

## ANDHRA PRADESH

### RECRUITMENT OF ASSISTANT PROFESSORS IN THE UNIVERSITY

#### SYLLABUS FOR THE SCREENING TEST

##### Paper – II

Paper II will cover 180 Objective Type Questions (Multiple Choice, Matching type, True/False, Assertion – Reasoning type) carrying 180 marks of 3 hours duration. Each question carries 1 mark. There will be negative marks for wrong answers. Each wrong answer will be penalized @ 1/3rd of the marks prescribed for the question.

### 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 globalisation, Second generation reforms, Industrial policy and implementation. Industrial growth and structural changes.

#### Unit – II :

##### Financial & Management Accounting :

- Basic Accounting concepts, Capital and Revenue, Financial statements.
- **Partnership Accounts** : Admission, Retirement, Death, Dissolution and Cash Distribution.
- **Advanced Company Accounts** : Issue, forfeiture, Purchase of Business, Liquidation, Valuation of shares, Amalgamation, Absorption and Reconstruction, Holding Company Accounts.
- **Cost and Management Accounting** : Ratio Analysis, Funds Flow Analysis, Cash Flow Analysis, Marginal costing and Break-even analysis, Standard costing, -Budgetary control, Costing for decision-making Responsibility accounting.

#### 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, Law.
- 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 and Oligopoly, Pricing strategies.

#### Unit-IV :

##### Business Statistics & Data Processing :

- Data types, Data collection and analysis, sampling, need, errors and methods of sampling, Normal distribution, Hypothesis testing, Analysis and Interpretation of Data.
- **Correlation and Regression, small sample tests** : t-test, F-test and chi-square test.
- **Data processing** : Elements, Data entry, Data processing and Computer applications.
- **Computer Application to Functional Areas** : Accounting, Inventory control, Marketing.

#### Unit – V :

##### Business Management :

- Principles of Management.
- **Planning** : Objectives, Strategies, Planning process, Decision-making.
- Organising, Organisational structure, Formal and Informal organisations, Organisational culture.
- Staffing
- **Leading** : Motivation, Leadership, Committees, Communication.
- Controlling
- Corporate Governance and Business Ethics.

#### Unit – VI :

##### Marketing Management :

- The evolution of marketing, Concepts of marketing, Marketing mix, Marketing environment.
- Consumer behaviour, Market segmentation.
- Product decisions
- Pricing decisions
- Distribution decisions
- Promotion decisions
- Marketing planning, Organising and Control.

#### Unit – VII :

##### Financial Management :

- Capital Structure, Financial and Operating leverage.
- Cost of capital, Capital budgeting.
- Working capital management
- Dividend Policy

#### Unit – VIII :

**Human Resources Management :**

- Concepts, Role and Functions of Human Resource management.
- Human Resource Planning, Recruitment and Selection.
- Training and Development, Succession Planning.
- **Compensation** : Wage and Salary Administration, Incentive and Fringe benefits, Morale and Productivity.
- Performance Appraisal
- Industrial Relations in India, Health, Safety, Welfare and Social security, Workers' Participation in Management.

**Unit – IX :**

**Banking and Financial Institution :**

- Importance of Banking to Business, Types of Banks and Their Functions, Reserve Bank of India, NABARD and Rural Banking.
- Banking Sector Reform in India, NPA, Capital adequacy norms.
- E-banking
- **Development Banking** : IDBI, IFCI, SFCs, UTI, SIDBI.

**Unit – X :**

**International Business :**

- Theoretical foundations of international business, Balance of Payments.
- **International liquidity, International Economic Institutions** : IMF, World Bank IFC, IDA, ADB.
- World Trade Organisation-its functions and policies.
- **Structure of India's foreign trade** : Composition and direction, EXIM Bank, EXIM Policy of India, Regulation and promotion of Foreign Trade.