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 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:

Unit 9: 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.