

**Entrance Test syllabus for Admission to 2-Year PG in Commerce (Management Vertical) for 2026 onwards**

**UNIT-I**

Management: Process, Dimensions & Function of Management; Management as Art & Science. Planning: Nature, Need & Laminations; Components & Process of Planning; Levels of Planning: Corporate Level, Business Level & Operating Level. Decision Making: Programmed & Non-Programmed; Decision Making Conditions. Organizing: Need & Importance; Chain of Command; Span of Control; Delegation of Authority; Decentralization Vs. Centralization; Line & Staff Relations.

**UNIT-II**

Motivation: Process & Significance; Theories of Motivation: Maslow's Need Hierarchy, Two-Factor Theory & Expectancy Theory; Motivation & Morale. Leadership: Functions & Principles; Theories of Leadership: Trait Theory, Behavioral Theory & Situational Theory; Formal Vs. Informal Leadership. Control: Characteristics & Limitations; Essentials of Good Control System; Types & Levels of Control; Tools & Techniques of Control.

**UNIT-III**

Marketing Concepts; Marketing Mix; Selling Vs. Marketing. Consumer Behavior: Need & Significance; Consumer Buying Decision Process; Factors Affecting Consumer Buying Behavior. Market Segmentation: Importance & Bases. Product: Concept & Classification; Product Mix; Product Life Cycle. Pricing: Significance & Strategies; Factors Affecting Pricing of a Product.

**UNIT-IV**

Distribution Channels: Need & Importance; Types of Distribution Channels; Factors Affecting Choice of Distribution Channels; Wholesale Vs. Retailing; Types of Retailers. Promotion: Scope, & Significance; Types of Promotion: Advertising, Personal Selling, Public Relation & Sales Promotion; Factors Affecting Promotional Mix.

**UNIT-V**

Business Organization: Components & Functions. Industry Vs. Commerce; Business Vs. Profession. Industry: Primary, Secondary & Tertiary. Business Organization Environment: Economic, Technological, Political & Legal. Forms of Business Organizations: Sole-Proprietorship, Partnership, Joint Stock Companies & Co-Operatives. Non-Profit Organizations: Characteristics, Merits & Demerits. Private Company Vs. Public Company Vs. One Person Company.

**UNIT-VI**

Public Private Partnership: Concept & Characteristics; Franchising: Features & Types; Four P's of Franchising. Multi-National Corporation. E-Commerce Models: Business to Business (B2B), Business to Consumer (B2C), & Consumer to Consumer (C2C). E-Services: Match Making Services, Information Selling, E-Entertainment, & Auction; E-Commerce Revenue Model. Outsourcing: Concept & Characteristics.

## **UNIT-VII**

Organizational Behavior: Scientific Management Movement, Hawthorne Study, Theory X, Theory Y & Theory Z. Models of OB: The Autocratic Model, The Custodial Model, & The Supportive Model. Concept of Personality; Determinants of Personality: Heredity, Environment, & Situation. Personal Attributes Influencing OB: Locus of Control, Self-Esteem, Self-Monitoring, & Risk Taking. Attitude: Concept, Sources, Types & Functions. Perception: Concept & Process. Learning: Classical Conditioning, Operant Conditioning, & Law of Effect.

## **UNIT-VIII**

Human Resource Management: Functions & Role; Human Resource Information Systems. Human Resource Planning: Need & Process; Job Analysis: Uses & Methods; Job Description Vs. Specification. Recruitment: Nature, Process & Sources; Factors Affecting Recruitment Process. Selection Process. Orientation: Concept, Need & Process.

## **UNIT-IX**

Training: Concept, Need, & Process; Methods of Training; Development: Concept, Scope & Methods. Performance Management System: Importance & Uses; Performance Management Methods. Career Planning: Importance & Stages. Compensation: Concept & Components; Factors Affecting Compensation; Determination of Compensation. Job Evaluation: Concept & Scope. Incentives: Significance & Types.

## **UNIT-X**

Management Thought: Evolution & Importance. Early Management Thinkers: Robin Owen, Charles Babbage, Henry Metcalf & Charles Dupin. Weber's Bureaucratic Theory: Elements, Merits & Criticism; Fayol's Administrative Theory: Elements, Principles, Merits & Criticism; Taylor's Scientific Theory: Elements, Principles, Merits & Criticism.

## **UNIT-XI**

Business Ethics: Principles & Characteristics. Types & Sources of Ethics. Ethical Codes. Ethical Dilemma. Kohlberg's Model & Ethical Decision Making. Morality & Ethics; Ethics & Values. Principles of Professional Ethics; Principles of Work Ethics. Ethics & Religion. Factors Affecting Business Ethics; Sources of Business Ethics. Corporate Governance: Concept, Need, Principles & Features. Concept of Good Governance. Corporate Governance Theories: Agency Theory, & Stewardship Theory. Concepts of Green Governance & E-Governance.

## **UNIT-XII**

Advertising: Legal, Social & Ethical Aspects. Advertising Budget: Establishment & Allocation of Funds. Advertising as Communication: DAGMAR Approach. Kinds of Advertising: Print-Media, Broadcast Media, Non-Media, & Online Advertising. Unfair Advertising Practices. Sales Management: Concept & Importance. Sales Promotion Vs. Sales Management; Salesmanship Vs. Sales Management Vs. Personal Selling. Sales Force Management: Estimating Manpower Requirement; Recruitment & Selection of Salespersons. Salespersons: Training, Induction & Motivation.