KARNATAKA STATE ELIGIBILITY TEST (K-SET) FOR LECTUERSHIP

Subject: COMMERCE  Subject Code: 01

Note:
There will be two question papers, Paper-II and Paper-III. Paper II will have 50 objective Type Questions (Multiple choice, Matching type; True/False, Assertion-Reasoning type) carrying 100 marks. All the 50 questions are compulsory and have to be marked in OMR sheet. Paper III contains seventy five (75) objective type questions (Multiple choice, Matching type; True/False, Assertion-Reasoning type) of two (2) marks each. All the 75 questions are compulsory and have to be marked in OMR sheet.

SYLLABUS
Paper-II & Paper-III [Core Group]

Unit—I
Business Environment
Legal environment of business in India.
Competition policy. Consumer protection, Environment protection.

Unit—II
Financial & Management Accounting
Basic Accounting Concepts, Capital and Revenue, Financial Statements.
Partnership Accounts : Admission, Retirement, Death, Dissolution and Cash Distribution.

Unit—III
Business Economics

**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
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, Concept 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.
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 Reforms 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
Elective—I: Accounting and Finance
Accounting standards in India, Inflation Accounting, Human Resource Accounting, Responsibility Accounting, Social Accounting.
Money and Capital Market, Working of Stock Exchanges in India, NSE, OTCEI, NASDAQ, Derivatives and options
Regulatory Authorities: SEBI, Rating Agencies: New Instruments: GDRs, ADRs.
Venture Capital Funds, Mergers and Acquisitions, Mutual Funds, Lease Financing, Factoring.
Measurement of risk and returns securities and portfolios.
Computer Application in Accounting and Finance.

Elective—II: Marketing
Marketing Tasks, Concepts and Tools, Marketing Environment.
Consumer Behaviour and Market Segmentation.
Product decisions.
Pricing decisions.
Distribution decisions.
Promotion decisions.
Marketing Research.
On-line marketing.
Direct Marketing: Social, ethical and legal aspects of marketing in India.

Elective—III: Human Resource Management
Concept, Role and Functions of Human Resource Management
Human Resource Planning, Job Analysis, Job description and specifications, Use of Job analysis information, Recruitment and Selection.
Training and development, Succession Planning.
Compensation: Wage and salary administration incentives and fringe benefits. Morale and Productivity.
Appraisal of Performance.

**Elective—IV : International Business**

Foreign Direct Investment and Multinational Corporations-MNCs Culture MNCs and LDCs.
Joint Ventures.
Regional Economic Integration: SAARC, ASEAN, EC, NAFTA.
India and WTO, Intellectual Property Rights.
Derivatives and Futures.
Foreign Investment Institutions: Instruments; GDRs, ADRs, FlTs—their role in Indian Capital Market.

**Elective—V : Income-tax Law and Tax Planning**

Basic concepts, residential status and tax incidence, exempted incomes, computation of taxable income under various heads.
Computation of taxable income of individuals and firms.
Deduction of tax, filing of returns, different types of assessment; Defaults and penalties.
Tax Planning: Concept, significance and problems of tax planning, tax evasion and tax avoidance, methods of tax planning.
Tax considerations in specific business decisions, viz., make or buy; own or lease, retain or replace; export or domestic sales; shut-down or closure; expand or contract; invest or disinvest.
Computer Application in Income Tax and Tax Planning.