



# शहीद महेन्द्र कर्मा विश्वविद्यालय, बस्तर

धरमपुरा-2, जगदलपुर, जिला-बस्तर, छत्तीसगढ़, भारत पिनकोड 494001

**Shaheed Mahendra Karma Vishwavidyalaya, Bastar**

Dharampura-2, Jagdalpur, Distt.-Bastar, Chhattisgarh, India, Pincode 494001

Telephone 07782-229037, 229213 Website: www.smkvbastar.ac.in



क्रमांक / 886 / / अका./पी-एच.डी./2023

जगदलपुर, दिनांक 13/10/2023

// अधिसूचना //

13 OCT 2023

निम्नलिखित तालिका के कॉलम-2 में उल्लेखित विषयों के अध्ययन मंडल द्वारा अनुशासित एवं विद्यापरिषद की स्थायी समिति की बैठक दिनांक 20.09.2023 एवं कार्यपरिषद की 48वीं बैठक दिनांक 20.09.2023 के कार्यवृत्त अनुसार प्राप्त अनुमोदन के आधार पर शहीद महेन्द्र कर्मा विश्वविद्यालय, बस्तर, जगदलपुर की पी-एच.डी. प्रवेश परीक्षा, 2023 हेतु संबंधित विषयों का सिलेबस लागू किया जाता है:-

क्रमांक	विषय	प्रश्न पत्र-1 कुल 50 बहुविकल्पीय प्रश्न, प्रति प्रश्न - 1 अंक, कुल - 50 अंक	प्रश्न पत्र-2 कुल 50 बहुविकल्पीय प्रश्न, प्रति प्रश्न - 1 अंक, कुल - 50 अंक
1	वानिकी एवं वन्यजीव	शोध प्रविधि	वानिकी एवं वन्यजीव
2	मानव विज्ञान एवं जनजातीय अध्ययन	शोध प्रविधि	मानव विज्ञान एवं जनजातीय अध्ययन
3	हिन्दी	शोध प्रविधि	हिन्दी
4	राजनीति विज्ञान	शोध प्रविधि	राजनीति विज्ञान
5	इतिहास	शोध प्रविधि	इतिहास
6	समाजशास्त्र	शोध प्रविधि	समाजशास्त्र
7	अंग्रेजी	शोध प्रविधि	अंग्रेजी
8	अर्थशास्त्र	शोध प्रविधि	अर्थशास्त्र
9	रसायनशास्त्र	शोध प्रविधि	रसायनशास्त्र
10	वाणिज्य	शोध प्रविधि	वाणिज्य

पी-एच.डी. प्रवेश परीक्षा, 2023 हेतु विश्वविद्यालय द्वारा जारी सूचना क्रमांक 510/108/पी-एच.डी.प्रकोष्ठ/पी.ई.टी./2023 दिनांक 14-08-2023 के अनुसार परीक्षा संपन्न होगी। जिन विषयों में पी-एच.डी. प्रवेश परीक्षा आयोजित की जायेगी, उनमें प्रश्न पत्र - 1 शोध प्रविधि एक समान रहेगा।

कुलसचिव

शहीद महेन्द्र कर्मा विश्वविद्यालय, बस्तर,  
जगदलपुर (छ.ग.)

जगदलपुर, दिनांक 13/10/2023

पृ. क्रमांक / 887 / / अका./पी-एच.डी./2023  
प्रतिलिपि:-

- माननीय कुलपति महोदय, शहीद महेन्द्र कर्मा विश्वविद्यालय, बस्तर, जगदलपुर
- समस्त विभाग प्रमुख/विभागाध्यक्ष, शहीद महेन्द्र कर्मा विश्वविद्यालय, बस्तर, जगदलपुर
- प्राचार्य, समस्त संबद्ध महाविद्यालय, शहीद महेन्द्र कर्मा विश्वविद्यालय, बस्तर, जगदलपुर
- कुलानुशासक/अधिष्ठाता छात्र कल्याण, शहीद महेन्द्र कर्मा विश्वविद्यालय, बस्तर, जगदलपुर
- वेबसाइट प्रभारी, शहीद महेन्द्र कर्मा विश्वविद्यालय, बस्तर, जगदलपुर  
- को सूचनार्थ एवं आवश्यक कार्यवाही हेतु प्रेषित।
- संबंधित नस्ती।

सहायक कुलसचिव (अकादमिक)

शहीद महेन्द्र कर्मा विश्वविद्यालय, बस्तर,  
जगदलपुर (छ.ग.)

**SAHEED MAHENDRA KARMA VISHWAVIDYALAYA**  
**BASTAR, JAGDALPUR (C.G.)**

**SYLLABUS FOR Ph.D. ENTRANCE EXAM 2023-24**  
**PAPER-I**  
**(RESEARCH METHODOLOGY)**

- 1. Basic concept of research problem**
  - Rationale of research
  - Identification of research problem
  - Research objective
  - Types of research- fundamental/ applied/ action/ quantitative/ qualitative
  
- 2. Review of literatures**
  - Primary source
  - Secondary source
  - Searching e-resources, using research engines
  - Searching data base
  - Writing literature review
  
- 3. Methods of research**
  - Concept and formulation of hypothesis
  - Survey method
  - Experimental method (variable, designs)
  - Historical methods
  - Content analysis
  
- 4. Sampling of data**
  - Concept of sampling
  - Probability sampling techniques
  - Non Probability sampling techniques
  - Sampling error
  
- 5. Collection of data**
  - Primary data generation
  - Secondary data collection
  - Methods of data generation/ collection- by experiments, questionnaire, interview Schedule, focus groups etc.

#### 6. Analysis of data

- Statistical analysis techniques
- Qualitative analysis techniques
- Application of computer in research data analysis

#### 7. Reports preparation

- Structure and component of research report
- Organization of data
- Indexing of journal and research output
- Citation, references, bibliography
- Copyright, plagiarism, originality of research work

#### 8. Research ethics

- Ethics in research
- National and International regulations/ laws/ ethics related to research on Human, Animals and Environments

Each question in both papers carries 1 mark and will have a total of 50 marks for each paper. The duration for solving each paper is 1 hour. Students must appear for both Paper-I and Paper-II as specified for the entrance. After completion and submission of Paper-I, the question paper Paper-II will be provided to the students. It is mandatory for the Student to appear in both Paper-I and Paper-II as specified for the entrance.

#### **Scheme:**

##### **Paper-I Research Methodology**

Number of questions – 50 MCQs covering whole syllabus

Maximum Marks – 50

Duration – 1 hr

##### **Paper-II**

Number of questions – 50 MCQs covering whole syllabus

Maximum Marks – 50

Duration – 1 hr

## Phd (Commerce) Entrance Exam Syllabus

- Unit 1: Business Environment and International Business**
- Unit 2: Accounting and Auditing**
- Unit 3: Business Economics**
- Unit 4: Business Finance**
- Unit 5: Business Statistics and Research Methods**
- Unit 6: Business Management and Human Resource Management**
- Unit 7: Banking and Financial Institutions**
- Unit 8: Marketing Management**
- Unit 9: Legal Aspects of Business**
- Unit 10: Income-tax and Corporate Tax Planning**

### **Unit 1: Business Environment and International Business**

- Concepts and elements of business environment: Economic environment- Economic systems, Economic policies(Monetary and fiscal policies); Political environment- Role of government in business; Legal environment- Consumer Protection Act, FEMA; Socio-cultural factors and their influence on business; Corporate Social Responsibility (CSR)
- Scope and importance of international business; Globalization and its drivers; Modes of entry into international business
- Theories of international trade; Government intervention in international trade; Tariff and non-tariff barriers; India's foreign trade policy

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- Foreign direct investment (FDI) and Foreign portfolio investment (FPI); Types of FDI, Costs and benefits of FDI to home and host countries; Trends in FDI; India's FDI policy
- Balance of payments (BOP): Importance and components of BOP
- Regional Economic Integration: Levels of Regional Economic Integration; Trade creation and diversion effects; Regional Trade Agreements: European Union (EU), ASEAN, SAARC, NAFTA
- International Economic institutions: IMF, World Bank, UNCTAD
- World Trade Organisation (WTO): Functions and objectives of WTO; Agriculture Agreement; GATS; TRIPS; TRIMS

## Unit 2: Accounting and Auditing

- Basic accounting principles; concepts and postulates
- Partnership Accounts: Admission, Retirement, Death, Dissolution and Insolvency of partnership firms
- Corporate Accounting: Issue, forfeiture and reissue of shares; Liquidation of companies; Acquisition, merger, amalgamation and reconstruction of companies
- Holding company accounts
- Cost and Management Accounting: Marginal costing and Break-even analysis; Standard costing; Budgetary control; Process costing; Activity Based Costing (ABC); Costing for decision-making; Life cycle costing, Target costing, Kaizen costing and JIT
- Financial Statements Analysis: Ratio analysis; Funds flow Analysis; Cash flow analysis
- Human Resources Accounting; Inflation Accounting; Environmental Accounting
- Indian Accounting Standards and IFRS
- Auditing: Independent financial audit; Vouching; Verification and valuation of assets and liabilities; Audit of financial statements and audit report; Cost audit
- Recent Trends in Auditing: Management audit; Energy audit; Environment audit; Systems audit; Safety audit

## Unit 3: Business Economics

- Meaning and scope of business economics
- Objectives of business firms
- Demand analysis: Law of demand; Elasticity of demand and its measurement; Relationship between AR and MR
- Consumer behavior: Utility analysis; Indifference curve analysis
- Law of Variable Proportions: Law of Returns to Scale

- Theory of cost: Short-run and long-run cost curves
- Price determination under different market forms: Perfect competition; Monopolistic competition; Oligopoly- Price leadership model; Monopoly; Price discrimination
- Pricing strategies: Price skimming; Price penetration; Peak load pricing

#### Unit 4: Business Finance

- Scope and sources of finance; Lease financing
- Cost of capital and time value of money
- Capital structure
- Capital budgeting decisions: Conventional and scientific techniques of capital budgeting analysis
- Working capital management; Dividend decision: Theories and policies
- Risk and return analysis; Asset securitization
- International monetary system
- Foreign exchange market; Exchange rate risk and hedging techniques
- International financial markets and instruments: Euro currency; GDRs; ADRs
- International arbitrage; Multinational capital budgeting

#### Unit 5: Business Statistics and Research Methods

- Measures of central tendency
- Measures of dispersion
- Measures of skewness
- Correlation and regression of two variables
- Probability: Approaches to probability; Bayes' theorem
- Probability distributions: Binomial, poisson and normal distributions
- Research: Concept and types; Research designs
- Data: Collection and classification of data
- Sampling and estimation: Concepts; Methods of sampling - probability and non-probability methods; Sampling distribution; Central limit theorem; Standard error; Statistical estimation
- Hypothesis testing: z-test; t-test; ANOVA; Chi-square test; Mann-Whitney test (U-test); Kruskal-Wallis test (H-test); Rank correlation test
- Report writing

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- Organization structure: Formal and informal organizations; Span of control
- Responsibility and authority: Delegation of authority and decentralization
- Motivation and leadership: Concept and theories
- Corporate governance and business ethics
- Human resource management: Concept, role and functions of HRM; Human resource planning; Recruitment and selection; Training and development; Succession planning
- Compensation management: Job evaluation; Incentives and fringe benefits
- Performance appraisal including 360 degree performance appraisal
- Collective bargaining and workers' participation in management
- Personality: Perception; Attitudes; Emotions; Group dynamics; Power and politics; Conflict and negotiation; Stress management
- Organizational Culture: Organizational development and organizational change

### Unit 7: Banking and Financial Institutions

- Overview of Indian financial system
- Types of banks: Commercial banks; Regional Rural Banks (RRBs); Foreign banks; Cooperative banks
- Reserve Bank of India: Functions; Role and monetary policy management
- Banking sector reforms in India: Basel norms; Risk management; NPA management
- Financial markets: Money market; Capital market; Government securities market
- Financial Institutions: Development Finance Institutions (DFIs); Non-Banking Financial Companies (NBFCs); Mutual Funds; Pension Funds
- Financial Regulators in India
- Financial sector reforms including financial inclusion
- Digitisation of banking and other financial services: Internet banking; mobile banking; Digital payments systems
- Insurance: Types of insurance- Life and Non-life insurance; Risk classification and management; Factors limiting the insurability of risk; Re-insurance; Regulatory framework of insurance- IRDA and its role

### Unit 8: Marketing Management

- Marketing: Concept and approaches; Marketing channels; Marketing mix; Strategic marketing planning; Market segmentation, targeting and positioning
- Product decisions: Concept; Product line; Product mix decisions; Product life cycle; New product development
- Pricing decisions: Factors affecting price determination; Pricing policies and strategies

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- Promotion decisions: Role of promotion in marketing; Promotion methods - Advertising; Personal selling; Publicity; Sales promotion tools and techniques; Promotion mix
- Distribution decisions: Channels of distribution; Channel management
- Consumer Behaviour; Consumer buying process; factors influencing consumer buying decisions
- Service marketing
- Trends in marketing: Social marketing; Online marketing; Green marketing; Direct marketing; Rural marketing; CRM
- Logistics management

### Unit 9: Legal Aspects of Business

- Indian Contract Act, 1872: Elements of a valid contract; Capacity of parties; Free consent; Discharge of a contract; Breach of contract and remedies against breach; Quasi contracts;
- Special contracts: Contracts of indemnity and guarantee; contracts of bailment and pledge; Contracts of agency
- Sale of Goods Act, 1930: Sale and agreement to sell; Doctrine of Caveat Emptor; Rights of unpaid seller and rights of buyer
- Negotiable Instruments Act, 1881: Types of negotiable instruments; Negotiation and assignment; Dishonour and discharge of negotiable instruments
- The Companies Act, 2013: Nature and kinds of companies; Company formation; Management, meetings and winding up of a joint stock company
- Limited Liability Partnership: Structure and procedure of formation of LLP in India
- The Competition Act, 2002: Objectives and main provisions
- The Information Technology Act, 2000: Objectives and main provisions; Cyber crimes and penalties
- The RTI Act, 2005: Objectives and main provisions
- Intellectual Property Rights (IPRs) : Patents, trademarks and copyrights; Emerging issues in intellectual property
- Goods and Services Tax (GST): Objectives and main provisions; Benefits of GST; Implementation mechanism; Working of dual GST

### Unit 10: Income-tax and Corporate Tax Planning

- Income-tax: Basic concepts; Residential status and tax incidence; Exempted incomes; Agricultural income; Computation of taxable income under various heads; Deductions from Gross total income; Assessment of Individuals; Clubbing of incomes
- International Taxation: Double taxation and its avoidance mechanism; Transfer pricing



- **Corporate Tax Planning:** Concepts and significance of corporate tax planning; Tax avoidance versus tax evasion; Techniques of corporate tax planning; Tax considerations in specific business situations: Make or buy decisions; Own or lease an asset; Retain; Renewal or replacement of asset; Shut down or continue operations
- **Deduction and collection of tax at source; Advance payment of tax; E-filing of income-tax returns**

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