Syllabus and Course Scheme
Academic year 2016-17

Master of Commerce - E.A.F.M.
Exam. – 2017

UNIVERSITY OF KOTA
MBS Marg, Swami Vivekanand Nagar,
Kota - 324 005, Rajasthan, India
Website: uok.ac.in

M.COM. (ECONOMIC ADMINISTRATION AND FINANCIAL MANAGEMENT) -2017

DISTRIBUTION OF PAPERS

There will be 9 papers in all out of these 9 papers, 7 papers will be compulsory and 2 optional. A candidate will be required to offer four compulsory paper in previous and remaining three compulsory papers and two optional in the final examinations. Each paper will be of 100 marks and three hours duration. Dissertation in lieu of the paper can be offered at the final examinations provided that a candidate secures at list 55% marks in aggregate of the previous examinations.

M.Com. Previous
(Four papers – all compulsory)

Paper – I Managerial Economics
Paper – II Financial Management
Paper – III Monetary Economics
Paper – IV Business Environment

M.Com. Final
(Five papers – Three compulsory and any two papers of any one group given under)

Compulsory Paper:
Paper – V Economic Growth and Development
Paper – VI Public Finance & Policy
Paper – VII International Trade and policy

Optional Papers (Any two papers of any one group)
Group – A Economic Administration
Paper – VIII Rural Development
Paper – IX Indian Economic Environment
Paper – X Research Methodology and Quantitative Techniques(Common with all groups)
Paper – XI Dissertation (Subject to the approval of the topic of survey work and a candidate being adjudged suitable for undertaking such work)

Group – B Finance
Paper – VIII Financial Institutions and Markets
Paper – IX Management of Financial Services
Paper – X Research Methodology and Quantitative Techniques(Common with all groups)
Paper – XI Dissertation (Subject to the approval of the topic of survey work and a candidate being adjudged suitable for undertaking such work)

Group – C International Business
Paper – VIII International Business Environment
Paper – IX International Finance
Paper – X Research Methodology and Quantitative Techniques(Common with all groups)
Paper – XI Dissertation (Subject to the approval of the topic of survey work and a candidate being adjudged suitable for undertaking such work).

Note : The topic of the dissertation will be of the same group which has been offered by the candidate.

M.Com. (Previous) – 2017
ECONOMIC ADMINISTRATION & FINANCIAL MANAGEMENT
Paper – I Managerial Economics

Duration : 3 hours Max. Marks – 100

Note :

The question paper will contain three sections as under –

Section-A : One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. Total marks : 10

Section-B : 10 questions, 2 questions from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 250 words. Total marks : 50

Section-C : 04 questions (question may have sub division) covering all units but not more than one question from each unit, descriptive type, answer in about 500 words, 2 questions to be attempted. Total marks : 40

Unit - I

Nature and scope of Managerial Economics : Objectives of a firm, Economic theory and Managerial theory, Managerial Economist's role and responsibilities, Fundamental Economic Concepts - Incremental Principle, opportunity cost principle, Discounting Principle, Marginal and Equi-Marginal Principle.

Unit - II

Demand Analysis : Individual and market demand functions, law of demand, determinants of demand. Elasticity of demand, Price elasticity, Income elasticity, Cross elasticity, Advertisement elasticity and Substitution elasticity, uses of elasticity in managerial decisions.

Theory of Consumer Choice :Indifference curve approach, Revealed preference and theory of consumer choice under risk. Demand Forecasting - Demand estimation for major consumer durable and non-durable products, Demand forecasting techniques.

Unit - III

Production Theory: Production function, Production with one and two variable inputs, Stages of Production, Economies of Scale, Estimation of production function, Cost theory and estimation, Short and long run cost functions - their nature, Shape and inter-relationship, Law of variable proportions, Laws of returns to scale.

Unit - IV

Price Determination under different Market Conditions : Characteristics of different market structures, Price determination and firm's equilibrium in short run and long run under Perfect competition, Monopolistic competition, Monopoly and oligopoly.

Pricing Practices : Methods of price discrimination in practice, Pricing of multiple- products, Price discrimination, International price discrimination and dumping, Transfer pricing.

Unit - V

National Income Analysis : Definition, concepts, Measurement and relationship with Economic welfare.

Business Cycle :Nature and phases of a business cycle, Theories of business cycles and macro measures for controlling Business cycles.

Inflation :Definition, Characteristics and types, Inflation in terms of demand-pull and Cost -push factors, Effects of Inflation.

References :

1. Baumol, William J : Economic Theory and Operations Analysis, Prentice Hall, London.
2. Baya, Michael R.: Managerial Economics and Business Strategy, McGraw Hill, Delhi
3. Chopra, O.P. : Managerial Economics, Tata McGraw Hill, Delhi
4. Dean, Joel :Managerial Economics, Prentice Hall, Delhi
5. Dholakia, R.H. and A.L. Oza : Micro Economics for Management Students, Oxford University Press, New Delhi.
6. Eaton, B. Curtis and Diane Faton : Micro Economics, Prentice Hall, New Jersey
7. Gough, J and S. Hills : Fundamentals of Managerial Economics, MacMillan, London
8. Hayness, W.W., V.L. Mote and S. Paul : Managerial Economic Analysis and Cases, Prentice Hall India, Delhi
9. Peterson, H. Craig and W.Cris Lewis : Managerial Economics, Prentice Hall, Delhi
10. Salvatore, Dominick : Managerial Economics in a Global Economy, McGraw Hill, New York
11. Varian, H.R. : International Microeconomics : A Modern Approach, East West Press, New Delhi
12. Varshney R.L. and Maheshwari K.L. : Managerial Economics; Sultan Chand and Sons, New Delhi
13. Dwivedi DN : Managerial Economics, Vikas Publishing House, New Delhi
14. Adhikary M. Business Economics, Excel Books, New Delhi
15. अग्रवाल एम.डी. : प्रबन्धकीय अर्थशास्त्र, श्री महावीर बुक डिपो, नई दिल्ली

Compulsory Paper - II : Financial Management

Duration : 3 hours Max. Marks – 100

Note :

The question paper will contain three sections as under –

Section-A : One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. Total marks : 10

Section-B : 10 questions, 2 questions from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 250 words. Total marks : 50

Section-C : 04 questions (question may have sub division) covering all units but not more than one question from each unit, descriptive type, answer in about 500 words, 2 questions to be attempted. Total marks : 40

Unit - I

Financial Management : Meaning, nature and scope of finance, Financial goal - Profit Vs Wealth maximization, Finance Functions - Investment, financing and dividend decisions.

Operating and Financial Leverage :Measurement of Leverages, Effects of operating and financial leverage on profit, Analysing alternate financial plans, Combined financial and operating leverages.

Unit - II

Capital Budgeting :Nature of investment decisions, Investment Evaluation criteria - Net present value, Internal rate of return, Profitability index, Payback period, Accounting rate of return, NPV and IRR comparison, Capital rationing, Risk analysis in capital budgeting.

Unit - III

Cost of Capital: Meaning and significance of cost of capital, Calculation of cost of debt, preference capital, Equity capital and retained earnings, Combined cost of capital (weighted), Cost of equity and CAPM.

Capital Structure Theories: Traditional and M.M. hypothesis - without taxes and with taxes, Determining Capital Structure in practice.

Unit - IV

Management of Working Capital: Meaning, significance and types of working capital, Calculating operating cycle period and estimation of working capital requirements, Financing of working capital and norms of bank finance, Sources of working capital, Factoring services, Various Committee reports on bank finance, Dimensions of working capital management.

Management of cash, receivables and inventory.

Unit - V

Profit Planning: Profit objectives, Computation of income, Cost-volume profit analysis, Project planning, Feasibility assessment.

Dividend Policies : Issues in dividend decisions, Walter's model, Gordon's model, M-M hypothesis, Dividend and uncertainty, Relevance of dividend, Dividend policy in practice, Forms of dividends, Stability in dividend policy, Corporate dividend behavior.

References :

1. Bhattacharya, Hrishekas : Working Capital Management : Strategic Techniques, Prentics Hall, New Delhi.
2. Chandra, Prasanna : Financial Management, Tata Mc Graw Hill, Delhi
3. Hampton, John : Financial Decision Making, Prentice Hall, Delhi
4. Pandey, I.M.: Financial Management, Vikas Publishing House, Delhi
5. Van Home, J.C. and J.M. Wachowicz Jr.: Fundamentals of Financial Management, Prentice Hall, Delhi
6. Van Home, James C. .: Financial Management and Policy, Prentice Hall, Delhi
7. Pinches, George E : Essentials of Financial Management; Harper and Row, New York
8. Khan MY, Jain PK : Financial Management; Tata McGraw Hill, New Delhi
9. Archer, Stephen, H., Choate G. Marc, Racette, George; Financial Management; John Wiley, New York
10. Block, Stanley B, Geoffrey A Hilt : Foundations of Financial Management; Richard D. Irwin, Homewood, Illinois.
11. Brealey, Richard A. and Steward C. Myers : Corporate Finance Hill, Int. Ed. New Delhi
12. Agarwal M.D. & Agarwal N.P. : Financial Management, Ramesh Book Depot, Jaipur
13. अग्रवाल एम.डी. एण्ड अग्रवाल एन.पी.: वित्तीय प्रबन्ध, रमेश बुक डिपो, जयपुर
14. अग्रवाल एम.आर.: वित्तीय प्रबन्ध

Compulsory Paper - III : Monetary Economics

Duration : 3 hours Max. Marks – 100

Note :

The question paper will contain three sections as under –

Section-A : One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. Total marks : 10

Section-B : 10 questions, 2 questions from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 250 words. Total marks : 50

Section-C : 04 questions (question may have sub division) covering all units but not more than one question from each unit, descriptive type, answer in about 500 words, 2 questions to be attempted. Total marks : 40

Unit - I

Demand For and Supply of Money: Concept and Components of money, Functions of money, Demand for money and its different approaches, Supply of money and its determinants, Money Supply Autonomous expenditure, Monetary V/s Real liquidity.

Unit - II

Monetary Policy: Objects of monetary policy under static, cyclical and growth settings. Monetary equilibrium criteria - Rising prices, Stable prices and neutral money. Relationship between Monetary policy and Fiscal policy. Instruments and techniques of monetary control. Limitations of monetary policy.

Unit - III

Monetary Policy in India :Its institutional limitations in promoting Economic development. The concept of Controlled Expansion. Dichotomy in the Indian money market -links between organised and unorganised sectors, Relationship between money and Capital market in India. Inflation control in India - Demand pull and cost push inflation.

Unit - IV

Theories of Income and Employment Determination :The classical and Keynesian approaches, Say's Law and its limitations. Consumption function, Investment function, marginal efficiency of capital, Investment and income multiplier and accelerator. Applicability of Keynesian theory in developing countries.

Monetary and real factors in interest rate determination, liquidity preference theory and loanable fund theory of interest. Modern theory of interest. Price, Wage, interest flexibility and full employment - the pigou effect. The multiplier Vs the velocity approaches to macro policy in income stabilization.

Unit - V

The problem of international liquidity and reform proposals. Special Drawing Rights (SDRs). International Monetary Fund - the status of gold. Monetarism vs Keynesianism. Laffer curve and Philip curve.

References :

1. Joshi, P.N. & Kochar, M.G. : Money, Finance and Trade.
2. Halm, G.H. : Monetary Theory
3. Hansen, A.H. :Monetary Theory and Fiscal Policy
4. Newlyn, W.T. : Theory of Money
5. Dilard, D. : Economics of John Maynard Keynes - The Theory of Monetary Economics

6. Hansen : A Guide to Keynes.
7. Hawthorne, Jennie : Theory and Practice of Money.
8. Keynes, J.M. : The General Theory of Employment, Interest and Money.
9. Paul, M. Forvitz : Monetary Policy and Financial System.
10. Johri, C.K. : Monetary Policy in a Developing Economy.
11. Mikon & Rose Friedman : Free to Choose.
12. Dewett, K.K. : Monetary Economic Theory
13. Sethi, T.T. - Monetary Economics
14. सिन्हा, बी.सी. : मौद्रिक अर्थशास्त्र
15. सेठी, टी.टी. : मौद्रिक अर्थशास्त्र
16. वैश्य, एम.सी. : मौद्रिक अर्थशास्त्र
17. शर्मा, एच.सी. : मौद्रिक अर्थशास्त्र

Report :

Reserve Bank of India - Report of the second working group of money supply concept, compilation and Analysis (January 1977).

Compulsory Paper - IV: Business Environment

Duration : 3 hours Max. Marks – 100

Note :

The question paper will contain three sections as under –

Section-A : One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. Total marks : 10

Section-B : 10 questions, 2 questions from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 250 words. Total marks : 50

Section-C : 04 questions (question may have sub division) covering all units but not more than one question from each unit, descriptive type, answer in about 500 words, 2 questions to be attempted. Total marks : 40

Unit - I

Theoretical Framework of Business Environment: Concept, significance and nature of business environment; Elements of environment - internal and external; Changing dimensions of business environment; Techniques of environmental scanning and monitoring.

Unit - II

Economic Environment of Business : Significance and elements of economic environment; Economic systems and business environment; Economic planning in India; Government policies - Industrial policy, Fiscal policy, Monetary policy, EXIM policy; Public Sector and economic development; Development banks and relevance to Indian business; Economic Reforms; Liberalization, Privatisation and Globalisation.

Unit - III

Political and Legal Environment of Business : Critical elements of political environment; Government and business; changing dimensions of legal environment in India; MRTP Act, FEMA and licensing policy; Consumer Protection Act.

Unit - IV

Socio- Cultural Environment :Critical elements of socio-cultural environment; Social institutions and systems; Social values and attitudes; Social groups; Middle class; Dualism in Indian society and problems of uneven income distribution; Emerging rural sector in India; Indian business system; Social responsibility of business.

Unit - V

International and Technological Environment : Multinational corporations; Foreign collaborations and Indian business; Non-resident Indians and corporate sector; International economic institutions - WTO, World Bank, IMF and their importance to India; Foreign trade policies; Impact of Rupee devaluation; Technological environment in India; Policy on Research and Development; Patent laws; Technology transfer.

References :

1. Adhikary, M; Economic Environment of Business, Sultan Chand & Sons, New Delhi
2. Ahluwalia, I.J. : Industrial Growth in India, Oxford University Press, Delhi
3. Alagh, Yoginder K: Indian Development Planning and Policy, Vikas Pub., New Delhi
4. Aswathappa, K: Legal Environemnt of Business, Himalaya Publication, Delhi
5. Chakravarty, S: Development Planning, Oxford University Press, Delhi
6. Ghosh, Biswanath : Economic Environment of Business, Vikas Pub., New Delhi
7. Govt. of India : Economic Survey, various issues.
8. Raj.Agarwal and Parag Diwan, Business Environment; Excel Books, New Delhi
9. Ramaswamy, V.S. and Nama Kumari : Strategic Planning for Corporate Success, Macmillan, New Delhi
10. Sengupta, N.K.: Government and Business in India, Vikas Publication, New Delhi
11. शर्मा एवं दयाल पी.: व्यावसायिक वातावरण, रमेश बुक डिपो, जयपुर

M.Com. (Final) EAFM – 2017

Compulsory Paper V: Economic Growth and Development

Duration : 3 Hours **Maximum Marks :100**

Note :

The question paper will contain three sections as under –

Section-A : One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. Total marks : 10

Section-B : 10 questions, 2 questions from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 250 words. Total marks : 50

Section-C : 04 questions (question may have sub division) covering all units but not more than one question from each unit, descriptive type, answer in about 500 words, 2 questions to be attempted. Total marks : 40

Unit –I

Concept, Meaning and determinants of economic growth. Distinction between economic growth and economic development. Capital, human resources and economic development. Role of the State in economic development.

Unit –II

Monetary and fiscal measures for accumulation of capital and acceleration of economic growth. Choice of techniques.

Unit –III

A study of growth and development models: Harrod Domar model, Rostow's stages of economic growth. Doctrine of balanced and imbalanced growth. Big push theory.

Unit –IV

Liebenstein critical minimum effort thesis, myrdal's theory of circular causation. Foreign Aid and international capital movement and economic growth. Deficit financing as an instrument of economic development.

Unit –V

Indian planning and development –a brief study of Indian plans with special reference to objectives, resource mobilisation, regional–disparities and balanced regional development and saving and investment decision. Achievements and failures of Indian plans.

References :

1. Kuznets Simon: Economic Growth and Structure (HEB)
2. Dutta Amlen: Paths to Economic Growth (Allied Publishers)
3. Enke : Economic Development (Prentice Hall)
4. Dobb Manlica: Economic Growth & Planning (Routeledge & Kegan Paul)
5. Jhingan M.L. : The Economics of Development & Planning (vikas Publishing House)
6. Dube &Sinha : Arthik Vikas and Niyojan (National Publishing House)
7. Dewett, K.K. & Satish Wadhawan : Economics of Growth & Development (S.Chand & Co.)
8. Five year plans : Government of India
9. वशिष्ठ एवं भिण्डा : विकास एवं नियोजन का अर्थशास्त्र (रमेश बुक डिपो, जयपुर)
10. सिंह, एस.पी. : विकास का अर्थशास्त्र

Compulsory Paper VI : Public Finance & Policy

Duration : 3 Hours **Maximum Marks :100**

Note :

The question paper will contain three sections as under –

Section-A : One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. Total marks : 10

Section-B : 10 questions, 2 questions from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 250 words. Total marks : 50

Section-C : 04 questions (question may have sub division) covering all units but not more than one question from each unit, descriptive type, answer in about 500 words, 2 questions to be attempted. Total marks : 40

Unit –I

Nature and Scope of pubic finance. Role of public finance in augmenting allocative efficiency, distributive justice and economic stability in the economy, The expanding public budgets.

Unit –II

The theory of functional and fiscal policy of developing economies. Resource mobilisation. The theory of public expenditure. Functional and economic classification of public

expenditure. Effects of public expenditure on production and distribution. Major trends in public expenditure in India.

Unit –III

Public revenue, functional and economic classification of public revenue. Principles / canons of taxation, the incidence of taxation under monopoly and perfect competition. Effects of taxation. Measurement of degree of progression of taxes. Overall progressiveness of whole tax system. Salient features of Indian Tax System.

Unit –IV

Theory of public debt. Loans vs Taxes, loans and savings as a source of development finance, internal and external public debt of India. Deficit Financing, non- tax revenue, profits from public enterprises.

Unit –V

Theory of federal finance, financial relation between central and state Government in India. Major criteria for transfer of funds. Adequacy of revenues in relation to functions of State Government. 14th Finance Commission, Major taxes at Central, State and local levels. Main trends in the revenue and expenditure under major economic heads.

References

1. Musgrave R. S.: Theory of Public Finance (Mc. Graw)
2. Ved. P. Gandhi : Some Aspects, India's Taxes structure (Vore & Co.)
3. Bhargave R. N.: Theory and working of Union Finance in India (Chanya)
4. John, P. Due : Government Finance
5. Taylor Philip E.: The economics of Public Finance
6. Cheliah, Raja J. : Fiscal policy in under developed countries with special reference to India (George Allen Uniwin)
7. Chanda Ashoka: Federalisam in India (G. Allen)
8. May R. J. : Federialism and Fiscal adjustment (Oxford London)
9. Govt. of India : Report of the (I) Taxation enquiry commission (1953/4) (ii) Finance Commissions ((iii) Direct Taxes Administration Enquiry committee. (iv) Direct Taxes Enquiry committee.
10. Administrative Reforms Commission and its Study Team Report on Central State
11. Relationship and financial Administration.
12 Kaidor Nicholas : Report on Indian Tax Reform.
13 Nathuramka L. : Karadhaan – Ek Saidhantik Vivechan.
14 वशिष्ठ एवं सोमदेव : लोक वित्त (रमेश बुक डिपो, जयपुर)
15 गुर्टू डी. एन. : लोक वित्त

Compulsory Paper VII : International Trade and Policy

Duration : 3 Hours **Maximum Marks :100**

Note :

The question paper will contain three sections as under –

Section-A : One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. Total marks : 10

Section-B : 10 questions, 2 questions from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 250 words. Total marks : 50

Section-C : 04 questions (question may have sub division) covering all units but not more than one question from each unit, descriptive type, answer in about 500 words, 2 questions to be attempted. Total marks : 40

Unit –I

International Trade: Distinction between Inter–regional and International trade. Theories of international trade –Absolute and comparative advantages theories, Hecksher- Ohlin theory ; terms of trade. Theory of international trade in services.

Unit –II

Commercial policy instruments: Theory of protection, quotas, tariffs, antidumping / countervailing duties, technical standards, Exchange controls and other non–tariff measures, Balance of indebtedness and Balance of payments & adjustment mechanism.

Unit –III

International institutions: WTO, UNCTAD, IMF, World Bank and its affiliates. European common market, The problem of international liquidity. International monetary reforms. Current international economic problems.

Unit –IV

Instruments of Export promotion : Export assistance and promotion measures, Role of state trading houses, 100% Export oriented units, Export houses and trading houses; EPZs, SEZs. Export contract and Inco terms, processing of an export order.

Unit –V

India's Foreign Trade and Policy : volume, Composition and direction, India's foreign trade policy, Export promotion infra-structure and the institutional set-up, deemed exports and rupee convertibility, policy on foreign collaboration and counter trade arrangements, Indian Joint ventures abroad, project and consultancy exports. Foreign Aid to India and Govt. policy towards foreign capital.

References :

1. Kindleberger : International Economics.
2. Ellsworth, P.T. : The International Economy.
3. Sinder, Delbert A : Introduction to International Economics.
4. Ohlin, Bertil : Inter-regional and International Trade.
5. Haberler, Gottfried : The Theory of International Trade.
6. Myrdal, Gunnar : An International Economy: Problems and Prospects.
7. Harod, R.F. : International Economics.
8. Man Mohan Singh; India's Export Trends and the prospects : Self Sustained Growth.
9. Enke and Salera : International Economics.
10. Thomas : Principles and arithmetic of foreign Exchanges.
11. Meade : Balance of Payments.
12. Reserve Bank of India : Report on Currency and Finance.
13. Gupta, K.R. : International Economics.
14. Arora, R.S. : A Practical guide to the Foreign Trade.
15. Andley, K.K. : Foreign Exchange.

16 गुर्टू, डी. एन.एवं माथुर टी.एन. : अन्तर्राट्रीय अर्थशास्त्र

17 सिंह, ए.के.:भारतीय व्यापार और व्यापार नीति(राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर 1978)

Economic Administration Group

Paper VIII : Rural Development

Duration : 3 Hours **Max. Marks :100**

Note :

The question paper will contain three sections as under –

Section-A : One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. Total marks : 10

Section-B : 10 questions, 2 questions from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 250 words. Total marks : 50

Section-C : 04 questions (question may have sub division) covering all units but not more than one question from each unit, descriptive type, answer in about 500 words, 2 questions to be attempted. Total marks : 40

Unit –I

Rural Development : Concept and need of rural development, Approaches to and strategies of rural development, Gandhian approach, causes and remedies of rural backwardness, strategy of rural development during five year plans. Main features of rural economy of India.

Unit –II

Problems of Rural Economy of India : Rural poverty, rural unemployment, rural industrialisation, rural infra-structure and rural disparities in wealth and incomes. Rural employment promotional programmes / schemes. A Critical Study of different programmes schemes of rural development.

Unit –III

Rural development and Sources of Funds : Quantum of resources needed, plan allocations, Co-operative credit societies, Regional Rural Banks, Commercial Banks and NABARD.
Multi –level planning, organisation for planning –Centre, State, District and Block–level planning. Nature and causes of imbalance between rural and urban areas during planning period.

Unit –IV

Agencies for Rural Development : DRDA, Rural Electricity Corporation, Khadi and Village Industries Commission, Panchayati Raj Institutions, Council for Advancement of Peoples Action and Rural Technology (CAPART), Advancement of rural technology-State Institute of Rural Development –Extension Training Centre, Voluntary agencies.

Unit –V

Land Reforms : Abolition of intermediaries, Tenancy system, Land holdings & ceiling, Land fragmentation and consolidation,
Agriculture price Determination : Role of Agriculture Price Commission. Problems of agriculture marketing in India and challenges. Unique features of commodity markets in India. Watershed development and watershed resource management. Sustainable agriculture and agriculture exports.
Rural Marketing : Nature, Characteristics and problems and potential of rural markets in India, Factors affecting rural marketing, Attitudes and behaviour of rural consumers and farmers.

References :

1. Patel and khankhoja : Rural Economics
2. Mell, L.D. : Rural Economics
3. Choudhary, C.M. : Rural Development and Co-Operation
4. Mathur, B.L. : Rural Development and Co-Operation

Economic Administration Group

Paper IX : Indian Economic Environment

Duration : 3 Hours **Max Marks : 100**

Note :

The question paper will contain three sections as under –

Section-A : One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part .Total marks : 10

Section-B : 10 questions, 2 questions from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 250 words. Total marks : 50

Section-C : 04 questions (question may have sub division) covering all units but not more than one question from each unit, descriptive type, answer in about 500 words, 2 questions to be attempted. Total marks : 40

Unit –I

Basic Features of Indian Economy, Indian Economy in World Economy. Economic Development and Human Development in India –An Analytical View, Selected Indicators of Economic Development and Human Development in India. Macro Economic Parameters and issues related to Balance of Trade, Balance of Payments, Fiscal Deficit, Infra–Structure etc.

Unit –II

National Income in India : Method of National Income Estimates, Trends in the Composition and Growth of National Income and Per Capital Income, Limitations of National Income Estimates, Trends of Domestic Savings and Capital Formation, Problem of Mobilisation of Saving in India. Trends of Domestic Consumption Pattern in Rural and Urban India. Trends in Investment in India.

Unit –III

Demography and Economic Development : The Applicability of the theory of Demographic Transition in India, Size and Growth Rate of Population, Emerging Demographic Trends and Issues, Urbanisation and Economic Growth, Increase in Population-Speed barrier of Economic Development. Population Policy and Family Welfare Strategies and Population Projections.

Critical Analysis of New Agriculture Strategy ; Agriculture And WTO, Issues related to Agriculture Reforms in India. Rural Indebtedness and Organization of Rural Credit.

Unit –IV

Economic Planning in India : Socio –Economic objectives, strategy of development during different plans, Models of development : Gandhian vs Nehruvian, Rao-Man mohan model, Review of Indian planning. Role of planning in India in changed economic scenario.

Important problems of Indian economy : The problem of poverty, unemployment, inequality and disparities in the distribution of wealth and incomes, inflation and rising prices. Food security and public distribution system in India.

Unit –V

Industrial Development : Strategy of economic development, ownership pattern, structural transformation, major drawbacks and problems of Industrial Development, Unorganized sector, Rural and Small Scale Industries –role & importance ; progress and problems and remedial measures. New industrial policy and industrial sickness in India. Privatisation and Disinvestment –Globalisation and Swadeshi,

References :

1. Misra & puri : Indian Economy (Himalaya Publishing House)
2. Dutta & Sundram : Indian Economy
3. Dhingra, I.C. : Indian Economy
4. Laxmi Narayan Nathuramka : Indian Economy
5. Wadva Charanjeet : Indian Economy
6. Agrawal, A.N. : Indian Economy
7. Agrawal, Anupama : Indian Economy
8. Reports of Planning Commission

9. Five year Plan Documents
10. Economic Survey of India
11. Reserve Bank of India Bulletin

Finance Group

Paper –VIII : Financial Institutions and Markets

Duration : 3 Hours **Maximum Marks: 100**

Note :

The question paper will contain three sections as under –

Section-A : One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. Total marks : 10

Section-B : 10 questions, 2 questions from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 250 words. Total marks : 50

Section-C : 04 questions (question may have sub division) covering all units but not more than one question from each unit, descriptive type, answer in about 500 words, 2 questions to be attempted. Total marks : 40

Unit –I

Nature and role of financial system, Financial system and financial markets, Financial system and economic development. Indian financial system- an overview. Money market: meaning, Constituents, function of money market, money market instruments- call money, treasury bills, certificates of deposit, commercial bills, trade bills etc. Recent trends in Indian money market.

Unit –II

Capital Market – primary and secondary markets, depository system, State Trading & F & O, Government securities market, Role of SEBI- an overview, Recent developments.

Non- Banking Financial Institutions : Concept and role of non- banking financial institutions, Investment policies of non-banking financial institutions in India.

Unit –III

Commercial Banks : Functions, management and investment policies, present structure, E-banking and e-trading, Recent developments in commercial banking.

Development Banks : Concept, Objectives and functions, operational and promotional activities of development banks. A brief study of IFCI, IDBI,SIDBI,IRBI and State Financial Corporations.

Unit –IV

Reserve Bank of India : Organisation, Management and functions, Instruments of credit control, Monetary and credit policy of RBI and recent developments. Interest rate structure : Determinants of interest rate structure, Different interest rates, Different types of interest rates. Recent changes in interest rate structure.

Foreign Investments –Types, trends and implications, Regulatory frame work of foreign investment in India.

Unit –V

Merchant Banking : Concepts, functions and growth, Govt. policy on merchant banking services, SEBI guidelines, Future of merchant banking and recent trends.

Mutual Funds : Concept, performance appraisal and regulation with special reference to SEBI guidelines, Designing and marketing of mutual funds schemes. Mutual funds in India –an overview.

References :

1. Avdhani: Investment and Securities Markets in India, Himalaya Publications, Delhi.
2. Bhole, L.M.: Financial Markets and Institutions, Tata Mcgraw Hill, Delhi.

3. Ghosh, D: Banking Policy in India, Allied Publications, Delhi.
4. Giddy, I.H: Global Financial Markets, A.I.T.B.S., Delhi.
5. Khan, M. Y: Indian Financial System, Tata Mcgraw Hill, Delhi.
6. Reserve Bank of India : various Reports, RBI Publication, Mumbai.
7. Varshney, P. N. : Indian Financial Markets, A.I.T.B.S., Delhi
8. Averbach, Robert D : Money, Banking and Financial Markets; MacMillan, London.
9. Srivastava R. M. : Management of Indian Financial Institutions; Himalaya Publishing House, Mumbai.
10. Verma JC: Guide to Mutual Funds and Investment Portfolio, Bharat Publishing House , New Delhi.

Finance Group

Paper –IX : Management of Financial services

Duration : 3 Hours **Max Marks : 100**

Note :

The question paper will contain three sections as under –

Section-A : One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. Total marks : 10

Section-B : 10 questions, 2 questions from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 250 words. Total marks : 50

Section-C : 04 questions (question may have sub division) covering all units but not more than one question from each unit, descriptive type, answer in about 500 words, 2 questions to be attempted. Total marks : 40

Unit –I

Financial services : Role, Concepts, Nature and characteristics, Financial services marketing versus goods marketing, services marketing triangle, strategic financial services marketing planning –an overview.

Marketing Environment : Analyzing financial services marketing environment –macro and micro components, understanding financial services customer, service quality –GAP model and quality dimensions.

Unit –II

Market segmentation and positioning –segmenting financial services markets –need and bases, market selection, positioning of financial services –need, process and bases. Customer relationship management.

Unit –III

Marketing Mix Strategy Development and Project Planning : Need for expanded marketing mix, Concept of financial product, product levels; Major product decisions –branding and product mix decisions, customer service strategy, product life cycle and new product development, innovation, diffusion and adoption.

Unit –IV

Pricing, Promotion and Distribution Decisions : Price determination : Factors, Process and strategies, promotion of financial products –communication process, promotion mix planning –advertising, personal selling, public relations and sales promotion, distribution strategies and channel alternatives.

Unit –V

Planning for Other PS : Process planning –role of blue printing, matching of demand and supply, people –employees and customers, their role and management ; managing physical evidence.

Service Marketing Applications : Marketing, retention strategies of some fund and non-fund based financial services –leasing and hire purchase services, consumer finance, insurance and factoring, Mutual funds and credit cards.

References :

1. Auerbach, robert D: Money, Banking and Financial Markets, MacMillan Pub lishing Co.; New York And collier MacMillan Publisher; London.
2. Avdhani, V.A. : Investment and Securities Markets in India, Himalaya Publishing House; Bombay.
3. Gosney, John W. and Thomas P. Boehm : Customer Relationship Essentials, Prentice Hall, New Delhi.
4. Khan, M.Y : Indian Financial System –Theory and Practice; Vikas Publishing House; New Delhi.
5. Mishkin, Frederics, S : The Economics of Money Banking and Financial Markets; Harper Collins Publisher; New Delhi.
6. Payne, Adrian : The Essence of Services Marketing, Prentice Hall, New Delhi.
7. Radebaugh and Pittsburg: Marketing of Banking Services. Prentice Hall New Jersey.
8. Shankar, Ravi : Services Marketing : The Indian Experience South Asia Publications, New Delhi.
9. Zeithaml, V.A. and M.J.Bitner : Service Marketing, MvHaw Hill, Boston.
10. Shiva Ramu S: Global Financial Services Industry; South Asia Publications, New Delhi.
11. Verma JC : Lease Financing (Concept, law and Procedure); Bharat Law House, New Delhi.

International Business Group

Paper –VIII : International Business Environment

Duration : 3 Hours **Max Marks : 100**

Note :

The question paper will contain three sections as under –

Section-A : One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. Total marks : 10

Section-B : 10 questions, 2 questions from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 250 words. Total marks : 50

Section-C : 04 questions (question may have sub division) covering all units but not more than one question from each unit, descriptive type, answer in about 500 words, 2 questions to be attempted. Total marks : 40

Unit –I

International Business :- Nature, Importance and scope, Framework for analyzing international business environment – geographical, economic, socio-cultural, political and legal environment

International Economic Environment :- World economic and trading situation,

Unit –II

Economic Institutions and Agreements:- WTO,UNCTAD, IMF, World Bank , Generalized system of preferences, GSTP, International Commodity Agreements,

Regional Economic Co-operation :- types and rationale of regional economic groups, Theory of customs union, EU,NAFTA,ASEAN,SAFTA and other groupings.

Unit –III

Multinational Corporations:- Conceptual framework of MNCs, MNCs and host and home country relations, Technology transfers- importance and types.

Foreign Exchange markets:- Determining exchanges rates, fixed and flexible exchange rate system, participants in the foreign exchange markets, Foreign exchange market- cash and spot exchange market, Exchange rate quotes. LERMS; Factors affecting exchange rates-

spot rates, forward exchange rates, forward exchange contracts; foreign exchange and currency futures, exchange rate arrangement in India; overview of FEMA,

Unit –IV

Foreign Exchange Risk :- Transaction exposure, translation exposure and economic exposure, management of exposures–internal techniques, netting, marketing, leading and lagging, pricing policy, asset and liability management and external techniques.

Management of Risk in Foreign Exchange Markets :- Forex derivatives–swaps, futures, options and forward contracts

Unit –V

Foreign Investment :- Capital flows types and theories of foreign investment. Foreign investment flows and barriers

Recent Developments In International Business :- Ecological issues, social aspects, IT and international business.

References :

1. Adhikary, Manab : Global Business Management, Macmillan, New Delhi.
2. Bhattacharya, B : Going International Response Strategies for Indian Sector, Wheeler Publishing Co. , New Delhi.
3. Black and Sundaram : International Business Environment, Prentice Hall of India, New Delhi.
4. Buckley, Ardin : The Essence of International Money, Prentice Hall Of India, New Delhi.
5. Gosh, Biswanath, Economic Encvironment of Business, South Asia Book, New Delhi.
6. Letiche, John M : International Economics Policies and Theoretical Foundations, Academic Press, New York.
7. Sodersten, B. O. : International Economics, MacMillan, London.
8. Tayeb, Monis H : The Global Business Environment – An Introduction, Sage Publication, New Delhi.
9. Parvez Asheghian and Bahman Ebrahim : International Business; Harper Collins, London.
10. Peter H Lindert : International economics; Richard D. Irwin, Illinois.

International Business Group

Paper –IX : International Finance

Duration : 3 Hours **Maximum Marks: 100**

Note :

The question paper will contain three sections as under –

Section-A : One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. Total marks : 10

Section-B : 10 questions, 2 questions from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 250 words. Total marks : 50

Section-C : 04 questions (question may have sub division) covering all units but not more than one question from each unit, descriptive type, answer in about 500 words, 2 questions to be attempted. Total marks : 40

Unit –I

International Monetary and Financial System : Importance & role of international finance. Bretton woods conference and afterwards, IMF and the World Bank and its affiliates, European monetary system,

Unit –II

International Financial Markets and Instruments : International capital and money markets, money and capital market instruments, salient features of different international markets,

arbitrage opportunities, integration of markets, Role of financial intermediaries. International investors and foreign investment institutions. International capital and money market instruments: GDRs,ADRs,IDRs,Euro bonds, Euro loans, Repos, CPs, Floating rate instuments ,loan Syndication and Euro deposits.

Unit –III

Multinational Financial Management : Complexities and issues in managing financial function in an international firm. Multinational Working Capital Management : Cash, receivable and inventory; Management of short–term overseas financing sources.

Unit –IV

International Portfolio Management and Diversification : Portfolio investment : Benefits of international portfolio investment; Spreading risk; International CAPM; International Diversification.

Foreign Investment and financial Decisions : Capital budgeting for multinational corporations; International financing sources and financial structure; Cost of capital for overseas investment

Unit –V

Balance of Payments and International linkages :- Balance of Payments and it component, International flow of goods, services and capital, coping with current account deficit.

Current Developments:- International indebtedness, Capital account convertibility – Pros and Cons, Innovations in International financial instrument.

References :

1. Avadhani, V.A. : International Finance, Theory and Practice; Himalaya Publishing Company, New Delhi.
2. Buckley, Adrian : Multinational Finance, Prentice Hall of India, New Delhi.
3. Eitman, D. K. and A.I. Stenehill : Multinational Business Cash Finance, Addison Weslay, Massachusetts.
4. Henniing, C.N., Piggot, W. and Scott, W.H. : International Financial Management, McGraw Hill, Int. Ed., New York.
5. Maurice, Levi : International Finance, McGraw Hill, Int. Ed., New York.
6. Rodriqufe, R.M. and E.E. Carter: International Financial Management, Prentice Hall of India, Delhi.
7. Shaprio, A.C: Multinational Financial Management, Prentice Hall of India, New Delhi.
8. Sweeny, Allen: Handbook of International Financial Management; McGraw Hill, Int. Ed., New York.
9. Walter, Ingo: Handbook of International Financial Business, John Wiley and Sons; New York.
10. Wood, D. and J. Byrne: International Business Finance, Macmillan, New York.
11. Zeneff, D. and J Zwick: International Business Management, Prentice Hall, Int. Ed., New York.

(Common for all three groups)

Paper X : Research Methodology and Quantitative Techniques

Duration : 3 Hours **Max Marks : 100**

Note :

The question paper will contain three sections as under –

Section-A : One compulsory question with 10 parts, having 2 parts from each unit, short answer in 20 words for each part. Total marks : 10

Section-B : 10 questions, 2 questions from each unit, 5 questions to be attempted, taking one from each unit, answer approximately in 250 words. Total marks : 50

Section-C : 04 questions (question may have sub division) covering all units but not more than one question from each unit, descriptive type, answer in about 500 words, 2 questions to be attempted. Total marks : 40

Unit –I

Research : Concept and types ; Research design ; Review of literature ; Hypothesis : types and formulation. Data collection, classification & tabulation , graphic and diagrammatic presentation ; preparation of research report. Census v/s. sampling survey – sampling methods. Problems confronted by a researcher.

Unit –II

Concept of averages and disperson. Forecasting : Time series analysis. Probability : Basic concepts and different approaches , Definition, experiments , Sample space , events, laws of probabilities, Bayes Theorem.

Probability distribution : Binomial, Poisson and Normal distribution and their application to business.

Unit –III

Test of Significance – Hypothesis testing, parametric and non-parametric tests, types of error. Sample size, testing of population means, proportion difference. Equality of two population variations; Chi-square test and goodness of fit.

Unit –IV

Analysis of variance, interpolation, index numbers, Co-relation and Regression for business decisions.

Unit –V

Quantitative Techniques: Introductory linear programming ; Simplex and graphic methods ; Assignments and Transportation problems ; Simulation ; Queuing theory (elementary) and game theory ; Decision theory.

References :

1. K.R. Sharma: Operations Research and Quantitative Techniques. Kalyani Publications.
2. Levin and Rubin : Statistics for Management, PHI.
3. C.R. Kothari : Quantitative Techniques, Vikas.
4. Jit S. Chandan : Statistics for management, Vikas
5. Gupta & Gupta : Business statistics, sultan Chand & Co.
6. V.K. Kapoor : Operations Research, Sultan Chand & Co.
7. Hira & Gupta : Operations Research, S. Chand
8. S.D. Sharma : Operations Research, S. Chand
9. K.N. Nagar : Sankhiyaki Ke Mool Tatwa, Minakshi Publication.
10. D.N. Elhance : Statistics, Kitab Mahal