business

- Concepts and elements of business environment:
- Economic environment- Economic systems,
- Economic policies(Monetary and fiscal policies);
- Political environment-
- Role of government in business;
- Legal environment-
- Consumer Protection Act, FEMA;
- Socio-cultural factors and their influence on business; Corporate Social Responsibility (CSR)
- Scope and importance of international business; Globalization and its drivers; Modes of entry into international business
- Theories of international trade; Government intervention in international trade; Tariff and non-tariff barriers; India's foreign trade policy
- Foreign direct investment (FDI) and Foreign portfolio investment (FPI);
- Types of FDI, Costs and benefits of FDI to home and host countries;
- Trends in FDI; India's FDI policy
- Balance of payments (BOP): Importance and components of BOP
- Regional Economic Integration: Levels of Regional Economic Integration;
- Trade creation and diversion effects;
- Regional Trade Agreements: European Union (EU), ASEAN, SAARC, NAFTA
- International Economic institutions: IMF, World Bank, UNCTAD
- World Trade Organisation (WTO): Functions and objectives of WTO; Agriculture Agreement; GATS; TRIPS; TRIMS

Accounting and Auditing

- Basic accounting principles; concepts and postulates
- Partnership Accounts: Admission, Retirement, Death, Dissolution and Insolvency of partnership firms
- Corporate Accounting: Issue, forfeiture and reissue of shares; Liquidation of companies; Acquisition, merger, amalgamation and reconstruction of companies
- Holding company accounts
- Cost and Management Accounting:
 - Marginal costing and Break-even analysis;
 - Standard costing; Budgetary control;
 - Process costing; Activity Based Costing (ABC);
 - Costing for decision-making;
 - Life cycle costing,
 - Target costing,
 - Kaizen costing and JIT
- Financial Statements Analysis: Ratio analysis; Funds flow Analysis; Cash flow analysis
- Human Resources Accounting; Inflation Accounting; Environmental Accounting
- Indian Accounting Standards and IFRS
- Auditing: Independent financial audit;
 - Vouching; Verification and valuation of assets and liabilities;
 - Audit of financial statements and audit report; Cost audit
 - Recent Trends in Auditing: Management audit; Energy audit;
 - Environment audit; Systems audit; Safety audit

Business Economics

- Meaning and scope of business economics
- Objectives of business firms
- Demand analysis: Law of demand; Elasticity of demand and its measurement; Relationship between AR and MR

- Consumer behavior: Utility analysis; Indifference curve analysis
- Law of Variable Proportions: Law of Returns to Scale
- Theory of cost: Short-run and long-run cost curves
- Price determination under different market forms: Perfect competition; Monopolistic competition; Oligopoly- Price leadership model; Monopoly; Price discrimination
- Pricing strategies: Price skimming; Price penetration; Peak load pricing

Business Finance

- Scope and sources of finance; Lease financing
- Cost of capital and time value of money
- Capital structure
- Capital budgeting decisions: Conventional and scientific techniques of capital budgeting analysis
- Working capital management; Dividend decision: Theories and policies
- Risk and return analysis; Asset securitization
- International monetary system
- Foreign exchange market; Exchange rate risk and hedging techniques
- International financial markets and instruments: Euro currency; GDRs; ADRs
- International arbitrage; Multinational capital budgeting

Business Statistics and Research Methods

- Measures of central tendency
- Measures of dispersion
- Measures of skewness
- Correlation and regression of two variables
- Probability: Approaches to probability; Bayes' theorem
- Probability distributions: Binomial, poisson and normal distributions
- Research: Concept and types; Research designs
- Data: Collection and classification of data
- Sampling and estimation: Concepts; Methods of sampling –

- Probability and non-probability methods;
- Sampling distribution; Central limit theorem;
- Standard error; Statistical estimation
- Hypothesis testing: z-test; t-test;
- ANOVA; Chi-square test; Mann-Whitney test (U-test);
- Kruskal-Wallis test (H-test);
- Rank correlation test
- Report writing

Business Management and Human Resource Management

- Principles and functions of management
- Organization structure: Formal and informal organizations; Span of control
- Responsibility and authority: Delegation of authority and decentralization
- Motivation and leadership: Concept and theories
- Corporate governance and business ethics
- Human resource management: Concept, role and functions of HRM; Human resource planning; Recruitment and selection; Training and development; Succession planning
- Compensation management: Job evaluation; Incentives and fringe benefits
- Performance appraisal including 360 degree performance appraisal
- Collective bargaining and workers' participation in management
- Personality: Perception; Attitudes; Emotions; Group dynamics; Power and politics; Conflict and negotiation; Stress management
- Organizational Culture: Organizational development and organizational change

Banking and Financial Institutions

- Overview of Indian financial system
- Types of banks: Commercial banks;
- Regional Rural Banks (RRBs);
- Foreign banks;
- Cooperative banks
- Reserve Bank of India: Functions; Role and monetary policy management

- Banking sector reforms in India: Basel norms; Risk management; NPA management
- Financial markets: Money market; Capital market; Government securities market
- Financial Institutions: Development Finance Institutions (DFIs);
- Non-Banking Financial Companies (NBFCs); Mutual Funds; Pension Funds
- Financial Regulators in India
- Financial sector reforms including financial inclusion
- Digitalization of banking and other financial services
- Internet banking; mobile banking;
- Digital payments systems
- Insurance: Types of insurance
- Life and Non-life insurance
- Risk classification and management;
- Factors limiting the insurability of risk; Re-insurance;
- Regulatory framework of insurance- IRDA and its role

Marketing Management

- Marketing: Concept and approaches;
- Marketing channels;
- Marketing mix;
- Strategic marketing planning;
- Market segmentation,
- Targeting and positioning
- Product decisions: Concept; Product line;
- Product mix decisions; Product life cycle;
- New product development
- Pricing decisions: Factors affecting price determination
- Pricing policies and strategies
- Promotion decisions: Role of promotion in marketing;
- Promotion methods - Advertising; Personal selling; Publicity; Sales promotion tools and techniques;

- Promotion mix
- Distribution decisions: Channels of distribution; Channel management
- Consumer Behaviour
- Consumer buying process;
- Factors influencing consumer buying decisions
- Service marketing
- Trends in marketing: Social marketing;
- Online marketing; Green marketing
- Direct marketing; Rural marketing; CRM
- Logistics management

Legal Aspects of Business

- Contract Act, 1872: Elements of a valid contract;
- Capacity of parties; Free consent;
- Discharge of a contract; Breach of contract and remedies against breach;
- Quasi contracts;
- Special contracts: Contracts of indemnity and guarantee;
- Contracts of bailment and pledge;
- Contracts of agency
- Sale of Goods Act, 1930: Sale and agreement to sell
- Doctrine of Caveat Emptor; Rights of unpaid seller and rights of buyer
- Negotiable Instruments Act, 1881: Types of negotiable instruments;
- Negotiation and assignment; Dishonour and discharge of negotiable instruments
- The Companies Act, 2013: Nature and kinds of companies;
- Company formation; Management, meetings and winding up of a joint stock company
- Limited Liability Partnership: Structure and procedure of formation of LLP in India
- The Competition Act, 2002: Objectives and main provisions
- The Information Technology Act, 2000: Objectives and main provisions;
- Cyber crimes and penalties

- The RTI Act, 2005: Objectives and main provisions
- Intellectual Property Rights (IPRs) : Patents, trademarks and copyrights;
- Emerging issues in intellectual property
- Goods and Services Tax (GST): Objectives and main provisions
- Benefits of GST; Implementation mechanism;
- Working of dual GST

Income-tax and Corporate Tax Planning

- Income-tax: Basic concepts; Residential status and tax incidence;
- Exempted incomes; Agricultural income;
- Computation of taxable income under various heads;
- Deductions from Gross total income;
- Assessment of Individuals;
- Clubbing of incomes
- International Taxation: Double taxation and its avoidance mechanism;
- Transfer pricing
- Corporate Tax Planning: Concepts and significance of corporate tax planning;
- Tax avoidance versus tax evasion;
- Techniques of corporate tax planning;
- Tax considerations in specific business situations: Make or buy decisions
- Own or lease an asset; Retain
- Renewal or replacement of asset
- Shut down or continue operations
- Deduction and collection of tax at source
- Advance payment of tax
- E-filing of income-tax returns
