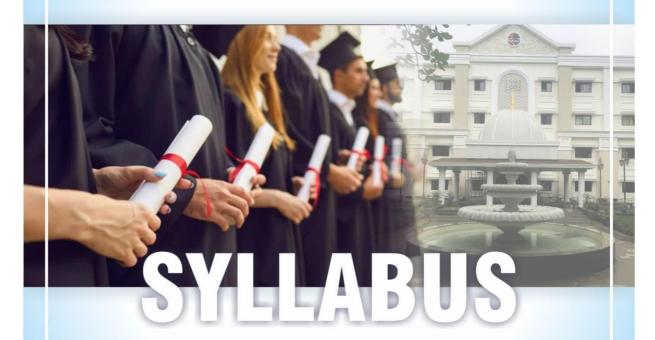


# JSPM UNIVERSITY PUNE





**Research Program Entrance Test** 

# Subject Concerned Syllabus Commerce

#### 1. Business Administration-

- Principles of Management
- Functions of management: Planning, Organizing, Staffing, controlling, Communication, Leadership, Motivation
- Corporate Governance
- Corporate Social Responsibilities

# 2. Marketing -

- Marketing Task, Concept, Tools
- Marketing Environment
- Consumer Behaviour and Market Segmentation
- Product and Pricing Decisions
- Direct and Online Marketing

#### 3. Business Environment-

- Legal, Political and Economic Environment
- > E-Commerce
- > E-Governance
- Corporate Governance
- Social Responsibilities of Business
- Public and Private Partnership (PPP)
- Knowledge Management

#### 4. Accountancy-

- Accounting Concepts
- > Accounting Conventions
- > Financial Statements
- Accounts of Non Trading Concerns
- Company Accounts Issue of Shares
- Management Accounting Ratio Analysis
- Income Tax Concepts, Computation and Tax Planning by individuals.

### 5. Cost and Works Accounting -

- > Elements of Cost
- Classification of Cost
- Cost Unit
- Cost Centre
- Methods of Costing
- > Techniques of Costing
- Cost Audit

#### 6. Indian Companies Act-

- Formation and Incorporation of Companies
- Memorandum of Association
- > Articles of Association
- Prospectus
- Consumer Protection Act
- Negotiable instrument Act
- Sale of Goods Act

# 7. Insurance and Transport-

#### Insurance

- > Introduction
- > Types of Insurance
- > Principles
- Actuarial
- > Role of IRDA

#### Transport-

- > Transport
- > Transport system in India
- Documentation in Transit and Transport
- > Role of Transport in Indian Economic Growth

#### 8. Business Economics-

- Nature and uses of Business Economics
- Concept of Profit and Wealth Maximisation
- Demand Analysis
- Elasticity of Demand
- Curve Analysis

- Law of Demand
- Cost Revenue
- > Price
- > Determination in Different Market Situation
- Pricing Strategy

# 9. Banking-

- > Importance of Banking to Business
- > Types of Banks and their functions
- > Role and functions of RBI

# 10.Co-operation and Rural Development

Co-operation

- ➤ Concept and Principles of Co-operation
- ➤ Co-operative Credit System
- ➤ Co-operative Banks

Rural Development

- > Rural Devolvement
- > Concepts and Approaches
- > Role of Govt. agencies in Rural Development