

Ph. D Written Test Format and Syllabus

Department of Commerce, Faculty of Commerce

Ph.D. Admission Test Format

The written test consists of two parts.

1. **Part A:** Research Methodology 25 questions.
2. **Part B:** Commerce 25 questions

Part A: Research Methodology Syllabus:

Research Fundamentals:

Meaning of research; objectives of research; characteristics of good research, Research problem: Identification, selection, and techniques for defining research problem, Research process, Research outcomes, Review of Literature, Hypothesis: Definition and Types

Types of Research:

Types of research, fundamental and applied research, qualitative and quantitative. Research Design: Types of research design – Exploratory, Descriptive, Casual Analytical

Sampling, Data Collection and analysis:

Types and sources of data: Primary and secondary, Methods of collecting data: questionnaire, interview, observation, case study, experiments etc., Sampling and sampling methods, characteristics of good sample, sampling techniques, Statistical Methods for Data Analysis: measures of central tendency and dispersion

Research Report:

Main body of report, abstract and keywords, Referencing styles and bibliography. Journal and author indexing

Ethics in Research:

Biasing: Definition and Types, Plagiarism -Definition and forms, IPR, copyright infringement, AI Generated Content

Part B: Commerce Syllabus

Business Environment and Economics:

Industrial & Planning Policy of India, structural changes in the economy, legal environment, consumer protection, competition policy, and environmental protection, Global Economic Trends and Geopolitical Changes: Study of deglobalization, AI-driven economies, energy crises, inflation, global trade realignments, and their impact on international business and economic systems of India.

Utility analysis, demand analysis, elasticity of demand, price determination under different market structures, laws of variable proportions, laws of returns to scale and nature and uses of Business Economics, concept of profit maximization and wealth maximization

Financial Management and Accounting:

Concept of capital and revenue, basic accounting concepts, advanced company accounts, partnership accounts, and liquidation, working capital management, financial and operating leverage, dividend policy, cost of capital, capital budgeting techniques, and capital structure decisions.

Valuation of shares, ratio analysis, responsibility accounting, preparation and analysis of financial statements, cost and management accounting techniques

Business Statistics and Data Processing:

Types of data, data collection methods, processing, analysis, and interpretation of data, correlation and regression analysis, sampling methods and sampling errors, computer applications in functional areas of business (finance, marketing, HR, operations), organizing, analysing, and presenting data meaningfully to support managerial decision-making. Understanding statistical software.

Business and Human Resource Management:

Planning process, organizing, staffing, leadership, decision-making, control, organizational culture, and structure, business ethics and corporate governance, AI-driven management practices, agile leadership, startup ecosystem management, and digital transformation strategies.

Role and functions of human resource management, HR planning, recruitment & selection, training and development, performance appraisal, compensation management, succession planning, and industrial relations, environmentally responsible HR practices green recruitment and training, HR's role in ESG (Environmental, Social, Governance)



Banking/Financial Institution and Marketing Management:

Reserve Bank of India, NABARD, rural banking, types of banks, e-banking, development banking, and banking sector reforms in India, importance of banking for business.

Marketing concepts, environment, planning, and the marketing mix, product decisions, pricing strategies, distribution channels, and promotional tools, digital marketing concepts including social media marketing, search engine optimization (SEO), content marketing, email marketing, influencer marketing, online advertising, and e-commerce marketing strategies.