

# **ENTRANCE EXAMINATIONS FOR M.COM. AND MFM COURSES 2018-19**

## **SYLLABUS**

### **Unit – 1 MANAGEMENT:**

Concept of Management-Definitions- Characteristics Management and administration – Functions of management-Planning- Meaning nature and definitions- significance- process, types. Organizing – principles of organization, formal and informal organizations, delegation- centralization and de-centralization span of control. Directing- meaning, definition, nature of direction, elements of direction. Leading- meaning, functions, qualities of good leader- leadership; styles- entrepreneurship- concept of entrepreneur- meaning, definitions and characteristics.

### **Unit-2 FINANCIAL ACCOUNTING:**

Accounting principles and standards; GAAP –basic accounting concept of conventions. Accounting for consignment transactions; joint venture; Hire purchase; royalties; Share capital; financial statements of limited companies; liquidations of companies; valuation of shares and goodwill . An overview of accounting standards.

### **Unit -3 BUSINESS STATISTICS**

Meaning and definitions of statistics; functions; limitations –collection of data; methods of collecting primary data and sources of secondary data; classification and tabulation . Averages; Arithmetic mean; Median; Quartiles; Mode.

Correlation; Karl Pearson co-efficient of correlation; Spearman's rank correlation; regression- formation of regression equation and estimations.

### **Unit 4 PRINCIPLES OF MARKETING:**

Meaning and nature of market; marketing; Marketing concepts marketing mix, marketing environment, functions of marketing. Product concept; meaning of a product; product life cycle and marketing strategy and New product development ; causes of failure for a new product, product related strategies-branding and brand strategies – Importance of branding- types of brands- ;packing channels of distribution -\; selection of the type of channel ; retailing; nature and importance- wholesaling and physical distribution. Advertisement and publicity advertising medias advertising agency; advertising copy and layout.

### **Unit 5. FUNDAMENTALS OF COST ACCOUNTING:**

Introduction; definition and meaning of cost, costing, cost accounting, and cost accountancy- distinction between cost accounting and financial accounting, objects , functions and limitations of accost accounting. Elements of cost ; classification of cost , cost centre, cost unit, cost sheet, problems on preparation of cost sheet. Materials; classification of codification of materials, functions of purchase, inventory control techniques. labour; time keeping and time booking, methods of remuneration; time rate, piece rate, Halsey plan, Rowan plan, Idle time. Overhead; classification of overheads, allocation and apportionment.

#### Unit 6. INCOME TAX:

Introduction of Income tax; important terms; person, income, assessment year, previous year, assessee, gross total income, total income, finance bill, exempted incomes; residential status and incidence of tax (individuals)

Heads of Income; Income from salary; features of salary income; basic salary, allowance, perquisite, PF; retirement benefits; gratuity E.L, commutation of pension, deductions U/S 16; Income from house property; Deemed owners, exempted incomes; annual values, deductions Capital Gains; Types of capital asserts; transfer; cost of acquisitions, cost of improvement selling expenses; deductions U/S 54.

Income from other sources;

Kinds of securities; Cum interest and ex interest transactions; bond washing transactions; deduction of tax at source; grossing up; totally exempted interest on securities; Deductions U/S 57.

#### Unit 7: AUDITING:

Meaning and definition of auditing, branches of auditing, qualities of an auditor,, objectives of auditing, advantages of auditing, types of audit, audit programme.

Internal check: meaning and objectives- internal auditing, vouching; meaning, importance- vouching of cash transactions, verification and valuation of assets and liabilities, goodwill, stock-in-trade, investments, assets, sundry creditors, capital and debentures. Audit of different organizations; sole trader, partnership firms, cooperative societies.

#### Unit 8: BUSINESS LAW:

Introduction to Indian contract act 1872. Definition of Contract – essentials of a valid contract- classification of contract – Quasi contractual obligations. Offer and Acceptance – rules of valid offer and acceptance- free consent; Coercion- undue influence- Fraud – misrepresentation- mistake. Consideration- rules of valid consideration- legality of object and consideration- contract opposed to public policy- void agreements, discharge of contract, remedies for breach of contract, laws of contract of indemnity and guarantee, bailment and pledge, agency.

#### Unit 9: MANAGEMENT ACCOUNTING:

Introduction- meaning and definition of management accounting- scope and objectives of management accounting- differences between management accounting and financial accounting- management accounting and cost accounting- limitations of management accounting.

Analysis of financial statements- ratio analysis: meaning and objectives- types of ratios- advantages and limitations of financial ratios.

Marginal costing, budgetary control and standard costing.

#### Unit 10: QUANTITATIVE TECHNIQUES:

Sets theory: meaning, types and operations on sets; Venn diagram.

Matrices and determinants: meaning and types of matrices- Matrix operations- addition, multiplications and subtraction of matrices. Determinants of a matrix and its evaluation.