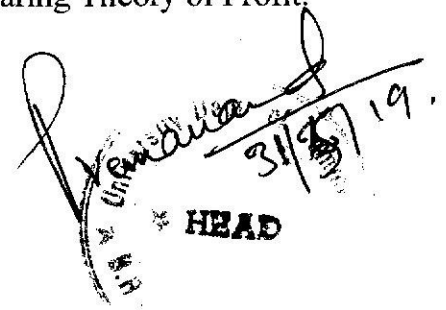


## UNIT - I

1. **Management:** Meaning concept, Definition, Characteristics Functions and Limitations of Management.
2. Evolution of different schools of Management thought of leading thinkers Taylor, Fayol and Mayo Management as profession.
3. **Managerial Economics:-** Definition and scope of Managerial Economics, Difference between Managerial Economics and Traditional Economics.
4. **Role of Managerial Economist:-** Functions and Responsibilities of Managerial economist, need for managerial economist.

## UNIT - II

- 1 **Planning-Meaning:** Definition, characteristics, importance types of planning, Process of planning.
- 2 **Communication :** meaning, concept, kinds, objectives. Communication process models, Barriers.
- 3 **Pricing Policy:-** Determination of Pricing under perfect competition. Time element in the differentiation of pricing; Monopolistic competition.
- 4 **Profit Policy:-** Break-even Analysis Uncertainty Bearing Theory of Profit.

A handwritten signature in black ink is written over a circular stamp. The date '31/5/19.' is written to the right of the signature. The stamp contains the word 'HEAD' in capital letters.

**UNIT - III****1. Moment:-**

Meaning, objectives, calculation of moment about Arithmetical mean, calculation of moment about arbitrary origin, calculation of central moment about arbitrary origin, conversion of central moments into moment about arbitrary origin.

**2. Correlation Analysis:**

Meaning, Importance, Types, Degree, of correlation, correlation and causation, Method of determining correlation:

- (a) Karl Pearson's coefficient of correlation, Method
- (b) Spearman's Ranking Method.

**3. Valuation of shares:** Meaning, Needs and types of value of shares, method of valuation of shares-Assets valuation method, Income valuation method, Fair valuation method and Earning per share methods.**4. Valuation of Goodwill-**concept of good will, Nature, Methods of valuation of goodwill-Average profit method, super profit method, capitalization of profit method, and Annuity methods.**UNIT - IV****1. Association of Attributes:** Meaning, classification, Notation, Determination of Unknown class frequencies (up to 3rd order), Forms of Association of Attributes, Method of determining Association : (i) comparison of observed and Expected Method. (ii) Comparison of proportions method**2. Regression Analysis:**

Meaning, Utility, Linear Regression, Regression line, Regression equations, Regression co-efficient's properties, calculation of Regression of co-efficient (i) Product Moment Method (ii) Deviation Method. Difference between correlation and Regression.

**3. Investment Accounts-**Meaning, Types of Investments, Advantage. Interest on Investments-cum interest and Ex-Interest purchase and sale. Cum divided and Ex-Divided Purchase and sale.**4. Liquidation of companies-** Meaning, Forms of Liquidation, Appointment and Remuneration of liquidator. Preparation of Liquidator's statement of Account.

*Premanshu*  
3/5/19.

**UNIT - V**

1. **Management Accounting**-Meaning concept, uses adjectives and significance. difference between cost Accounting and Financial accounting.
2. **Standard costing**-Meaning, concept and determination of standard cost and standard units. standard cost and the estimated cost. Variance-analysis and calculation of different types of material variances and the Labour variances
3. **Financial Management**: Meaning nature and scope, object, importance and limitation of financial management, profit V/S wealth maximization . Finance function, organization of finance function.
4. **Leverage** : Meaning and types of leverage , computation of operating, financial & combined leverage.

**UNIT - VI**

1. **Income Statement**: objectives and uses of Income statement . Preparation of Income statement under ABSORPTION and the marginal costing system.
2. **Marginal costing**: meaning concept uses, importance and difference between Absorption and the marginal costing system. Calculation of BEP, PVR MOS.
3. **Cost of capital** : Meaning and significance of cost of capital calculation of cost of debt, preference and Equity share capital.
4. Capital structure, dividend policies, Forms of Dividend, factors affecting dividend policy.

**UNIT - VII**

1. **Public company**:Definitions characteristics Types of public company difference between public company and private company. Multinational company.
2. Promotion and Incorporation of companies, Memorandum of Association, Articles of Association Prospectus.
3. **Marketing**: Concept, nature, Scope and importance of marketing: Marketing concept and its evolution; Marketing mix; Strategic marketing planning;-an overview.
4. **Pricing Decisions**: Factor effecting price determination; Pricing policies and strategies; Discounts and rebates.

*Premarand*  
31/5/19.

### UNIT - VIII

1. **Company Management:** Appointment of Director powers, Rights and Duties. Company Meeting Resolutions minutes of Meeting.
2. **Distributions channels and Physical Distribution Decisions:** Nature, function, and types of distribution channels; Distribution channel intermediaries; Channel management decision; Retailing wholesaling.
3. **Marketing Research :** Meaning and scope of marketing research; Marketing research process.

### UNIT - IX

1. **Theory of Research :**  
Meaning and Objectives of Research; Process of Research' Types of Research; Approaches; Selection and Formulation of a Research Problem, Criteria of a Good Research Problem.
2. **Hypothesis and Research Design:**  
Concept sources and Types of Hypotheses; Formulation of Hypothesis; Qualities of a Workable Hypothesis; Usefulness of Hypothesis in Business Research; Uses of Research Design;
- 3 **Cost Accounting:** Meaning, objectives, types and importance of cost Accounting as modern management Technique . Cost classification.
4. **Marginal Costing:** Basic concept, Advantage and Limitations . Application of marginal costing in Decision making.

### UNIT - X

1. **Sampling and Data Sources:**  
Characteristics of good sample; Principles of Sampling; Sampling Process; Probability and Non-probability Sampling .
2. **Data Collection :**  
Process of Data Collection through Observation and Schedule.  
Construction of Questionnaire; Interview Technique in Business Research;  
Choice between Primary and Secondary Data.

*Premchand*  
375719

- 3. : **Break-even Analysis:** Cost volume profit Analysis, Break even chart, Method of Preparation, Analysis of Incidence. Advantage and limitation.
- 4. : **Tax planning & Management:** Meaning , concept , Tax Avoidance Tax Evasion etc. Tax Rebate, Concessions, Tax Holidays available to Exporters and Income on which TDS is applicable.

8/10/19  
31/5/19

Rev  
31.5.19

Premanand  
31/5/19.  
Prof. Dr. Premanand  
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