



Kuvempu University
Department of Post-Graduate Studies and Research in Commerce
JnanaSahyadri, Shankaraghatta 577 451 (Shivamogga District, Karnataka)

e-mail: deptofcommerce07@gmail.com

No. KUS/Com/ /2022-23

Date:22-06-2022

TIME TABLE FOR Ph.D PROGRAMME ENTRANCE TEST-2021-22

Particulars	Date	Time
Entrance Test	30-06-2022	2.00 PM -5.00 PM
Announcement of Results and Allotment of Research Supervisor	01-07-2022 to 12-07-2022	---

Note:

1. The entrance examination will be held in the Department of Post Graduate Studies and Research in Commerce, Kuvempu University, JnanaSahyadri campus, Shankaraghatta.
2. The candidates should report at 1.00 PM on 30-06-2022.
3. The Hall Ticket will be send to candidate's E-mail id within 28-06-2022. The candidates have to affix their recent passport size photograph attested to the hall ticket and bring two copies of hall ticket to the entrance test.
4. **Eligibility Marks for Internal Viva-Voce** – Minimum for pass in the entrance test shall be 50% of the total marks for which the test is conducted with a relaxation of 5% to SC/ST/OBC (non-creamy layer)/differently abled category candidates. For those candidates who have qualified UGC-JRF/NET/SLET/Teacher Fellowship holder/Inspire Fellowships there shall be no minimum marks for pass in the entrance test.
5. The Candidates who have not enclosed the P.G Degree Marks cards/JRF/NET/SLET/Caste certificates (SC, ST, Cat-I, IIA, IIB, IIIA, IIIB,) along with their application, should bring a copy of the same while appearing for the entrance examination.
6. Mobile phone/Calculator/any other material will not be allowed in the examination hall.
7. The Candidates are required to produce valid photo identity proof (Voter ID/Pass Port/Nationalized Bank Pass Book/Aadhar Card/Driving License/ Ration Card) in the examination hall.
8. Your candidature is subjected to the fulfilment of eligibility norms and verification of documents. If any information furnished is found incorrect, the candidature is liable for rejection.
9. Written test will consist of 20 objective type questions, 08 short notes and 06 essay type questions shall be given, out of which any 05 short notes and 04 essay type questions need to be answered. Each short note and essay type questions carry 6 marks and 10 marks respectively, 50% from the Research Methodology and remaining questions from the cognate subjects.

For any Information Contact: Dr.Raghunandan 9844009686

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(Prof. S. Venkatesh)



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Prof. S. Venkatesh
 Dean & Chairman

Consolidated Provisional List of Applications received for Registration for Ph.D Programme in Commerce – 2021 - 2022

Sl.No	Name	PG %	Category	JRF/NET	Full Time/Part Time	REMARKS
				/SLET		
				/M.Phil		
1	RAKSHA PRABHU K	7.53 (CGPA)	GM	***	F	
2	TANURAJA V	66.12	2A	NET	P	
3	VEENA M	63.96	3A	NET/KSET	P	
4	MADHUSUDAN H N	78.95	GM	NET/KSET	P	M.Com marks cards not enclosed
5	RAKESH HOSMANI	65.5	2A	NET/KSET	P	
6	SWATHI M S	71.03	GM	NET	P	JRF(2011) expired
7	CHIRANJEEVI V B	71.08	SC	KSET	p	
8	SAHANA NAYAK H S	75.03	GM	***	p	1 2 3 sem M.Com marks card due
9	SUNDARA B N	73.68	GM	KSET/NET	P	M.Com marks cards not enclosed
10	CHAITHRA S T	6.61	2A	NET JRF	F	
11	NAMITHA KUMARI	6.11	2A	***	F	
12	SUSHMA H B	72.5	2A	KSET	F	
13	PRAMOD KUMAR	59.42	SC	***	F	income not enclosed(Rs.250 Due)
14	RAJESHWARI M C	70.73	3B	KSET	F	
15	TEJASWINI P	67.27	C-1	KSET	F	
16	RAMYA R	63.6	SC	***	F	
17	NAGESHA A	60.1	SC	NET	P	
18	LAKSHMI N M	71.84	SC	***	P	
19	CHAYADEVI KAMALA V	66.3	GM	***	P	KSET NET Certificate Not Enclosed/ SC Certificate Invalid
20	SHAKUNTALA H	63.35	SC	KSET	P	
21	SUDHIR DSOUZA	68.3	GM	K-SET	P	
22	VENKATESHA R	62.9	SC	NET	P	
23	POOJA N N	64.81	3B	KSET	F	1 2 3 sem M.com marks card due
24	ROJA A	74.47	SC	NET JRF KSET	F	
25	PRIYANKA S	61.54	SC	***	F	
26	JYOTHI H	66.46	GM	***	p	
27	CHANDRAKANTHA SHENOY	60	GM	NET M.phil	P	M.phil certificate not enclosed
28	SUNIL KUMAR D M	67	ST	KSET	P	
29	VARSHA N K	61.69	3B	***	F	
30	RANJANA D	64.54	3B	***	p	

31	NAKSHA J	84.17	GM	KSET	P	M.com marks card not enclosed
32	GANASHYAM	67.5	GM	KSET	P	
33	SANTHOSH P	58.05	3A	KSET	P	3A certificate not enclosed
34	PRASHANTH KUMAR H	61.85	GM	NET/M.phil	P	M.phil certificate not enclosed
35	MEGHANA P S	78.42	3A	***	P	M.com marks card not enclosed
36	SIDDESHREDDY K R	63.33	3A	NET/KSET	F	1 2 3 sem M.com marks card due
37	TEJASWINI J	71.06	GM	***	F	1 2 3 sem M.com marks card due
38	SHAKIR V M	75.2	2B	NET	P	2B expired
39	ANTHONI KIRAN	76	3B	***	P	M.com marks card not enclosed
40	ARUN KUMAR S	61.91	3B	***	F	
41	AYESHA SIDDIQUA	66.73	2B	NET/KSET	F	1 2 sem M.com marks card due
42	PRAKSHA C P	61.95	3A	***	P	3A not enclosed
43	BHARATHI	64.75	GM	KSET	P	
44	PRAVEEN SHETTY	71.51	GM	KSET/NET	P	
45	DHANU V C	88.1	2A	***	P	M.com marks card not enclosed
46	GANESHA M R	71.32	3A	KSET	P	M.com marks card not enclosed
47	MANJUSHREE G S	68.5	SC	**	p	Income certificate not enclosed (Rs 250 Due)
48	APARNA MALLIKARJUN MATHAPATHI	72.3	GM	**	p	1 2 3 sem M.com marks card due
49	SHARATH RAJ L N	64.23	SC	NET/KSET	P	
50	KISHAN N	63.92	3A	KSET	P	
51	CHIDANANDA B	55.37	3B	***	P	
52	BHAGYASHREE S	7.07(CGPA)	GM	***	P	
53	PUNEETH KUMAR G B	58.6	ST	***	p	
54	NAVEEN S	62.8	2A	***	F	
55	MAQSUD AHAMED N	61.93	2B	KSET	F	
56	ADARSHA MPM	62.46	3B	KSET,M.phil	P	
57	SUNIL NAIK S	64.85	SC	NET	P	Income certificate expired (Rs 250 Due)
58	RUDRAMUNI P B	6.85(CGPA)	3B	NET/KSET	F	
59	RAJESH R J	69.13	3B	KSET	P	
60	KAVYA R	65.77	2A	KSET	p	2A expired
61	BHARAT G S	61.95	3B	KSET	P	
62	PRUTHVI RAJ T D	60.35	3B	KSET	P	
63	THRIVENI H R	56.1	GM	***	P	
64	DHINESHA A S	63.35	3A	KSET	F	
65	ABHI H N GOWDA	66.46	3A	**	F	
66	HARISHA N	63.01	SC	K-set	F	KSET original Certificate Not Enclosed
67	YASHASWINI C P	66.61	SC	**	P	Income certificate not enclosed
68	MANJUNATHA S	62	SC	KSET	P	Income certificate not enclosed(Rs 250 Due)
69	JAGADEESHA C B	65.2	3B	**	P	NET/KSET Certificate Not Enclosed
70	CHANDAN U A	67.03	2A	NET/KSET	NOT	All marks card due

					MARKED	
71	RAVIKUMAR G	61.97	ST	K-SET	P	
72	YAHODHA T M	62.92	SC	**	F	
73	DHANANJAYA U S	69.12	3B	**	F	
74	HANUMANTHAPPA B	67.48	C-1	NET	P	
75	NAVNEETA	61.75	GM	**	P	
76	BINDHU S	71.6	GM	**	F	
77	MEGHA G PATIL	69.07	GM	K-SET	P	
78	SHOBHA N	60.38	GM	K-SET	P	1st year M.com marks card not enclosed
79	MANASA H S	7.71	SC	**	F	Income certificate expired (Rs 250 Due)
80	RAMACHANDRAPPA B M	65.54	ST	NET	P	
81	MANASA K	85.26	GM	K-SET	P	
82	ANNAPOORNA M	63.06	3A	K-SET	P	
83	ANIL KUMAR M	58.6	SC	NET	F	
84	RAGHAVENDRA B	61	C-1	K-SET	P	Kset orginal certificate not enclosed, M.com marks card not enclosed
85	RACHANA B S	70.81	GM	**	F	
86	SAVITHRI K	66.05	SC	NET	P	
87	YASHODHA KIRAN ARDHAGERI	6.45	ST	**	F	
88	DEEKSHITH KUMAR	57.03	GM	NET	P	
89	DHANYA SHREE	65.4	C-1	K-SET	P	C-1 certificate not enclosed
90	MEENAKSHI	7.35	SC	**	F	Income certificate expired(Rs 250 Due)
91	ROHINI C R	7.43	C-1	**	F	
92	SUREKHA B	63	ST	K-SET	P	
93	PRALHAD BASAVANT MADAKATTI	55	SC		F	
94	VASAVI VISHRAM NAIK	6.79	GM	**	P	
95	GURUPRASAD B	59.6	GM	K-SET	P	
96	SAVITA NAGAPPA NEELANNAVAR	6.7	2A	**	P	
97	SHILPA PATIL	7.56	GM	K-SET	P	
98	SHANKARA M	65.7	GM	NET	P	
99	SHASHIKALA R	63	GM	NET/M.phil	P	
100	VINOD PAUL J	71.87	3B	NET	P	
101	ANUSHA S	64.04	3A	**	F	
102	ANUSHA NADIGER	67.67	GM	NET	P	
103	VIBHA V RAO	67.88	GM	**	P	
104	NANDINI MALADKAR	6.2	2A	KSET	P	
105	RUPA YASHODA M N	58.75	3B	M.phil	P	
106	KAVYA H A	65.5	3A	NET KSET	P	
107	NIVEDITHA U Y	62.19	ST	**	F	Income certificate expired (Rs 250 Due)

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COMMERCE

Ph.D Entrance Exam Syllabus

Research Methodology

- Unit – 1: **Introduction:** Meaning and Significance of Research; Approaches to Research - Scientific and Non-scientific Approaches; Types of Research - Applied Research, Fundamental Research, Qualitative Research, Quantitative Research, *etc.*; and Criteria for Good Research.
- Business Research: Research in Business; Qualities of a good Researcher; Researcher and Manager Relationship; Research Process; Business Research Request and Proposal; and Ethics in Business Research.
- Unit – 2: **Research Process and Research Design:** Pilot Survey; Formulation of Research Problem, Statement of Problem/s; Questionnaire Reliability and Validity Test; Scope of the Study; Generating Hypothesis; Testing Hypothesis; Analyzing and Conclusion, *etc.*
- Concept of Research Design - Classification of Research Design; and Criteria for Good Research Design.
- Unit – 3: **Collection of Data and Sampling:** Primary Data - Observation Method, Group Discussion, Interview Method, Questionnaire Method and Survey Method; and Secondary Data Collection.
- Sampling: Concept of Sampling; Steps in Sampling; Sampling Techniques - Probability and Non-probability Methods; Sampling Frame; Sampling Unit; Sample Size; and Sampling and Non-sampling Errors.
- Unit – 4: **Measurement and Scaling:** Scaling and its Techniques - Paired Comparison Scale, Likert Scale, Semantic Differential Scale and Thurstone Scale; Measurement and its Techniques - Nominal Scale, Ordinal Scale, Interval Scale and Ratio Scale; and Characteristic of sound Measurement and Scaling
- Unit – 5: **Analysis and Presentation of Data:** Data Preparation and Description - Editing, Coding, Classification, Tabulation; Hypothesis Testing - Logic of Hypothesis Testing; Types of Hypothesis; Hypothesis Error; Measures of Central Tendency; Measures of Variation; Measures of Skewness; Statistical Testing Procedure; Types of Sample Tests; Types of Tests - Parametric Test- Z-Test, T-Test, Chi-Square Test, One Way ANOVA, Pearson's Correlation and Non-parametric Test - Chi-Square Test, Two Way ANOVA, Wilcoxon Test, Nann-Whitney Test, Friedman Test, Kruskal-Wallis Test and their Calculations; Factor Analysis; Regression Analysis; Cluster Analysis; and SPSS.

Unit – 6: **Research Report:** Types of Reports - Formal and Informal Report Writing; Criteria for good Research Report; Plagiarism; Target Audience; Pre-research Proposal; Progress Report; Final Report; Guidelines for effective Report Writing; Research Report Format; Instruction Manuals; Pre-Size Writing and Reporting; Final Presentation of a Report; and Practical Case Studies.

CORE SUBJECTS OF M.COM

Unit 1: Business Environment and International Business

- Concepts and elements of business environment: Economic environment- Economic systems, Economic policies(Monetary and fiscal policies); Political environment- Role of government in business; Legal environment- Consumer Protection Act, FEMA; Socio-cultural factors and their influence on business; Corporate Social Responsibility (CSR)
- Scope and importance of international business; Globalization and its drivers; Modes of entry into international business
- Theories of international trade; Government intervention in international trade; Tariff and non-tariff barriers; India's foreign trade policy
- Foreign direct investment (FDI) and Foreign portfolio investment (FPI); Types of FDI, Costs and benefits of FDI to home and host countries; Trends in FDI; India's FDI policy
- Balance of payments (BOP): Importance and components of BOP
- Regional Economic Integration: Levels of Regional Economic Integration; Trade creation and diversion effects; Regional Trade Agreements: European Union (EU), ASEAN, SAARC, NAFTA
- International Economic institutions: IMF, World Bank, UNCTAD
- World Trade Organisation (WTO): Functions and objectives of WTO; Agriculture Agreement; GATS; TRIPS; TRIMS

Unit 2: Accounting and Auditing

- Basic accounting principles; concepts and postulates
- Partnership Accounts: Admission, Retirement, Death, Dissolution and Insolvency of partnership firms
- Corporate Accounting: Issue, forfeiture and reissue of shares; Liquidation of companies; Acquisition, merger, amalgamation and reconstruction of companies
- Holding company accounts
- Cost and Management Accounting: Marginal costing and Break-even analysis; Standard costing; Budgetary control; Process costing; Activity Based Costing (ABC); Costing for decision-making; Life cycle costing, Target costing, Kaizen costing and JIT
- Financial Statements Analysis: Ratio analysis; Funds flow Analysis; Cash flow analysis
- Human Resources Accounting; Inflation Accounting; Environmental Accounting
- Indian Accounting Standards and IFRS
- Auditing: Independent financial audit; Vouching; Verification and valuation of assets and liabilities; Audit of financial statements and audit report; Cost audit
- Recent Trends in Auditing: Management audit; Energy audit; Environment audit; Systems audit; Safety audit

Unit 3: Business Economics

- Meaning and scope of business economics
- Objectives of business firms
- Demand analysis: Law of demand; Elasticity of demand and its measurement; Relationship between AR and MR
- Consumer behavior: Utility analysis; Indifference curve analysis
- Law of Variable Proportions: Law of Returns to Scale
- Theory of cost: Short-run and long-run cost curves
- Price determination under different market forms: Perfect competition; Monopolistic competition; Oligopoly- Price leadership model; Monopoly; Price discrimination
- Pricing strategies: Price skimming; Price penetration; Peak load pricing

Unit 4: Business Finance

- Scope and sources of finance; Lease financing
- Cost of capital and time value of money
- Capital structure
- Capital budgeting decisions: Conventional and scientific techniques of capital budgeting analysis
- Working capital management; Dividend decision: Theories and policies
- Risk and return analysis; Asset securitization
- International monetary system
- Foreign exchange market; Exchange rate risk and hedging techniques
- International financial markets and instruments: Euro currency; GDRs; ADRs
- International arbitrage; Multinational capital budgeting

Unit 5: Business Statistics and Research Methods

- Measures of central tendency
- Measures of dispersion
- Measures of skewness
- Correlation and regression of two variables
- Probability: Approaches to probability; Bayes' theorem
- Probability distributions: Binomial, poisson and normal distributions

Unit 6: Business Management and Human Resource Management

- Principles and functions of management
- Organization structure: Formal and informal organizations; Span of control
- Responsibility and authority: Delegation of authority and decentralization
- Motivation and leadership: Concept and theories
- Corporate governance and business ethics
- Human resource management: Concept, role and functions of HRM; Human resource planning; Recruitment and selection; Training and development; Succession planning
- Compensation management: Job evaluation; Incentives and fringe benefits
- Performance appraisal including 360 degree performance appraisal
- Collective bargaining and workers' participation in management
- Personality: Perception; Attitudes; Emotions; Group dynamics; Power and politics; Conflict and negotiation; Stress management
- Organizational Culture: Organizational development and organizational change

Unit 7: Banking and Financial Institutions

- Overview of Indian financial system
- Types of banks: Commercial banks; Regional Rural Banks (RRBs); Foreign banks; Cooperative banks
- Reserve Bank of India: Functions; Role and monetary policy management
- Banking sector reforms in India: Basel norms; Risk management; NPA management
- Financial markets: Money market; Capital market; Government securities market
- Financial Institutions: Development Finance Institutions (DFIs); Non-Banking Financial Companies (NBFCs); Mutual Funds; Pension Funds
- Financial Regulators in India
- Financial sector reforms including financial inclusion
- Digitisation of banking and other financial services: Internet banking; mobile banking; Digital payments systems
- Insurance: Types of insurance- Life and Non-life insurance; Risk classification and management; Factors limiting the insurability of risk; Re-insurance; Regulatory framework of insurance- IRDA and its role

Unit 8: Marketing Management

- Marketing: Concept and approaches; Marketing channels; Marketing mix; Strategic marketing planning; Market segmentation, targeting and positioning
- Product decisions: Concept; Product line; Product mix decisions; Product life cycle; New product development
- Pricing decisions: Factors affecting price determination; Pricing policies and strategies
- Promotion decisions: Role of promotion in marketing; Promotion methods - Advertising; Personal selling; Publicity; Sales promotion tools and techniques; Promotion mix
- Distribution decisions: Channels of distribution; Channel management
- Consumer Behaviour; Consumer buying process; factors influencing consumer buying decisions
- Service marketing
- Trends in marketing: Social marketing; Online marketing; Green marketing; Direct marketing; Rural marketing; CRM
- Logistics management

Unit 9: Legal Aspects of Business

- Indian Contract Act, 1872: Elements of a valid contract; Capacity of parties; Free consent; Discharge of a contract; Breach of contract and remedies against breach; Quasi contracts;
- Special contracts: Contracts of indemnity and guarantee; contracts of bailment and pledge; Contracts of agency
- Sale of Goods Act, 1930: Sale and agreement to sell; Doctrine of Caveat Emptor; Rights of unpaid seller and rights of buyer
- Negotiable Instruments Act, 1881: Types of negotiable instruments; Negotiation and assignment; Dishonour and discharge of negotiable instruments
- The Companies Act, 2013: Nature and kinds of companies; Company formation; Management, meetings and winding up of a joint stock company
- Limited Liability Partnership: Structure and procedure of formation of LLP in India
- The Competition Act, 2002: Objectives and main provisions
- The Information Technology Act, 2000: Objectives and main provisions; Cyber crimes and penalties
- The RTI Act, 2005: Objectives and main provisions
- Intellectual Property Rights (IPRs) : Patents, trademarks and copyrights; Emerging issues in intellectual property
- Goods and Services Tax (GST): Objectives and main provisions; Benefits of GST; Implementation mechanism; Working of dual GST

Unit 10: Income-tax and Corporate Tax Planning

- Income-tax: Basic concepts; Residential status and tax incidence; Exempted incomes; Agricultural income; Computation of taxable income under various heads; Deductions from Gross total income; Assessment of Individuals; Clubbing of incomes
- International Taxation: Double taxation and its avoidance mechanism; Transfer pricing
- Corporate Tax Planning: Concepts and significance of corporate tax planning; Tax avoidance versus tax evasion; Techniques of corporate tax planning; Tax considerations in specific business situations: Make or buy decisions; Own or lease an asset; Retain; Renewal or replacement of asset; Shut down or continue operations
- Deduction and collection of tax at source; Advance payment of tax; E-filing of income-tax returns.

Question Paper Pattern for Ph.D Entrance Exam

Question Paper shall be divided into Three Sections *viz.*, Section – I (Objective Type Questions/MCQs), Section – II (Conceptual/Analytical/Application), and Section – III (Conceptual/Analytical/Application).

Section – I: Maximum Marks: 20

Twenty objective type questions/multiple choice questions and the students have to answer all the twenty questions. Each question carries one mark.

Section – II: Maximum Marks: 30

Five questions shall be answered out of Eight questions. Each questions carries Six marks.

Section – III: Maximum Marks: 40

Four questions shall be answered out of Six questions. Each Questions carries Ten Marks.