

Centre for Economic and Social Studies

Begumpet, Hyderabad - 500 016

in collaboration with

Dr.B.R. Ambedkar Open University

Hyderabad - 500 033

M.Phil Entrance Test

Guidelines and Structure of Question Paper

Time 2 Hours

Marks: 80

Structure of Question Paper and the Syllabus for Entrance Test for Admission into M.Phil in Commerce

1. The following is the structure of question paper for **Commerce**:

Type of Question	Managerial Economics, Marketing, Management & Business Environment	Accounting Finance	Marks
(a) Short Answer Type	5 (Two Marks Each)	5 (Two Marks Each)	20
(b) Essay Type (2 out of 4)	1 out of 2 (Carries 20 Marks each)	1 out of 2	40
(c) Passage/Table for drawing Inferences/interpretation	1 (Application oriented problem) (Carries 10 Marks each)	1	20
		Total	80

2. The following is the Syllabus for Commerce

(a) **Managerial Economics, Marketing, Management and Business Environment**

1. Introduction to Managerial Economics – Rationale of the firm – Profit in a Market system – Demand theory and analysis including demand function, elasticity of Demand and Demand Forecasting – Production function – Costs Theory and Analysis – Market Structures – Characteristics of Perfect market, Monopoly, Imperfect Market, Monopolistic Markets and Oligopoly
2. Marketing Tasks and Philosophies - Segmentation and Target Marketing – Scanning the Marketing Environment and SWOT analysis - Consumer Behavior Analysis - Marketing Mix including Product, Price, Promotion and Place - Basics of Services Marketing, Marketing Research and Marketing Strategies.
3. Principles of Management – Management Functions including Planning, Organizing, Staffing, Coordinating and Controlling – Authority, Power and Influence – Leadership styles – Decision Making - Communication – Change Management – Human Resource Management
4. Features of New Industrial Policy 1991 – Economic Reforms after 1991 including Banking and Insurance sector Reforms – Globalization and its implications to India – Privatization of Public Enterprises in India – Origin and Functions of WTO – TRIPS and GATS Agreements – Role of SEBI and NASSDOC in regulating Capital Markets in India – Changing World Trade Environment and its implications to India.

(b) Accounting and Finance

1. Accounting Concepts and Conventions – Concepts of Descriptive and Prescriptive accounting - GAAP- Accounting standards setting in India and at International level – Basics of AS3, AS6, AS9, 10, 11 and 12
2. Financial Statement Analysis including Comparative Statement, Trend analysis, Common size statements, Ratio Analysis, CVP analysis, funds flow and cash flow analysis.
3. Basics of Accounting for changing Prices, Segment Reporting, Social Accounting and Reporting, Human Resources Accounting, Environmental accounting and Accounting for Intangibles. .
4. Nature and goal of Financial Decisions including functions of Financial Management – Time Value of Money – Risk and Returns – Valuation of Securities
5. Financing Decision – Cost of Capital – Capital Structure Theories – Dividend Policies
6. Investing Long term and short term Assets – Capital Budgeting decisions – Working Capital Management
7. Concepts of Security Analysis and Portfolio Management

The question paper pattern for the Entrance Test is common to all the other areas of specialisation/subjects, which is given below:

Type of questions	No. of questions & Marks allotted	Total Marks
1. Short Answer Type	10 X 2	20
2. Essay type questions 2 out of 4	2 X 20	40
3. Passage for inference or table for interpretation or problem to be solved	1 X 20	20
	Total	80

Syllabus for Development Statistics

1. Elementary principles of statistical inference.
2. Sampling techniques.
3. Econometrics.
4. Interpretation of statistical data.
5. Indian Economic Problems.

Syllabus for Economics

1. Economic Theory

- (a) Utility: Definition and Maximisation.
- (b) Indifference Curves: Properties of Indifference Curves; Rate of Commodity Substitution; substitution and Income Effects; Substitutes and Complements.
- (c) Theory of Firm: Production Functions; Product Curves; Isoquant; Elasticity of Substitution; Profit Maximisation; Short Run and Long Run Cost Functions.
- (d) Perfect Competition: Assumptions; Demand; Supply; Commodity Market Equilibrium; Factor Market Equilibrium.
- (e) Imperfect Competition: Basic Concepts in Monopoly; Monopsony; Monopolistic Competition; Duopoly; Oligopoly and Bilateral Monopoly.
- (f) Concept and measurement of National Income: Circular Flow of National Income; Approaches to Measurement of National Income; Measures of Aggregate income; Problems in National Accounting.

(g) Determination of National Income: Consumption Function and Related Concepts; Impact of Change in Investment on National Income; Effects of Government expenditures.

2. Issues in Economic Development and Indian Planning

(a) Economic Growth and Development: Characteristics of underdeveloped Economies; The Big Push Theory; Critical Minimum Effort Thesis; Concept of Take-off; Balanced Vs Unbalanced Growth; Marxian Theory; Schumpeter Theory; Factors in Economic Development.

(b) Characteristics of Indian Economic Planning: Main Elements of Five-Year Plans; Sectoral Allocation of Plan Outlays; Financing of Economic Plans.

3. Elementary Statistics and Interpretation of Data

Role of Statistics in Economics; Elements of curve Tracing and Alternative Graphs; Frequency Distribution; Measures of Central Tendency and Dispersion; Sampling methods; Sampling Technique; Nature and Purpose of Index Numbers; Commonly used Index Numbers.

Syllabus for Geography

1. Physical: Climate-vegetation-soils-inter-relationships; Natural landscape patterns.
2. Natural Resources Endowment and Development: Forest, Minerals, and Water.
3. Regional concept and Regionalisation: urban and regional planning; urban and regional hierarchies; urban systems; urbanisation and industrialisation.
4. Land use: Land use planning for agricultural, industrial and urban development; land use classification and database; land capability.
5. Population/human resources: Patterns of spatial distribution of population and growth-rural/urban by sex, age and occupation.
6. Infrastructural Planning: Locational and distributional aspects of infrastructure; Rural and urban infrastructure; Transport, Power, Markets, Health and Education.

Syllabus for Political Science and Public Administration

1. Modern political analysis: The views of Robert Dahl, David Easton, Gabriel Almond and Powell, Lucian Pye, Huntington.
2. Socialist political thought: The early socialists - Saint-Simon, Owen, H G. Wells, Sydney and Beatrice Webb etc. Marxist thought with special reference to Marx, Lenin, Engels and Mao.
3. Indian Government and politics: The nature of Indian State, Power elite, working of political institutions, decentralisation, elections, people's movements, the emerging issues like regionalism, communalism, federalism.
4. Development Administration: Approaches to development - liberal, Gandhian and Marxian, the politics of development administration, public policy intervention, prismaticism, instruments of development, the role of development bureaucracy in the third world societies.

Syllabus for Sociology

1. Basic Concepts: Community, association, institution, status, role, norms and values.
2. Characteristics of primary, secondary and quasi groups.
3. The family: its typology and classification; its universality and changing patterns.
4. Socialization and personality formation: the cultural and environmental determinants.
5. Social process: Cooperation and competition.
6. Functional and structural analysis of social systems: manifest and latent functions dynamic equilibrium and anomie; conflict and integrationist approaches to the study of society.
7. Social change: theories of culture lag, reference groups, sanskritization and modernization.
8. Recent theories in social analysis: Transactional analysis, network analysis, symbolic interactionism, ethnomethodology and structural Marxism.