DIRECT RECRUITMENT FOR THE POST OF POST GRADUATE ASSISTANTS / PHYSICAL EDUCATION DIRECTORS GRADE-I – 2018-2019

Subject : COMMERCE

Unit-I
Marketing – Fundamental Concepts and Approaches-Marketing Mix-Segmentation-Buyer behavior, Four P's Role of Middlemen Arguments FOR and AGAINST – Pricing policies and strategies.

Unit-II

Unit-III
Accounting for management-Functions and Benefits-Analysis and Interpretation of financial statements- Ratios-Fund flow and Cash Flow-Budgetory Control.

Unit-IV
Capital Expenditure decisions-Marginal costing and Break Even analysis - Managerial uses- Working capital forecast-Zero based -Budgeting.

Unit-V

Unit-VI
Differential costing-Reconciliation of costing and trading Profits-Allocation and apportionment of overheads.

Unit-VII
Entreprenental Development-Functions and kinds of Entrepreneurs-Traits-Women entrepreneurs-Incentives and subsidies- Consideration and Factors in setting up of an Unit Sources of Finance-Venture Capital-Forms of organization-Project Appraisal Techniques.

Unit-VIII
Role of Banks in EDP-TRYSEM – Self employment-SEEUY-SEPUP-DICS-Industrial Estate-Role of SIDCO, SIPCOT in Tamil Nadu TCO’s- Problems of small Entrepreneurs-Sickness of small scale units-Causes and revival.
Unit-IX
Statistics-Importance- Scope-Primary and Secondary DATA – Collection – Tabulation and Analysis – Measures of Central Tendency – Dispersion – Correlation-Regression Theories of Analysis – Chi-square Test.

Unit-X

Unit-XI
Accounting Concepts and conventions-Amalgamation, Absorption and Reconstruction of companies.

Unit-XII
Company Liquidator's Final statement- Different Methods of valuation of shares and Goodwill.

Unit-XIII

Unit-XIV

Unit-XV
Banking and Finance-Innovative Services of Modern Commercial Banks in India – Short-term instruments- Certificate of Deposits and Commercial papers-Diversification of Banking-Financial Services-Leasing-Credit Cards-Mutual Funds-Merchant Banking-Factoring Services – Credit rating – E banking.

Unit-XVI
Unit-XVII
Company Law and Auditing-Concept of company-Legal Features- Promotion and Formation of Companies – Memorandum and Articles of Association – Alteration of Directors-Winding up of companies-Duties of a Company Secretary relating to Meetings.

Unit-XVIII

Unit-XIX

Unit-XX