



DRAVIDIAN UNIVERSITY
Centre for Off-Campus Education & Research
Syllabus for M.Phil/Ph.D Commerce
Paper II: Broad Field

Unit – I:

Introduction – Evolution – Meaning & Objectives of Market – Definition of Market – Classification of Markets – Marketing – Features, Objectives & Importance of Marketing – Modern Marketing – Role of Marketing in Economic development. Nature – Scope – Objectives of financial management – Financing decision – Debt – Equity mix – Capital structure – Determinants of Capital structure.

Unit: II:

Globalization and Indian banking – Banking sector reforms – Challenges of Indian banking industry.

Unit – III:

Theories of entrepreneurship – sociological, psychological, economical and cultural theories – factors influencing entrepreneurship.

Unit – IV:

Job Analysis and Design – process of job analysis – methods of collecting job data – Factors Affecting Job Design – Job Design Approaches – Recruitment and selection

Unit – V:

Government support for industry in India – Incentives and subsidies – tax incentives and inputs subsidies – infrastructure – impact of incentives and subsidies on Industrial Development.



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Model Question Paper for M.Phil/Ph.D Commerce
Paper II: Broad Field

Time: 3 Hours

Max marks: 100

Answer Any **Five** Questions
All Question Carry Equal Marks

5x20=100

1. Examine the role of marketing in economic development.
2. Explain the determinants of capital structure.
3. Explain the impact of Globalization on Public Sector Banks in India.
4. Explain the challenges before banking industry.
5. What are the theories of entrepreneurship? Explain how entrepreneurship theories help enterprise development.
6. Explain how sociological and cultural factors influencing entrepreneurship.
7. Briefly narrate different approaches to job design.
8. Explain the detail different methods of collecting Job data.
9. What are the governmental incentives and subsidies for the promotion and development of Industry in India?
10. Examine role of the management in providing infrastructural facilities for Industrial development in India.
