M. Com (Previous)

Paper – I

MANAGEMENT CONCEPTS

1. Meaning, Concept, nature and functions of management.
2. Evolution of different schools of management thought of leading thinkers, such as Taylor, Fayol and Mayo. Management as a profession.
3. Planning, meaning, concept and significance.
5. Structure – Basic structure, Departmentation, Span of Management.
7. Direction – Co-ordination and control, Elements of directing – Co-ordination as essence of management.
8. Communication – process and importance.

Books Recommended

5. Sharma & Surana: Prabandh, Sangathan Evam Vyapar; Ramesh Book Depot, Jaipur.

Paper II

ORGISATIONAL BEHAVIOUR

1. Organisation: Concept, features, types, forms of organization. Approaches to organization, theories of organization – Classical, Neo-classical and Modern theories of organization.


4. Organisational Conflict: Introduction, meaning and sources of conflict, types and levels of conflict, conflict resolution, techniques and styles.

5. Organisational Change: Meaning, types, approaches of organisational change, resistance to change, reasons and methods of overcoming resistance.


Books Recommended

Paper – III

MANAGERIAL ECONOMICS

1. Nature and scope of Managerial Economics. Role and responsibilities of managerial economists.
3. Price determination under different market conditions – Price determination and firm equilibrium in short-run and long-run under perfect competition, monopolistic competition, oligopoly and monopoly.

Books Recommended
2. Dean, Joel: Managerial Economics; Prentice Hall, Delhi.
3. Petersen, H. & Others: Managerial Economics; Prentice Hall, Delhi.

Paper – IV

CORPORATE FINANCIAL ACCOUNTING

2. Final Accounts and Financial Statement of Companies.
3. Valuation of Goodwill and Shares.
5. Accounting for Holding and Subsidiary Companies.
6. Accounts Relating to Liquidation of Companies.
7. Accounting for Inflation.

Books Recommended


Paper – V

ACCOUNTING FOR MANAGERIAL DECISIONS

1. Introduction to Accounting: Management accounting as an area in accounting, objectives, nature and scope of financial accounting, cost accounting and management accounting.

2. Budgeting: Definition of budget, Essentials of budgeting, Types of budget – functional, master, etc; fixed and flexible budget excluding capital budget, Budgetary Control, zero base budgeting.


Books Recommended

1. S. N. Maheshwari: Cost and Management Accounting.
4. Anthony, Robert: Management Accounting; Taraporewala, Mumbai.
5. I. M. Pandey: Management Accounting; Vani Publications, Delhi.

Paper – VI

MARKETING MANAGEMENT

1. Introduction: Concept, nature, scope and importance of marketing; Marketing concept and its evolution; Marketing mix, Strategic marketing planning, an overview.

2. Market Analysis and Selection: Marketing environment – macro and micro components and their impact on marketing decisions, Market segmentation and positioning; Buyer behaviour, consumer versus organisational buyers; Consumer decision-making process.

3. Product Decisions: Concept of product, classification of products; Major product decisions; Product line and product mix; Branding; packaging and labeling; Product lifecycle Strategic implications. New Product development and Consumer adoption process.

4. Pricing Decisions: Factors affecting price determination, Pricing policies and strategies; Discounts and rebates.

6. Promotion Decisions: Communication process, promotion mix advertising, personal selling, Sales promotion, publicity and public relations; Determining advertising budget, copy designing and its testing, media selection, Advertising effectiveness. Sales promotion tools and techniques.

7. Marketing Research: Meaning and scope of market research.

Books Recommended


Paper – VII

FINANCIAL MANAGEMENT

1. Financial Management: Meaning, nature and scope of finance. Financial goal; Profit Vs. Wealth maximization; Finance functions; objectives of financial management; Role of financial management; organisation of finance function.

2. Capital Budgeting.


5. Leverage: Meaning of leverage; Types of leverage: operating leverage, financial leverage, capital gearing.


Books Recommended
Paper – VIII

(A) STATISTICAL ANALYSIS

Full Marks: 50; Time: 1 ½ Hours

1. Definition, importance scope and limitations of Statistics.

2. Measure of dispersion and skewness – range, inter-quartile range and its co-efficient, Mean deviation, standard deviation, co-efficient of variation, first measure of skewness, Calculation of moments.

3. Correlation – product moment correlation, co-efficient and rank correlation.


5. Index number – definition, characteristics and problems in construction of index number.

6. Elementary theory of probability (only basic idea).

7. Business forecasting, main theories, its utility and limitations.

Books Recommended


(B) GROUP DISCUSSION

Full Marks: 50
Time: No time limit