

KASHI NARESH UNIVERSITY, BHADOHI

**Syllabus
Of
Research Entrance Test
Academic Session 2026-2027
For Ph.D. Program
IN
COMMERCE**

COMMERCE

Unit-I. Business Environment: Meaning and Elements of Business Environment; Economic environment: Economic Policies, Economic Planning, Legal environment of Business in India: Competition policy, Consumer protection, Environment protection; Policy Environment: Liberalization, Privatisation and organization, Economic reforms, Industrial policy and implementation; International Business Environment; International Economic Institutions: IMF, World Bank, IFC, IDA, ADB; World Trade Organisation its functions and policies, WTO and India; Regional Economic Integration SAARC, ASEAN, EU.

Unit-II. Cost & Management Accounting: Cost Accounting: Basics, cost classification, Elements of cost- Material, Labour & Overhead, Absorption Costing and Activity Based Costing; Management Accounting: Ratio Analysis, Funds Flow Analysis, Cash Flow Analysis, Marginal costing and Break-even analysis, Standard costing; Budgets and Budgetary control.

Unit-III. Business Economics: Nature and uses of Business Economics, Concept of Profit and Wealth maximization. Demand Analysis and Elasticity of Demand, Indifference Curve Analysis, Utility Analysis and Laws of Returns and Law of variable proportions; Cost, Revenue, Price determination in different market situations: Perfect competition; Monopolistic competition, Monopoly, Price discrimination.

Unit-IV. Organisational Behaviour Concepts, Models and Contributing disciplines to organizational behaviour. Personality, Attitude, Perception, Learning, Transactional Analysis, Johari Window; Motivation and Leadership: Theories of motivation at work. Leadership, theories & styles. Formal and Informal Groups; Power, Authority and Conflict: Basis of Power, Authority, Concept, sources of conflict, Conflict resolution strategies; Organisation culture: Concepts and determinants of 5rganizational culture, Stress :causes and consequences. Management of stress.

Unit-V. Banking and Financial Institution: Banks, Types of Banks, and Their Functions; Reserve Bank of India, NABARD and Rural Banking; Banking Sector Reforms in India, NPA, Capital adequacy norms; e-banking.