

**M.Phil in Commerce**  
**1<sup>st</sup> Semester**

**Paper-I**

**Research Methodology and Computer Application**

**Group –A**

**Unit-1 Research:** Basic Concept of Research, Objectives and Features of Research, Types of Research, Significance of Research, Criteria of Good Research.

**Unit-2 Research Design and Formulation of Hypothesis:** Meaning of Research Design, Need and Features of Research Design, Types of Research Design: Descriptive Research Design, Merits and Demerits of Descriptive Research Design, Experimental Research Design, Importance of Experimental Research Design, Diagnostic Research Design. Hypothesis: Hypothesis Formulation, Characteristics of Good Hypothesis, Difficulties in Formulation of Hypothesis, Testing of Hypothesis, Steps Involved in Hypothesis Testing.

**Unit-3 Interpretation and Report Writing:** Meaning of Interpretation, Techniques of Interpretation, Significance of Report Writing, Steps in Report Writing, Writing Research Report, Precaution for Writing a Research Report.

**Group –B**

**Computer Application**

**Unit- 1 Computer System:** An Overview , Basic Applications of Computer In Different Fields, Functional Components of a Computer, Benefits and Limitations of Computers, Computer Virus and Cyber Crime

**Unit-2 Operating System:** MS Window Operating System- Features, Managing Files And Folder. Basic Window Accessories: Mouse Pointer, Control Panel, Creating Shortcuts.

**Unit-3 MS Word And MS Excel:** Introduction, How to Type , Edit, Format and Save a Document, Spell Check, Page and Paragraph Setup, Inserting Pictures, Creating Tables and Charts in Word and Excel

Full Marks-	100
University Examination-	70
Internal Examination-	30

**Note:** - Ten questions to be designed by the setter. Altogether five questions to be answered, selecting not less than two questions from any group.

**Books for reference:-**

**Research Methodology**

1. Gongali H.C. "Structure and Process of organization" – Asia Publishing House, Bombay, 1964.
2. Gongali S, Chaudhari S. and Gulha S.C., "A motivation test for measuring entrepreneurial traits", Management and Labour Studies, 1980.
3. Gongali T. , "An Experimental Study of Workers morale and productivity Industrial Health in India", Series No 77 – All India Institute of Hygiene and Public Health, Calcutta.
4. Gulha T.N., "Job Satisfaction among shoe factory workers" Productivity 1965. 5. Gongali H.C., "Structure and Process of Organisation", Asia Publishing House, Bombay, 1964.
6. Gupta, "Development of Bank of rural development", Deep & Deep Publication.

**Books for reference:-**

**Computer Application**

1. M. Singhal, N.G. Shrivatri, Advanced Concept in Operating System, McGraw Hill Education
2. Eka Wain, Operating Systems, Khanna Book Publishing Co. (P) Ltd, Delhi
3. Godbole, Operating Systems, TMH
4. Dr. G. Ramesh Babu, "The Financial services in India", New-Delhi, Concept Publishing Company, Year 2005
5. B. S. Bhatia and G. S. Batra, "Management of Capital Markets, Financial Services and Institutions", New-Delhi, Deep & Deep Publication Pvt Ltd Year 2001
6. Dr. M. L. Varma, Foreign Trade Management In India, Vikas Publishing House Pvt. Ltd. Year-1999.
7. Meir Kohn, Financial Institutions and Market, Tata MC Graw-Hill Publication, Year-1999.
8. Money its present and future - G.D.H. Call

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**Paper-II**

**Advance Study in Commerce**

**Unit-1 Money Market:** The Requirements of Money Market, Evolution of Money Market in India, Features of Money Market, Instruments of Money Market.

**Unit-2 Capital Market:** Meaning of Capital Market, Merit And Demerits of Primary Market, Nature and Types of Securities, Debentures: Features and Types of Debentures, Preference Shares, Cumulative Preference Shares, Redeemable Preference Shares, Equity Shares, Equity Shares with Detachable Warrants, Cash Dividend, Bonus Dividend, Venture Capital: Need Scope and Characteristics of Venture Capital, Growth of Stock Exchange in India, Functions of Stock Exchange.

**Unit-3 SEBI and Capital Market:** Functions Of SEBI. SEBI Guidelines for Debentures, Non-Convertible Debentures and Partly Convertible Debentures: Issues of Shares, SEBI Guidelines For Allotment

**Unit-4 Foreign Exchange Market:** Foreign Exchange and Euro Dollar Market, Trading in Foreign Exchange Market, Speculation, Foreign Exchange Rates, Exchange Rates And Control in India, FEMA 1999.

**Unit-5 Future Market:** Forward and Future Hedgers, Speculators, Types of Future Contracts, Currency Futures, Interest Rates, Trading Cycle, Hedging: A Short Hedging, A Long Hedging.

Full Marks-	100
University Examination-	70
Internal Examination-	30

**Note:** Ten questions to be designed by the setter. Any five questions to be answered.

**Books for reference:-**

**Advance Study in Commerce**

1. The theory of Foreign Exchanges - Th.R.T. : on Viscount Goschen.
2. Foreign Exchange in India - N.S.Aiyar.
3. Gordon & Natarajan, "The Financial Markets & Services", New-Delhi, Himalya Publishing House, year 2007.

4. Dr. G. Ramesh Babu, "The Financial services in India", New-Delhi, Concept Publishing Company, Year 2005

5. B. S. Bhatia and G. S. Batta, "Management of Capital Markets, Financial Services and Institutions", New-Delhi, Deep & Deep Publication Pvt Ltd, Year 2001.

6. Dr. M. L. Varma, Foreign Trade Management In india, Vikas Publishing House Pvt Ltd, Year-1999.

7. Meir Kohn, Financial Institutions and Market, Tata MC Graw-Hill Publication, Year-1999.

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**Paper-III**  
**Elective**

(Group A/B/C- Anyone group to be opted)

**Group-A**  
**Business Finance**

**Unit-1 Introduction:** Concept of Financial Function, Financial Manager and Business Decision, Financing and Dividend Decisions, Significance of Financial Management, Function of Financial Manager, Impact of Taxation, Inflation and Deflation.

**Unit-2 Capital Structure:** Concept of Capital Structure, EBIT-EPs Analysis, Analysis of Risks- Debt Financing, Uncommitted Earnings Per Share, Dividend Consideration, Report on a Study of Debt-Equity Ratio

**Unit-3 Capital Budgeting:** Meaning, Importance, Identifying Relevant Cash Flow Analysis, Inflation and Capital Budgeting.

**Unit-4 Working Capital:** Meaning, Objectives, Kinds, Working Capital Requirement, Working Capital Management Strategies, Estimation of Working Capital.

**Unit-5 Cost of Capital:** Meaning, Significance, Cost of Debts, Preference Shares and Equity Share.

**Note:** - Ten questions to be designed by the setter. Any five questions to be answered.

**Books for reference:-**

**Business Finance**

1. Pandey, I.M. (2015). Financial Management, 11/e; New Delhi: Vikas Publishing
2. Chandra, Prasanna (2015). Financial Management, Theory and Practice, 9/e; New Delhi: Tata McGraw-Hill
3. Khan, M.Y. and P.K. Jain (2015). Financial Management: Text, Problems and Cases, 7/e; New Delhi: Tata McGraw-Hill

**Group-B**  
**Marketing Management**

**Unit-1 Marketing Environment:** Economic Factors, Technological Factors, Social-Cultural Factors, Demographic Factors, Political Factors, Legal Environment, Green Marketing.

**Unit-2 Product Planning and Management:** Product Planning, Objectives of Product Planning, Components of Product Planning- Product Innovation, Product Diversification, Product Standardization and Product Elimination, Product Life Cycle, Product Mix and Product Line, New Product.

**Unit-3 Marketing Research:** Marketing Information System- Importance, Function and Sources, Marketing Research Techniques, Determining the Sources of Marketing Information, Framing the Questionnaire, Tabulating the Data and Preparing the Report.

**Unit-4 Consumer Behaviour:** Concept, Definition, Elements, Scope, Profile of Indian Consumer, Environmental Influence on Consumer Behaviour, Meaning and Types of Industrial Consumer.

**Unit-5 Sales Promotion:** Definition and Objectives of Sales Promotion, Importance and Limitation of Sale Promotion, Sales Promotion Tools, Factors Governing the Sales Promotion Campaign.

**Note:** - Ten questions to be designed by the setter. Any five questions to be answered.

**Books for reference:-**

**Marketing Management**

1. Ramasamy, V.S. and S. Namakumar (2014). Marketing Management: Global Perspective Indian Context, 5/e; New Delhi: Macmillan
2. Baines Paul, Chris Fill and Page Kelly (2013). Marketing, Asian edition; New Delhi: Oxford University Press
3. Jha and Singh, Marketing Management in Indian Perspective, Himalaya Publishing House, Mumbai, 1988
4. Kotler, Philip; Kevin Lane Keller (2006). Marketing Management, 12th ed Pearson Prentice Hall ISBN 0-13-145757-8.

## Group-C

### Human Resource Management

**Unit-1 Human Resource-** Concept, Objects, Scope and Functions of HRM, Significance of HRM, Challenge in HRM, HRM in Changing Environment.

**Unit-2 Recruitment and Selection-** Process and Policy of Recruitment, Sources of HR Supply, Traditional Methods and Techniques of Recruitment.

**Unit-3 Training and Development-** Meaning, Training and Development, Induction Training, Methods of Training, Training Programme, Management Development Programme.

**Unit-4 Compensating Human Resource-** Nature and Significance of Wages and Salary Administration, Essential of Wages and Salary Administration System, the Concept and Process of Job Evaluation.

**Unit-5 Collective Bargaining-** Meaning, Features, Classification, Techniques, Process, Advantages and Disadvantages, Productivity.

**Full Marks-** 100

**University Examination-** 70

**Internal Examination-** 30

**Note:-** Ten questions to be designed by the setter. Any five questions to be answered.

#### Books for reference:-

#### **Human Resource Management**

1. A. M. Sharma "Personnel & HRM", Himalaya Publishing House 2005
2. Article: A Study of the Recruitment and Selection process: SMC Global, Kumari Neeraj, ISSN 2224-6096, Vol 2, No.1, P.35.
3. Article: A Study of the Recruitment and Selection process: SMC Global, Kumari Neeraj, ISSN 2224-6096, Vol 2, No.1, P.36.
4. Arun Monappa and Mirza Saiyadin, Human Resource Management, Tata Mc Graw Hill Publishing Co. 1985
5. Biswajeet Palanayak, Human Resource Management, Prentice - Hall India, 2005
6. C. B. Gupta, Personnel Management, Sultan Chand and Company Limited, New Delhi -2009