

**Research Eligibility Test (RET):  
Syllabus for RET Examination**

**Sub : Commerce**

Note : There will be written Examination carrying 60 marks. The paper will have two parts – A and B. In Part-A, there will be one question with internal choice from each unit (i.e. 10 questions from 10 units; Total marks will be 10 X 5 =50). Part-B will be compulsory and there will be two questions and candidate will attempt only one question carrying 10 marks. 20 marks allotted for oral and interview and 20 marks for past academic records from Madhyamik onwards.

**PART–A**

**Unit–I**

**Business Environment**

Meaning and Elements of Business Environment.

Economic Environment, Economic policies, Economic planning.

Legal Environment of Business in India, Competition policy,

Consumer protection, Environment protection

Policy Environment:

Liberalization, privatization and globalization,

Second generation reforms,

Industrial policy and implementation.

Industrial growth and structural changes.

**Unit – II**

**Financial and Management Accounting**

Basic Accounting concepts,

Capital and Revenue, Financial statements

Partnership Accounts : Admission, Retirement, Death,

Dissolution and Cash Distribution

Advanced Company Accounts : Issue, forfeiture, Purchase of Business, Liquidation,

Valuation of shares, Amalgamation, Absorption and Reconstruction, Holding Company Accounts.

Cost and Management Accounting : Ratio Analysis, Funds Flow Analysis, Cash Flow

Analysis, Marginal costing and Break-even analysis, Standard costing, Budgetary

control, Costing for decision-making

Responsibility accounting

**Unit – III**

**Business Economics**

Nature and uses of Business Economics, Concept of Profit and Wealth maximization.

Demand Analysis and Elasticity of Demand, Indifference Curve Analysis, Law.

Utility Analysis and Laws of Returns and Law of variable proportions  
Cost, Revenue, Price determination in different market situations : Perfect competition  
Monopolistic competition, Monopoly, Price discrimination and Oligopoly, Pricing strategies.

#### **Unit – IV**

#### **Business Statistics & Data Processing**

Data types, Data collection and analysis, Sampling, need, errors and methods of sampling, Normal distribution, Hypothesis testing, Analysis and Interpretation of Data. Correlation and Regression, small sample tests – t-test, F-test and chi-square test. Data Processing – Elements, Data entry, Data Processing and Computer applications. Computer Applications to Functional Areas – Accounting, Inventory control, Marketing.

#### **Unit – V**

#### **Business Management**

Principles of Management  
Planning – Objectives, Strategies, Planning process, Decision-making  
Organising, Organisational structure, Formal and Informal Organisations, Organisational Culture  
Staffing  
Leading : Motivation, Leadership, Committees, Communication  
Controlling  
Corporate Governance and Business Ethics.

#### **Unit –VI**

#### **Marketing Management**

The evolution of marketing, Concepts of marketing, Marketing mix, Marketing environment  
Consumer behaviour, Market segmentation  
Product decisions  
Pricing decisions  
Distribution decisions  
Promotion decisions  
Marketing planning, Organising and control

#### **Unit –VII**

#### **Financial Management**

Capital structure, Financial and Operating leverage  
Cost of capital, Capital budgeting  
Working capital management  
Dividend Policy

## **Unit –VIII**

### **Human Resources Management**

Concepts, Role and Functions of Human Resource management

Human Resource Planning, Recruitment and Selection

Training and Development, Succession planning

Compensation : Wage and salary Administration, Incentive and Fringe benefits, Morale and Productivity

Performance Appraisal

Industrial Relations in India, Health, Safety, Welfare and Social security, Workers' participation in Management

## **Unit – IX**

### **Banking and Financial Institution**

Importance of Banking to Business, Types of Banks and their Functions, Reserve Bank of India, NABARD and Rural Banking

Banking Sector Reforms in India, NPA, Capital adequacy norms

E-banking

Development Banking : IDBI, IFCI, SFCs, UTI, SIDBI

## **Unit – X**

### **International Business**

Theoretical foundations of international business, Balance of Payments

International liquidity, International Economic Institutions – IMF, World Bank IFC, IDA, ADB

World Trade Organization – its functions and policies

Structure of India's foreign trade : Composition and direction, EXIM Bank, EXIM policy of India, Regulation and promotion of Foreign Trade.

## **PART – B**

Research methodology in social science / business