

Syllabus for Ph.D. (Commerce) Entrance Test

Paper-I Subject related paper (subjective)

M.M. : 100

Time: 2 Hours

The candidate is required to appear in one out of the three options:

Opt (i) Marketing

Opt (ii) Human Resource Management

Opt (iii) Accounting and Finance

Paper-II Subject related paper (Objective)

M.M. : 50

Time: 1 Hour

Paper-I Option (i) Marketing

M.M.: 100
Time: 2 Hours

Current Issues in Marketing; Marketing Concepts; Marketing Planning and Strategies; Role of Information Technology in Marketing; Marketing Implementation, Evaluation and Control; Brand Equity; Global Marketing-EPRG Framework, International Business Environment, Foreign Market Entry; Brand Equity; Brand Loyalty, CRM; Societal Marketing; Marketing Research; Green Marketing; Services Marketing; Retail Marketing; Rural Marketing.

Introduction to Research in Marketing; Current Researches in Marketing; Problem Formulation for Marketing Research; Structuring Hypotheses & Research Designs; Data Collection; Statistical Methods for Analysis of Data; Applications of Analytical Techniques in Marketing Studies; Report Writing: Formatting, Lesson Plan Bibliography.

References:

- (i) Donald R. Cooper and Pamela S. Schindler- *Business Research Methods*, Tata McGraw Hill, New Delhi.
- (ii) Kothari, C.R. *Research Methodology*, Wiley Eastern Ltd., New Delhi.
- (iii) Francis J. Rummerl and Wesley C. Balline, *Research Methodology in Business*, Harper & Row, New York.
- (iv) Sharma, K.R. *Research Methodology*, National Publishing House, Jaipur.
- (v) Hooda, R.P. *Statistics for Business and Economics*, Macmillan India Ltd., New Delhi.
- (vi) Sharma, J.K. *Business Statistics*, Pearson Education (Singapore) Pvt. Ltd., Delhi, 2004.
- (vii) Arya, P.P. and Yesh Pal, *Research Methodology in Management*, Deep & Deep Publications Pvt. Ltd., 2001.
- (viii) Sharma, R.A., *Essentials of Scientific Behavioural Research*, Surya Publication, Meerut.
- (ix) Boyd, Westfall and Stasch: *Marketing Research*, Richard D. Irwin, Homewood Illisons.
- (x) Churchill, A. Gilbert Jr: *Marketing Research- Methodology Foundations*, The Drydone Press, Orlando.
- (xi) Green and Tull: *Research for Marketing Decisions*, Prentice Hall of India (P) Ltd., New Delhi.

Paper-I Option (ii)
Human Resource Management

M.M.: 100

Time: 2 Hours

Human Resource Management- Objectives and scope; Emerging Issues & Challenges in Human Resource Management; Strategic Human Resource Management; Human Resource Planning; Potential appraisal & Succession Planning; Managing Employee Separation; Employee Empowerment; Total Quality Management & Quality of Work Life; Stress Management; Ethical Issues in Human Resource Development.

Introduction to Research in Management and Organizational Behaviour; Current Researches in HRM; Problem Formulation in Management Research; Hypotheses & Research Designs; Methods of Analysis with an Emphasis on Techniques of Analysis of Qualitative Data; Applications of Analytical Techniques in Management Studies; Report Writing: Formulating Chapter Plan, Bibliography.

References:

1. Aswathappa K., *Human Resource Management*, McGraw Hill, New Delhi.
2. Rao V.S.P., *Human Resource Management*, Excel Books, New Delhi.
3. Fisher, Shaw et. Al., *Human Resource Management*, Wiley Publications, New Delhi.
4. Donald R. Cooper and Pamela S. Schindler- *Business Research Methods*, McGraw Hill, New Delhi.
5. Kothari, C.R. *Research Methodology*, Wiley Eastern Ltd., New Delhi.
6. Francis J. Rummerl and Wesley C. Balline, *Research Methodology in Business*, Harper & Row, New York.
7. Sharma, K.R., *Research Methodology*, National Publishing House, Jaipur.
8. Hooda, R.P. *Statistics for Business and Economics*, Macmillan India Ltd., New Delhi.
9. Sharma, J.K. *Business Statistics*, Pearson Education (Singapore) Pvt. Ltd., Delhi, 2004.
10. Arya, P.P. and Yesh Pal, *Research Methodology in Management*, Deep & Deep Publications Pvt. Ltd., 2001.
11. Sharma, R.A., *Essentials of Scientific Behavioral Research*, Surya Publication, Meerut.

Paper-I Option (iii)
Accounting and Finance

M.M.: 100

Time: 2 Hours

Corporate Reporting Practices; Ratio Analysis; Theories of Capital Structure, Dividend Models, Capital Asset Pricing Model (APM); Risk and Return Measurement and Analysis; Performance Evaluation and Portfolios; Performance Measurement of Initial Public Offerings; Models for Prediction of Industrial Sickness; Financial, Legal and Tax Implications of Merger and Acquisitions.

Primary Market & Secondary Market; Regulation of Indian Securities Market; Stock Market Volatility.

Current Researches in Accounting and Finance; Survey of Researches; Problem and Hypotheses Formulation in Finance; Sources of Data; Statistical Methods for Analysis of Data; Chi-square Test; ANOVA; Multiple Regression Analysis; D W Test; Factor Analysis; Test of Significance; Preparation of References and Bibliography.

References:

1. Lal. Jawahar, *Accounting Theory*, Himalaya Publishing House, Delhi.
2. Forrell, James, L: *Portfolio Management*, Tata McGraw Hill Companies Inc. New Delhi.
3. Cohen, Jerome B. Zingbarg, Edward D. and Eikel Arkur *Investment Analysis and Portfolio Management*, Irwin, Illinois.
4. Fisher, Donald E. and Jordan, Ronald J., *Secuirty Analysis and Portfolio Management*, Prentice Hall of India Pvt. Ltd., Delhi.
5. Kishore, Ravi M.: *Financial Management*, Tax, Delhi.
6. Gruber, Elton, *Modern Portfolio Theory and Investment Analysis*, John Wiley.
7. Vohra, N.D., *Quantitative Techniques for Management*, Tata McGraw Hill, Delhi.
8. Levin, Richard I. and Rubin Davide S., *Statistics for Management*, Pearson.
9. Marshal and Bansal, *Financial Engineering*, Prentice Hall, Delhi.
10. National and International Journals in Finance.