



Kuvempu University

Department of Post-Graduate Studies and Research in Commerce
Jnana Sahyadri, Shankaraghatta 577 451 (Shivamogga District, Karnataka)
e-mail: deptofcommerce07@gmail.com

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

TIME TABLE FOR Ph.D PROGRAMME ENTRANCE TEST

Particulars	Date	Time
Entrance Test	21-09-2024	2.00 PM -5.00 PM
Announcement of Results and Allotment of Research Supervisor	01-10-2024 to 30-10-2024	-

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 21-09-2024.
3. The Hall Ticket will be send to candidate's E-mail id within 18-09-2024. 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



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Chairman, BOS in Commerce,

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Consolidated Provisional Approved List of Applications received for Entrance Test for Ph.D. Programme in Commerce, 2023-24

Sl.No	Name	% of Marks (PG)	Cate-gory	JRF/NET /SLET /M.Phil	Full Time/ Part Time	Remarks
1.	ADARSHA M P M	62.46	3B	MPhil/KSET	PT	Category Certificate Expired
2.	AKASH D S	63.21	GM	KSET	PT	KSET Certificate Not Enclosed
3.	AKSHATH H L	69.58	3A	NET	PT	
4.	AKSHATHA L S	65.35	3B	KSET	PT	KSET Certificate Original Not Enclosed
5.	AKSHATHA P D	61.90	3A	-	PT	Category Certificate Not Enclosed
6.	ALIMUTHUJA G C	60.60	2B	KSET	PT	
7.	ANAND	60.80	SC/HYK	NET/KSET	PT	
8.	ANIL MURTHY V	71.19	ST	KSET	PT	
9.	ANISA TAJ S	69.41	2B	KSET	PT	
10.	ANURADHA	69.00	2A	KSET	FT	
11.	ARUNA KUMARI	63.23	3A	NET/KSET	PT	
12.	ASHOKA M	67.54	SC	KSET	PT	
13.	ASHOKA Y R	55.63	GM	-	PT	
14.	ASHWIJA	64.30	GM	KSET	PT	
15.	BAGALI AMBREEN	68.59	2B	-	FT	
16.	BANUPRIYA K R	72.67	3B	KSET	PT	KSET Certificate Original Not Enclosed
17.	BHARATHA B K	64.83	GM	KSET	PT	
18.	C RAMESH BABU	61.33	SC	-	PT	
19.	CHETHAN NAIK S	62.62	SC	KSET	PT	KSET Certificate Original Not Enclosed
20.	CHIDANANDA B	60.67	3B	-	PT	
21.	CHINNATHAYAMMA H A	63.90	GM	NET/KSET	PT	
22.	CHOLAPPA MARIYAPPA KAMBALI					Rejected (Dated 01-08-2024)
23.	DEVARAJU K T	70.00	3A	KSET	PT	Marks Card Not Enclosed
24.	DINESHA A S	63.35	3A	KSET	PT	
25.	DIVYA BUDUR	73.96	3B/HYK	-	PT	
26.	DIVYA M N	63.96	SC	KSET	FT	-

27.	DODDAHANAMANTA	62.70	SC/HYK	KSET	PT	KSET Certificate Original Not Enclosed
28.	Duplicate Application (112)					
29.	ESHWAR S M	59.37	2A	KSET	PT	Category Certificate Expired
30.	GAJENDRA S	62.21	CAT-I	KSET	PT	
31.	GANESH M R	71.32	3A	KSET	PT	Marks Card Not Enclosed
32.	GURURAJ N	67.19	GM	KSET	PT	
33.	HEMALATHA D	71.38	GM	KSET	PT	
34.	HEMALATHA H M	70.53	2A	-	PT	Marks Card Not Enclosed
35.	IRFAN BASHA	65.69	2B	KSET	PT	
36.	JEEVANRAJ	64.35	2A	NET/KSET	PT	
37.	KAVITHA DADEPAGU	63.78	SC/HYK	NET	FT	NET Certificate Original Not Enclosed
38.	KAVYA R	65.77	2A	KSET	PT	
39.	KAVYASHREE S	68.57	GM	KSET	PT	
40.	KEERTHANA S	69.80	SC	-	FT	
41.	KIRANA V K	61.43	3A	KSET	PT	Category Certificate Expired
42.	KISHAN N	63.92	3A	KSET	PT	
43.	MAHADEVAPPA B HANCHINAMANI	65.08	GM	KSET	PT	
44.	MALAVIKA CATHARINE BALMI	78.08	GM	NET/KSET	PT	KSET Certificate Not Enclosed
45.	MANJULA A N	66.81	3B	KSET	PT	Category Certificate Expired
46.	MANJUNATH B	63.33	GM	KSET	PT	
47.	MANJUNATH L	64.72	3B	-	PT	Marks Card and Category Certificate Not Enclosed
48.	MANJUNATH MARUTHI KODIHALLI	65.77	ST	NET/KSET	FT/PT	
49.	MANJUNATHA M N	65.72	ST	-	PT	
50.	MICHAEL JOYSON	64.13	3B	-	FT	
51.	MRUTHUNJAYAA	63.82	3B	KSET	PT	
52.	NABIRASOOL	58.00	2B/HYK	-	PT	
53.	NAGAPPA	63.52	2A/HYK	-	PT	
54.	NAVYA SHEDTHY	65.60	3B	-	PT	
55.	NEERAJA C J	73.21	GM	-	PT	
56.	NIRANJAN MURTHY N J	79.21	SC	KSET	PT	Marks Card Not Enclosed
57.	NIRANJANA MURTHY R K	63.50	SC	KSET	PT	
58.	NIVEDITA B K	78.50	SC	NET/KSET	PT	
59.	NIVEDITHA U Y	62.19	ST	-	FT	
60.	PANCHAKSHARI M HUGAR	69.00	3B	-	PT	
61.	PRASHANTHA M	60.42	SC	KSET	PT	
62.	PRATHEEKSHA K	64.00	CAT-I	-	FT	
63.	PRATHIMA	68.56	GM	NET/M.Phil	PT	

64.	PRATHIMA V	65.90	2A	-	PT	Category Certificate Not Enclosed
65.	PRAVEEN METRI	70.63	2A	-	FT	
66.	PRAVEEN RAVI SHET	67.67	2A	NET/KSET	PT	
67.	PRAVEEN T R	61.79	3B	-	PT	Category Certificate Not Enclosed
68.	PRAVEENKUMAR KRISHNAJI	75.50	GM/HYK	NET/KSET	PT	
69.	PRIYA R	66.21	2A	KSET/M.Phil	PT	
70.	PRUTHVIRAJ T D	60.35	3B	KSET	PT	
71.	RAGHAVENDRA HARIGOL	63.24	GM	NET	PT	
72.	RANJITH M	73.55	SC	KSET	FT	
73.	RANJITHA BAI	64.10	SC	-	PT	
74.	RANJITHA C S	71.72	2A	-	PT	
75.	RANJITHA H M	73.16	3A	-	PT	Marks Card Not Enclosed
76.	RAVIKUMAR G	61.97	ST	-	PT	Income Certificate Not Enclosed
77.	RENUKA G M	60.00	3B	KSET	PT	
78.	ROOPA D	60.04	SC	M.Phil	PT	
79.	SACHIN A S	80.64	3A	-	FT	
80.	SACHIN B K	72.56	SC	NET/JRF	FT	
81.	SAHANA C R	-	3A	NET/KSET	PT	Marks Card Not Enclosed and Category Certificate Expired
82.	SAHANA K	71.70	ST	-	FT	
83.	SAMEER GAD	-	GM	NET	PT	Marks Card Not Enclosed
84.	SANJANA HOLIMATH	60.17	GM	-	PT	
85.	SANJIVINI VIRUPAXAPPA NIDAVANI	73.64	3B	-	FT/PT	
86.	SANTHOSHKUMARA B M	67.97	3A			Category and KSET Certificate Not Enclosed
87.	SARVASHREE M	62.57	SC	KSET	PT	
88.	SHAILA BIRADAR	69.45	3B/ HYK	-	PT	
89.	SHARAD J BIKKANAVAR	65.31	2A	-	FT	JRF/NET/KSET in Management
90.	SHARADA R	77.35	SC	NET	PT	
91.	SHARATH P	59.46	2A	-	PT	
92.	SHARATHRAJ L N	64.23	SC	NET/KSET	PT	
93.	SHASHIKALA N	70.83	SC	NET/JRF	PT	
94.	SHIVABASAV KATIGER	66.58	ST	KSET	PT	
95.	SHRAVYA K	73.70	ST	KSET	FT	KSET Certificate Original Not Enclosed
96.	SHREEDHAR S	77.73	SC	KSET	FT	
97.	SHWETHA G K	66.50	SC	NET	PT	
98.	SHWETHA J	75.79	2A	-	PT	Marks Card Not Enclosed

99.	SHWETHA L	66.00	SC	-	FT	
100.	SONALI ASHOK	68.60	3B/HYK	-	PT	
101.	SOUBHAGYA G SOPPIHIREMATHA	72.10	3B	-	PT	Marks Card Not Enclosed and Category Certificate Expired
102.	SOUNDARYA N SHET	71.38	2A	-	PT	
103.	SOWMYA	78.50	2A	-	PT	Category Certificate Expired
104.	SOWPARNIKA UMESH B	67.27	GM	-	PT	
105.	SRUSHTI S	60.85	SC	-	FT	
106.	SUJATHA K	64.68	CA-I	-	PT	
107.	SUKANYA M C	64.65	2A	-	FT/PT	
108.	SUNIL DEVENDRAPPA	62.20	GM	-	PT	
109.	SUNIL KUMAR D M	67.00	ST	KSET	PT	
110.	SUNITHA K S	60.87	ST	-	FT/PT	
111.	SUPRIYA JOGI V	76.23	CAT-I	-	PT	
112.	TEHSEENARA GOVE	66.04	2B	-	FT	
113.	TEJASWINI P	67.27	GM	-	FT	
114.	THANGAMMA A A	68.24	GM	NET	PT	NET Certificate Not Enclosed
115.	TUKARAM MOORTEPPA LAMANI	64.36	SC	KSET	PT	
116.	VANDANA T K	-	2A	-	PT/FT	Marks Card Not Enclosed
117.	VANISHREE B T	88.93	3A	KSET	PT	Category Certificate Expired
118.	VANITA MAHENDRAKAR	62.10	2A	M.Phil	PT	
119.	VENKATESHWARACHAR R	60.77	2A	-	PT	
120.	VERONICA PRABHA V P	77.42	3B	KSET	PT	
121.	VIBHA V RAO	67.88	GM	-	PT	
122.	VIDYA BANKAPURMATA	69.12	3B	-	PT	Category Certificate Expired
123.	VIDYADHARE A R	69.68	3B	KSET	PT	Category Certificate Expired
124.	VIJAY J M	74.06	SC	-	FT	
125.	VINANTHI K C	63.05	ST	KSET	PT	
126.	YASMEEN BI KAMALBADSHA MULLA	71.50	2B	KSET	PT	
127.	YOGESH N	58.37	3B	-	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 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 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
- Servicemarketing
- 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.