

**DEPARTMENT OF COMMERCE**  
PUNJABI UNIVERSITY, PATIALA  
**Syllabus for Ph.D. Entrance Test 2023-24**

**Section-A**  
**(Research Methodology)**

**1. RESEARCH METHODOLOGY**

Research: Objectives, Types of research, Process of Research, Statement of research problem.

Hypothesis: Types, Criteria for Construction of Hypothesis, Data Collection Methods: Primary Sources: Observation, Interview, Questionnaire, Schedules, Survey; Secondary Sources: Types and sources of locating secondary data and computer assisted information acquisition; Sampling Methods: Probability and non probability methods; sampling frame, sampling design, sampling and non sampling errors, size of a sample; Statistical Analysis of Data: Probability distributions: Binomial, Poisson and Normal distributions. Testing of Hypothesis: Procedure, Measuring power of test; Tests of Hypothesis: Parametric and non parametric tests; report writing.

**Section-B**  
**(Subject)**

**2. (I) BUSINESS ENVIRONMENT**

Elements of Business Environment; Economic Policies: Fiscal, Monetary and EXIM policy; Economic reforms: liberalization, Privatisation, and Globalisation; Second Generation Reforms; Disinvestments in Public sector Enterprises; Foreign direct investment; Consumers Protection Act, FEMA, RTI, Competition Act.

**(II) ACCOUNTING**

Accounting concepts and conventions, Development of Accounting Standards, Final Accounts & Financial Statement of Companies; Analysis of Financial Statements: Ratio Analysis, Cash flow statement Cost Accounting, Marginal costing, Standard Costing, Variance Analysis & Budgetary control. Cost Management: Concept, Factors affecting cost management; Auditing: Introduction, major influences in the field of auditing, Company Audit, concept of Management and Cost Audit.

**(III) BUSINESS AND TAX LAWS**

Concept of corporation and legal entity, Formation of Company, Memorandum and Articles of Association, Prospectus, Shares & Share Capital, Management of Companies, Meetings; The Negotiable Instrument Act 1881. Direct Tax Laws: Definition, exemptions and basis of charge under the Income Tax Act 1961, computation of taxable income under various heads; Assessment of Individuals and Companies; Tax Planning: Methods, Tax Planning for new Business, Tax Planning and Financial Management Decisions.

**(IV) FINANCE**

Financial System: Its structure and role in economic development; Financial Institutions: Banking System in India, development banks, NBFCs; Financial Markets: Money and capital market in India. Role of Regulatory bodies in Indian Financial System; Investment Management: Risk & Return, Fundamental and Technical Analysis; Financial Management: Investment decisions, Cost of capital, capital structure, working capital management and dividend policy.

**(V) MANAGEMENT**

Principles and Functions of Management, Motivation, Leadership, Communication, Decision Making, Marketing Management: Consumer Behaviour, product, pricing, physical distribution and promotion decisions; Human Resources Management.