



Prof. S. Venkatesh
Dean & Chairman,
Kuvempu University, Shankaraghatta.

TIME TABLE FOR Ph.D PROGRAMME ENTRANCE TEST

Particulars	Date	Time
Entrance Test	27-07-2023	2.00 PM -5.00 PM
Announcement of Results and Allotment of Research Supervisor	01-08-2023 to 05-08-2023	-

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 27-07-2023.
3. The Hall Ticket will be send to candidate's E-mail id within 24-07-2023. 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, and whose caste or income certificate was expired should bring a copy of the same while appearing for the entrance examination.
6. If candidates failed to submit their claimed reservation certificates then such candidature will be treated as GMagainst their claimed reservation
7. Mobile phone/Calculator/any other material will not be allowed in the examination hall.
8. 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.
9. 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.
10. 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 respectively. Each short note and essay type questions carry 6 marks and 10 marks respectively, 50% from the Research Methodology and remaining 50% questions from the cognate subjects.

For any Information Contact:

1. Dr. Raghunandan G -9844009686 2. Dr. Heena Tabasum- 8618018605



Kuvempu University

Department of Post-Graduate Studies and Research in Commerce

Jnana Sahyadri, Shankaraghatta 577 451 (Shivamogga District, Karnataka)

e-mail: departmentofcommerce07@gmail.com

Prof. S. Venkatesh

Dean & Chairman,

Kuvempu University, Shankaraghatta.

**Consolidated Provisional Approved List of Applications received for
Entrance Test for Ph.D. Programme in Commerce, 2022-23**

Sl.No	Name	% of Marks (PG) (CGPA)	Category	JRF/NET /SLET /M.Phil.	Full Time/ Part Time	Remarks
1.	Abhishek S	66.19	2A	NET	FT	-
2.	Adarsha MPM	62.46	3B	SLET/M.Phil	PT	-
3.	Akash D. S	63.20	GM	SLET	PT	-
4.	Akshatha Sampson	64	GM	-	PT	-
5.	Anthony Nikhil E	64.36	3B	-	PT	-
6.	Anusha Krishna	62.25	SC	-	PT	-
7.	ArchanaNarayanaGadde	76.00	GM	-	PT	Hard Copy Documents/ Certificates Not Enclosed
8.	Arun Kumar G	63.97	SC	SLET	PT	-
9.	Arun Kumar M.S	67.20	GM	-	PT	-
10.	Ashwini H. B	55.00	3B	-	PT	-
11.	Bhargavi K. S	63.54	3B	-	PT	3B Certificate Not Enclosed
12.	Bhavya Krishna Naik	65.7	GM	-	PT	-
13.	Bhavya N.R	60.65	GM	-	PT	-
14.	Chaitanya C.M	86.00	GM	SLET	PT	-
15.	ChandrakanthaShenoy	60.00	GM	NET/MPhil	PT	-
16.	Chaya L	7.49	3A	-	PT	3A Certificate Not Enclosed
17.	ChethanNaik S	62.62	SC	-	FT	-
18.	Chinmayi A D of RaveendraBhat	71.27	GM	-	FT	-
19.	Deekshith Kumar	57.3	GM	NET	PT	-
20.	Deepika M	60.80	2A	NET	PT	-
21.	Dhananjaya U. S	69.12	3B	-	FT	-
22.	Dinesha A.S	63.35	3A	SLET	FT	-
23.	Eshwar S.M	59.37	2A	SLET	PT	2A Certificate

						Expired
24.	Fakruddin	68.3	GM	NET	PT	-
25.	Gajendra M.L	74.74	GM	-	PT	-
26.	Ganashyam	67.50	GM	SLET	PT	-
27.	Ganisha M.R	71.32	3A	SLET	PT	3A Certificate Not Enclosed
28.	Gayathri N.M	66.04	SC	NET	PT	-
29.	Gurubasavaraj K	7.43	3B	NET	PT	-
30.	Guruprasad	65.08	GM	NET/SLET	PT	-
31.	Guruprasad B	60.00	GM	SLET	PT	-
32.	Gururaj N	67.10	GM	SLET	PT	-
33.	Harish Shetty	66.08	3B	NET	PT	-
34.	Harisha C.P	77.89	SC	-	PT	-
35.	Hemanth Kumar	66.03	3A	-	PT	-
36.	Jeevanraj	64.35	2A	NET/SLET	PT	-
37.	Kavitha J	80.25	3A	-	PT	-
38.	Kavitha M. L	63.3	SC	SLET	PT	SLET Certificate Not Enclosed
39.	Kavya H. A	65.50	3A	NET/KSET	PT	-
40.	Kavya R	65.77	2A	SLET	PT	-
41.	Kavyashree S	68.58	3A	-	PT	3A Certificate Not Enclosed
42.	Keerappa N. Bhajantri	62.4	SC	NET	PT	-
43.	Kirana V.K	61.43	3A	SLET	FT	-
44.	Kumar D	56.37	SC	NET	PT	-
45.	Latha S.K	60.00	2A	-	PT	-
46.	Lokegowda D.K	7.89	GM	NET	PT	-
47.	MahanteshMudhol	55.6	GM	NET	PT	NET Certificate Not Enclosed
48.	Mahesh B.S	69.28	SC	NET/SLET	PT	-
49.	Mamatha M. K	69.83	3A	-	PT	-
50.	Mamatha N.Y	7.38	3B	-	FT	-
51.	Manasa D.S	58.4	2A	-	PT	-
52.	Manjunatha B	64.60	3B	SLET	PT	-
53.	Manjunatha D. S	64.5	GM	SLET	PT	-
54.	Manjunatha S	62.00	SC	SLET	PT	-
55.	Meghana G	64.86	ST	-	PT	-
56.	Meghashree	75.50	2A	-	PT	-
57.	Murthy S.R	57.70	GM	NET	PT	-
58.	Nagesha K	66.77	2A	SLET	PT	-
59.	NandiniMaladakar	6.20	2A	SLET	PT	-
60.	Nanditha T H	70.07	GM	NET	PT	-
61.	Narasimhamurthy P	66.35	SC	SLET	PT	-
62.	Nisha A V	66.81	2A	-	PT	-
63.	Niveditha U.Y	62.19	ST	-	FT	-
64.	Palaiah N	55.88	ST	-	PT	-

65.	Pooja K.E	64.38	GM	-	FT	-
66.	Prakash C.P	61.95	3A	-	PT	3A Certificate Invalid
67.	Pramod Kumar	59.42	SC	-	PT	-
68.	Prashanth Kumar H	62.85	GM	NET/MPhil	PT	-
69.	Praveen Kumar M	66.77	SC	NET	PT	-
70.	Pruthviraj T D	60.35	3B	SLET	PT	-
71.	Purushothama	70.62	GM	NET/SLET	PT	-
72.	PushpaNaik	56.5	CAT-1	SLET	PT	CAT-I Certificate Not Enclosed
73.	Rachana B.S	70.80	GM	-	FT	-
74.	Raghavendra H. N	67.46	SC	SLET	PT	-
75.	Raghavendra K. Adhyapak	73.95	GM	SLET	PT	-
76.	Raghuveera V.H	67.63	2A	NET/SLET	PT	2A Certificate Not Enclosed PG Marks Card Not Enclosed
77.	Rahul H.R	63.13	2A	-	FT	2A Certificate Expired
78.	RakeshHosmani	65.50	2A	NET/SLET	FT	
79.	Ramachandrappa B.M	65.54	ST	NET	PT	-
80.	Rangaswamy R	57.22	SC	NET/SLET	PT	-
81.	Raveesh R	67	SC	SLET	PT	-
82.	Ravikumar G	61.97	ST	SLET	PT	-
83.	Rekha P	61.76	CAT-I	NET	PT	NET Certificate Not Enclosed
84.	Rohini C. R	74.31	CAT-I	-	PT	-
85.	Salma P. K	61.37	2B	-	PT	2B Certificate Expired
86.	Samuel	80.55	3B	NET/SLET	PT	-
87.	Sangeetha S	64.73	ST	SLET	PT	SLET Certificate Not Enclosed
88.	Sanjivini V Nidavani	73.64	3B	-	PT	-
89.	SanjotaSirasangi	63.80	CAT-I	M.Phil.	PT	-
90.	Sapna S	66.67	ST	NET	FT	-
91.	Sathish V	60.93	2A	-	PT	-
92.	Sathisha M	64.35	SC	NET/MPhil	PT	-
93.	SavitaNeelannavar	67	2A	-	FT	-
94.	Shankara M	65.67	GM	NET	PT	-
95.	SharatUppar	56.67	CAT-I	-	FT	-
96.	ShashikanthNadig	52.10	GM	-	PT	-
97.	ShivakumarBaliger	70.10	2A	SLET	FT	-
98.	Shreedhar G Badiger	66.4	2A	KSET	PT	2A Certificate Not Enclosed
99.	Shreekanth E. S	67.63	3B	-	PT	3B Certificate Not Enclosed

100.	Shruthi C.S	81.58	ST	-	PT	-
101.	Shruthi K	66.85	2A	SLET	PT	SLET Certificate Not Enclosed
102.	ShwethaJ.Rao	7.73	2A	NET/SLET	PT	-
103.	Shwetha N.S	75.16	2A	-	PT	-
104.	Sinchana K.S	68.96	GM	-	FT	-
105.	Smitha B	74.74	3A	SLET	PT	-
106.	Somashekara C.N	62.75	GM	NET	PT	-
107.	Somashekhar T.H	63.73	GM	NET/SLET	PT	-
108.	Souparnika	69.28	2A	-	PT	2A Certificate Not Enclosed
109.	Sowmya B .K	55.00	3A	NET	PT	3A Certificate Expired
110.	SowparnikaUmesh B	67.27	GM	-	PT	-
111.	Srinivasa C	65.62	SC	SLET	FT	-
112.	Srujana A Joshi	69.68	GM	-	PT	-
113.	Srushti S	60.85	SC	-	FT	-
114.	Sukanya M.C	64.65	2A	-	PT	-
115.	Suman K.K	76.84	3A	SLET	FT	-
116.	Sundara B.N	73.68	GM	NET/SLET	PT	-
117.	Sunil Naik S	64.85	SC	NET	PT	-
118.	Supriya S	67.65	GM	-	FT	-
119.	Sushma M.	68.63	3A	SLET/MPhil	PT	-
120.	Swamy S.L.R	72.53	ST	-	FT	-
121.	Taniya Sameen	61.58	2B	-	PT	2B Certificate Expired
122.	Tasleema Jorum	68.10	2B	MPhil	PT	-
123.	Tejaswini P	67.23	GM	-	PT	-
124.	Theja G	65.00	SC	SLET	FT	-
125.	Ullasdev V Dodamani	66.75	SC	-	FT	-
126.	UmeshKubusad	64.71	3B	SLET	PT	-
127.	Usha K	68.95	GM	NET	PT	-
128.	Veena M	63.96	GM	SLET/NET	PT	-
129.	Veeresh Y Danappagoudra	67.5	3B	SLET	FT	-
130.	Vinaya D.M	69.40	CAT-1	-	PT	-
131.	VinayakMirajkar	7.36	GM	NET	FT	-
132.	Vishnu Deshpande	67.16	GM	-	PT	-
133.	Vittala	75.30	2A	SLET	FT	-
134.	Yogesh N	58.4	GM	-	PT	-

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(Prof. S. Venkatesh)
CHAIRMAN



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 internationalbusiness
- Theories of international trade; Government intervention in international trade; Tariff and non-tariff barriers; India's foreign tradepolicy
- 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 FDIpolicy
- 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 payment 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; Quasicontracts;
- 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.