

ENTRANCE EXAM

COMMERCE

1. Marketing Management:

- i. Marketing Mix (4 P's of Marketing & 7 P's of Services Marketing), Market Segmentation, Product Life Cycle,
- ii. Introduction of New Product into the Market Place, Product/Brand Positioning,
- iii. Advertising, Sales Promotion, Personal Selling, Direct Marketing, Publicity.
- iv. Current Trends in Marketing (Advertising & Retailing on the Net, CRM, Green Marketing, Turbo Marketing, Holistic Marketing)

2. Finance and Accounts:

- i. Journal, Ledger, Cash Book, Trial Balance, Book-keeping, Assets and Liabilities.
- ii. Nature and scope of Financial Management – Objectives of Financial Management.
- iii. Analysis and Interpretation of Financial Statements –Funds Flow and Cash Flow Statements – Economic Value Added-
- iv. Working Capital Management – Determinants and Financing of Working Capital – Cash Management – Receivables Management – Inventory Management.
- v. Securities Analysis and Portfolio Management - Primary Market - Secondary Market - Mutual Funds - Regulating

3. Computer Management :

- i. Special Topics in Database Management: Object oriented database systems and Distributed data-base systems, Transaction Concepts, Deadlock, Detection & recovery, Schedules concurrency, Crash recovery, Recovery concepts – techniques- checkpoint , Recovery with concurrent transaction (rollback, commits),Catastrophic failure.
- ii. Client – Server technology: Client- server information system, client server architecture, Database middleware components.
- iii. Software Inspection, Quality Assurance & Testing, Software Review & Inspection process, Software Quality Assurance – Quality plan, Quality metric, Software testing – purpose, levels of testing, test cases, types of testing.
- iv. Web Application: HTML, Basic principles of web design, e-Commerce, On line Business application, Use of Internet.

4. Human Resource Management :

- i. Human Resource Management (HRM)-Significance, Objectives, Functions.
- ii. Sources of Recruits, Recruiting methods, Selection procedure, Selection tests,

Placement and Follow-up, Development of Personnel-Objectives, Determining Needs, Methods of Training & Development programmes, Evaluation
iii. Performance Appraisal System-Importance and Objectives, Techniques of appraisal system, Concept of career; Career planning and Development.
iv. Collective Bargaining-Concept, Process, Pre-requisites, New trends in collective bargaining.

5. Business Economics and International Business

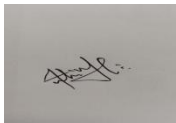
i. Nature and Importance of Economics, Basic Elements of Demand and Supply, Demand-Meaning, Demand Schedule, Individual and Market Demand Curve, Determinants of Demand, Law of Demand, Changes in Demand, Theory of Consumer Behaviour, Cardinal Utility Approach-Law of Diminishing Marginal Utility, Law of Equi-Marginal Utility; Indifference Curve Approach- Indifference Curves, Properties of Indifference Curves, Budget Line, Consumer's Equilibrium.

ii. International Business Nature and scope of Internal Business, Liberalization and Globalization - Significance, Scope and nature of Global business, Theory of international trade, Trading environment of international trade, Trade Vs. protection, Tariff and non-tariff Barriers.

iii. Balance of Payment Concept, Components of BOP, Disequilibrium in BOP, Methods to correct dis equilibrium, Foreign exchange market, Types of players in foreign market, World trade organization, IMF, IBRD, IFC, ADB.

Research coordinator

Head of the Department of Research



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