

# U.P. HIGHER EDUCATION SERVICES COMMISSION, ALLAHABAD

## COMMERCE (Subject Code-68)

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### Unit-I

Business Environment

Meaning and Elements of Business Environment.

Economic environment, Economic Policies, Economic Planning.

Legal environment of Business in India, Competition policy, Consumer protection, Environment protection.

Policy Environment : Liberalization Privatisation and globalisation, Second generation reforms, Industrial policy and implementation. Industrial growth and structural changes.

### Unit-II

Accounting :

Basic Accounting concepts, Capital and Revenue, Final Accounts, Financial statements.

Partnership Accounts : Admission, Retirement, Death & Dissolution.

Advanced Company Accounts : Issue, forfeiture, Purchase of Business, Liquidation, Valuation of shares, Amalgamation, Absorption and Reconstruction, Holding Company Accounts.

Cost and Management Accounting : Ratio Analysis, Funds Flow Analysis, Cash Flow Analysis, Marginal costing and Break-even analysis, Standard costing, -Budgetary control, Costing for decision-making

Responsibility accounting.

### Unit-III

Business Economics :

Nature and uses of Business Economics, Concept of Profit and Wealth maximization.

Demand Analysis and Elasticity of Demand, Indifference Curve Analysis, Law.

Utility Analysis and Laws of Returns and Law of variable proportions.

Cost, Revenue, Price determination in different market situations : Perfect competition, Monopolistic competition, Monopoly, Price discrimination and Oligopoly, Pricing strategies.

### Unit-IV

Business Statistics & Data Processing :

Data types, Data collection and analysis, sampling, need, errors and methods of sampling, Normal distribution, Hypothesis testing, Analysis and Interpretation of Data.

Correlation and Regression, small sample tests : t-test, F-test and chi-square test.

Data processing - Elements, Data entry, Data processing and Computer applications.

Computer Application to Functional Areas-Accounting, Inventory control, Marketing.

### Unit-V

Business Management :

Principles of Management.

Planning -Objectives, Strategies, Planning process, Decision-making.

Organising, Organisational structure, Formal and Informal organisations, Organisational culture.

Staffing  
Leading : Motivation, Leadership and Communication.  
Controlling  
Corporate Governance and Business Ethics.

#### **Unit–VI**

Banking and Financial Institution :  
Importance of Banking to Business, Types of Banks and Their Functions, Reserve Bank of India, NABARD and Rural Banking.  
Banking Sector Reform in India, NPA, Capital adequacy norms.  
E-banking  
Development Banking : IDBI, IFCI, SFCs, UTI, SIDBI.

#### **Unit–VII : Indian Economy**

Note- Some topics of Indian Economy should also be included Like-

National & Per capita Income  
Natural Resources  
Population & Urbanization  
Transport  
Small Scale enterprises  
Poverty & Unemployment  
Indian Tax Structure  
Industrial Policy  
Deficit Financing  
India & W.T.O.

#### **Unit-VIII : Income – tax Law and Tax Planning**

Basic concepts, Residential status and tax incidence, exempted incomes, computation of taxable income under various heads.  
Computation of taxable income of individuals and firms.  
Deduction of tax, filing of returns, different types of assessment; Defaults and penalties.  
Tax Planning : Concept, significance and problems of tax planning, Tax evasion and tax avoidance, methods of tax planning.  
Tax considerations in specific business decisions, viz., make or buy; own or lease, retain or replace; export or domestic sales; shut-down or closure; expand or contract; invest or disinvest.  
Computer Application in Income tax and Tax planning

#### **Elective – I : Accounting and Finance**

Accounting standards in India, Inflation Accounting, Human Resource Accounting, Responsibility Accounting, Social Accounting.  
Money and Capital market, Working of stock exchanges in India, NSE, OTCEI, NASDAQ, Derivatives and Options.  
Regulatory Authorities : SEBI, Rating Agencies; New Instruments; GDRs, ADRs.  
Cost of Capital, Capital Budgetary, working capital Management.  
Venture Capital Funds, Mergers and Acquisitions, Mutual Funds, Lease Financing, Factoring, Measurement of risk and returns securities and portfolios  
Computer Application in Accounting and Finance.

#### **Elective – II : Marketing**

Marketing Tasks, Concepts and Tools, Marketing Environment.  
Consumer Behaviour and Market Segmentation.  
Product decisions

Pricing decisions  
Distribution decisions  
Promotion decisions  
Marketing Researchs  
On-line marketing  
Direct Marketing; Social, ethical and legal aspects of marketing in India.

**Elective – III : Human Resource Management**

Concept; Role and Functions of Human Resource Management.  
Human Resource Planning, Job analysis, Job description and specifications, Use of Job analysis information, Recruitment and Selection.  
Training and Development, Succession Planning.  
Compensation : Wage and Salary administration, Incentives and Fringe benefits, Morale and Productivity.  
Appraisal Performance  
Industrial Relations in India, Health, Safety, Welfare and Social Security, Workers participation in Management.

**Elective – IV : International Business**

Foreign Direct Investment and Multinational Corporations-MNCs Culture, MNCs and LDCs, Joint Ventures.  
Regional Economic Integration : SAARC, ASEAN, EC, NAFTA.  
India and WTO, Intellectual Property Rights.  
Foreign Exchange -Exchange rate, Mechanism, Risk management, Transfer of international payments, Convertibility of Rupee, Current and Capital Accounts; Issues and Perceptions, Derivatives and Futures.  
Foreign investment Institutions; Instruments : GDRs, ADRs, FIIs-their role in Indian Capital Market.

(There will be eight compulsory Units and Four Elective Units. At least 6 Questions from each compulsory unit and 20 questions from each Electives Units. Hence Total Questions will be 50 from Unit 1-8 and 20 from elective units.)