



RAJJU SHROFF ROFEL UNIVERSITY, VAPI

A STEP AHEAD TOWARDS A SUCCESSFUL CAREER
"Established under Gujarat Private University Act, 2009."

Syllabus For Ph.D. Entrance Examination

(A) Paper - I Research Methodology (Common for all the streams)

(B) Paper – II (Subject Specific)

- (a) Management
- (b) Pharmacy
- (c) Commerce
- (d) English
- (e) Physical Education



Sr. No	Topic	
	Part – I Research Methodology (Common for all discipline)	50 questions
1.	I. Research Aptitude <ul style="list-style-type: none"> • Research: Meaning, characteristics and types; • Steps of research; • Methods of research; • Research Ethics; II. Reasoning (Including Mathematical) <ul style="list-style-type: none"> • Number series; letter series; codes; • Relationships; classification. III. Logical Reasoning <ul style="list-style-type: none"> • Understanding the structure of arguments; • Evaluating and distinguishing deductive and inductive reasoning; • Verbal analogies: Word Analogy-Applied analogy; • Reasoning Logical Diagrams: Simple diagrammatic relationship, multi-diagrammatic relationship; Venn diagram; Analytical Reasoning. • Data Interpretation • Sources, acquisition and interpretation of data; • Quantitative and qualitative data; • Graphical representation and mapping of data 	

	Part- II Management	50 questions
1.	Finance & Accounting : ACCOUNTING & FINANCIAL ANALYSIS: Overview of Accounting concepts, conventions and principles; Mechanics of Accounting, Analysis of financial statement, Funds Flow Statement. FINANCIAL MANAGEMENT: Introduction, Time Value of Money, Risk and Return Analysis, Investment Decision, Financing Decision, Dividend Decision, Overview of Working Capital Decision. COST & MANAGEMENT ACCOUNTING: Introduction, Marginal Costing, Differential Costing and Incremental Costing, Budgeting, Standard Costing, Responsibility Accounting & Transfer Pricing SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT: Overview of Securities, Risk & Return, Securities Markets, Security Analysis, Portfolio theory, Portfolio Management. INTERNATIONAL FINANCIAL MANAGEMENT: Financial Management in a Global Perspective, Foreign Exchange, Foreign Exchange Market, International Monetary System, Balance of Payments, Foreign Direct Investment. MANAGEMENT OF FINANCIAL SERVICES: Financial System, the Reserve Bank of India, Money Market, Management of Financial Services. CORPORATE TAXATION: Introduction to Direct and Indirect Taxes, Nature and Scope of Tax Planning, Corporate Income Tax, Wealth tax, Central Excise Act 1994. FINANCIAL DERIVATIVES: Introduction, Derivative Contracts- Forward, Futures, Swaps, Options, Risk Analysis and Management. BANKING & INSURANCE: Management of Banks, Banking Functions, Retail banking, High tech Banking, Insurance Services, Indian Insurance Sector, Banks and Insurance services in India Name of Specialization: Human Resource Management	10 questions



2.	<p>Human Resource Management :</p> <p>Human Resources Management, Human Resources</p> <p>Development in India, Strategic Human Resource Management, Human Resources planning, Job Analysis, Recruitment, Selection, Training and Development, Performance Appraisal, Discipline and Grievance Procedures, Industrial Relations.</p> <p>TRAINING AND DEVELOPMENT: Introduction to Training & Development, Performance Appraisal & Training, Training Process, Trainer & Training Institutions, Evaluation of Training</p> <p>STRATEGIC HUMAN RESOURCE MANAGEMENT: Understanding Strategic HRM, Aligning HR systems with business strategy HR Strategy in work force utilization, Strategies for performance and development, Evaluating HR Function, HR Score card.</p> <p>LEADERSHIP SKILLS AND CHANGE MANAGEMENT: The nature and importance of leadership Traits, Motives, and characteristics of leaders, Effective leadership behaviour and attitudes, Leadership styles, Developing teamwork, Leadership development, succession and the future, Understanding change, Types of change, Implementing change.</p> <p>HUMAN RESOURCE PLANNING: Introduction, HR planning and corporate strategies, Job analysis, HR Forecasting, Career planning and succession management.</p> <p>EMPLOYMENT LAWS: Trade Unions Act, 1926, Industrial Employment (Standing Orders) Act, 1946, Industrial Disputes Act, 1947, The Payment of Bonus Act, 1965, Employees Provident Funds (and Misc. Provisions) Act, 1952, Workman's Compensation Act, 1923, Employee's State Insurance Act, 1948, Minimum Wages Act, 1948, Payment of Wages Act, 1936, The Contract Labour Regulation and Abolition Act, Factories Act, 1948, Shops & Establishment Act.</p> <p>PERFORMANCE MANAGEMENT & RETENTION STRATEGIES: Performance Appraisal, Behavioural Performance Management, Potential Appraisal & HRD, Performance Planning & Measuring Performance, Competency Analysis and Competency Mapping.</p>	10: Questions
3.	<p>MARKETING IN MANAGEMENT</p> <p>MARKETING IN MANAGEMENT: Introduction, Concept of Marketing Management, Market Segmentation, Market Targeting, Consumer Behaviour, Pricing Decisions, Promotion, A Brief Account of Marketing of Services, Rural Marketing, CRM, Electronic Marketing; B2C, B2B and C2C, Direct Marketing through Internet, International Marketing etc.</p> <p>ADVERTISING MANAGEMENT: Introduction of Marketing Communication and Advertising, Marketing Communication Planning, Advertising objectives and planning, Steps in Advertising Strategies, Media planning & promotion</p> <p>RETAIL MANAGEMENT & RURAL MARKETING: Overview of Retailing Environment and Management, The Customer and Retail Business, Situational Analysis, Choosing a Store Location, Managing Retail Business, Delivering the Product, Rural Marketing</p> <p>SALES & DISTRIBUTION MANAGEMENT: Introduction, Goals in Sales Management, Sales Force Management, Introduction to Distribution Management, Channel Management.</p> <p>PRODUCT & BRAND MANAGEMENT: Introduction to Product Management and market management, Understanding product manager's role and nature of markets, Introduction to Brand Management and Crafting of Brand Elements, Brand as a Concept, Promotion.</p> <p>CONSUMER BEHAVIOR & MARKET RESEARCH: Consumer Behavior, Family Influences on Buyer Behaviour, Individual Determinants of Buyer Behaviour and Internal Processes, Formation and Modification of Consumer Attitudes, Introduction to Marketing research, exploratory research design, Sources and methods of collecting data.</p> <p>MARKETING OF SERVICES: Introduction to Service Marketing, Service Consumer Behavior, Strategic Issues in Services Marketing, The marketing mix and services, Challenges of service marketing, Service marketing- specific Industries, Tourism, Travel, Transportation service marketing, financial services; Education & Professional service, Telecom & Courier, Media Service.</p>	10 Questions
4.	<p>Banking , Insurance and Financial Services Sector :</p>	10 Questions



RISK MANAGEMENT & LIFE INSURANCE UNDERSTANDING: Risk Management, Exposure Analysis, Check Lists, DOW index, Fault Tree, Event Tree HAZOP studies, safety audit, Introduction to the process of Risk evaluation and concept of Probability, Importance of valuation of a risk, concept of Sum Insured and how to fix the Sum Insured, Introduction to the process of Risk Control, Loss Prevention, Techniques of Risk Retention.

LEGAL AND REGULATORY ASPECTS OF BANKING AND INSURANCE: Definition and Sources of Law: Judicial setup in India, Banking & Insurance as a Contract, Doctrines of Banking & Insurance & their Legal Implications. Insurance Act 1938, IRDA Act 1999, Licensing of Brokers, Other Important legislations

INTERNATIONAL BANKING AND FINANCE: Evolution of the foreign exchange markets, Methods of payments, International remittance, Concepts and techniques, Remittance in practice, Correspondent banking, Processing clean instruments, Basics of exchange rates, Forward transactions, Basics of merchant rates, Exchange rate arithmetic, Forward contracts & swaps, Financial futures and options, Risk management in foreign exchange, Financing international trade, The knowledge bank.

SERVICE MARKETING: Introduction to services Management, The services marketing triangle, the understanding of Company, Employees and Customers, The services Marketing mix, Four I's of Services, Building customer relationships through segmentation and retention strategies, service recovery; Delivering service.

RURAL INSURANCE AND MICROCREDIT: Rural Insurance: Agriculture (crop insurance) & weather insurance, Agricultural pump set insurance, Insurance of cattle, Insurance of poultry and ducks, livestock insurance, Insurance of micro animals, Re-insurance of agriculture risks. MicroCredit, 3 C's of micro credit, traditional informal micro credit and consumer micro credit, Micro credit lending models, Impact of micro credit on economy, Challenges of micro credit.

MERCHANT BANKING AND FINANCIAL SERVICES: Merchant banking, Investment banking Regulation of merchant banking activity, Project preparation and appraisal, Design of capital structure, SEBI guidelines for public issues, Pre issue management, -coordination, marketing and underwriting, post issue management, Security credit rating, Financial Services - Credit Rating - Factoring and Forfeiting-Leasing and Hire Purchasing-RBI guidelines for NBFCs-Credit Cards - Securitization of debts - Housing Finance

MONEY AND CAPITAL MARKET: Money market, fixed income or debt market, definition, instruments, call money, Notice money, term money, repos, commercial papers, certificate of deposits, inter-corporate deposits, treasury bills, bonds and securities, government dated securities and debentures, Primary and secondary markets, Organization of the money market, Regulatory framework, Monetary Policy.

BANKING AND RETAIL FINANCE: Introduction to Retail Banking, Retail Products and Channels, Types of Retail Banking Products & Services, Recent Trends in Retail Banking, Facilities Management, Emerging New System, Product Management, Sales and Distribution Management, Personal Banking, Securitization, Credit and Risk Management

RISK MANAGEMENT & LIFE INSURANCE UNDERSTANDING: Risk Management, Exposure Analysis, Check Lists, DOW index, Fault Tree, Event Tree HAZOP studies, safety audit, Introduction to the process of Risk evaluation and concept of Probability, Importance of valuation of a risk, concept of Sum Insured and how to fix the Sum Insured, Introduction to the process of Risk Control, Loss Prevention, Techniques of Risk Retention.

LEGAL AND REGULATORY ASPECTS OF BANKING AND INSURANCE: Definition and Sources of Law: Judicial setup in India, Banking & Insurance as a Contract, Doctrines of Banking & Insurance & their Legal Implications. Insurance Act 1938, IRDA Act 1999, Licensing of Brokers, Other Important legislations

INTERNATIONAL BANKING AND FINANCE: Evolution of the foreign exchange markets, Methods of payments, International remittance, Concepts and techniques, Remittance in practice, Correspondent banking, Processing clean instruments, Basics of exchange rates, Forward transactions, Basics of merchant rates, Exchange rate arithmetic, Forward contracts & swaps, Financial futures and options, Risk management in foreign exchange, Financing international



trade, The knowledge bank.

SERVICE MARKETING: Introduction to services Management, The services marketing triangle, the understanding of Company, Employees and Customers, The services Marketing mix, Four I's of Services, Building customer relationships through segmentation and retention strategies, service recovery; Delivering service.

RURAL INSURANCE AND MICROCREDIT: Rural Insurance: Agriculture (crop insurance) & weather insurance, Agricultural pump set insurance, Insurance of cattle, Insurance of poultry and ducks, livestock insurance, Insurance of micro animals, Re-insurance of agriculture risks. MicroCredit, 3 C's of micro credit, traditional informal micro credit and consumer micro credit, Micro credit lending models, Impact of micro credit on economy, Challenges of micro credit.

MERCHANT BANKING AND FINANCIAL SERVICES: Merchant banking, Investment banking Regulation of merchant banking activity, Project preparation and appraisal, Design of capital structure, SEBI guidelines for public issues, Pre issue management, -coordination, marketing and underwriting, post issue management, Security credit rating, Financial Services - Credit Rating - Factoring and Forfeiting-Leasing and Hire Purchasing-RBI guidelines for NBFCs-Credit Cards - Securitization of debts - Housing Finance

MONEY AND CAPITAL MARKET: Money market, fixed income or debt market, definition, instruments, call money, Notice money, term money, repos, commercial papers, certificate of deposits, inter-corporate deposits, treasury bills, bonds and securities, government dated securities and debentures, Primary and secondary markets, Organization of the money market, Regulatory framework, Monetary Policy.

BANKING AND RETAIL FINANCE: Introduction to Retail Banking, Retail Products and Channels, Types of Retail Banking Products & Services, Recent Trends in Retail Banking, Facilities Management, Emerging New System, Product Management, Sales and Distribution Management, Personal Banking, Securitization, Credit and Risk Management

5

Production and Operations Management

10 Questions

World of Production Management:

India and Global Statistics of Production management, POM as a function of cost., SWOT analysis of Production and Manufacturing sector, Scope of POM, and Introduction to production analytics, Process design-different types of process with its merits and demerits, process classification based on order, process selection, different type of manufacturing process, process performance and evaluation etc., Product design; types of products and designing, evaluation of design.

Planning and Plant and Facility location (theoretical concept only)

Factors affecting the cost of production and plant location , Understanding Aggregate Production Planning (APP): master production schedule, Rough cut capacity planning etc.(theoretical concept only), Material Requirement Planning (MRP) (theoretical concept only) **Inventory Management (theory)** Types of cost , Economic order quantity , Lead time and safety stock and differential discounting sums (Theory + Sums , with formula sheet to be given to the students to test the application)

Understanding Of Project Planning :

Types of projects, project scheduling , Gantt Chart , PERT and CPM concept , Understanding of crashing, Optimistic time , Pessimistic time and Normal time concepts , Understanding of float and slack (Only theoretical understanding)



	Part- II (Pharmacy)	50 questions
1.	Pharmacology: General pharmacological principles including Toxicology. Pharmacology of drugs acting on Central nervous system, Cardiovascular system, Autonomic nervous system, Gastro intestinal system and Respiratory system. Pharmacology of Autocoids, chemotherapeutic agents including anticancer drugs. Drugs acting on the blood & blood forming organs. Drugs acting on the renal system. Drug – Drug interactions and Drug-Food interactions. Therapeutic Drug Monitoring Dosage regimen in Pregnancy and Lactation, Pediatrics and Geriatrics. Renal and hepatic impairment. Drug Drug interactions and Drug food interactions, Adverse Drug reactions. Medication History and Patient counseling. Clinical trials, type and phases of clinical trials, placebo, ethical and regulatory issues including Good Clinical Practice in clinical trials.	10 questions
2.	Pharmaceutics: Development, manufacturing standards Q.C. limits, labeling, as per the pharmacopoeal requirements. Storage of different dosage forms (solid dosage forms, liquid dosage forms, semi-solid dosage forms) and aerosols and new drug delivery systems. Advanced drug delivery systems. Biopharmaceutical aspects of dosage form design, open one compartment, two compartment & three compartment models & their limitations, factors influencing bioavailability, evaluation of bioavailability, bio-equivalence, dosage regimens, repetitive dosing and dose adjustments in renal and hepatic failure, individualization of dosage regimen. Formulation and preparation of cosmetics - lipstick, shampoo, creams, nail preparations and dentifrices. Principles and methods of microbiological assays of the Pharmacopoeia. Applications of microorganisms in Bio Conversions and in Pharmaceutical industry	10 questions
3.	Pharmaceutical Chemistry: General pathways of drug metabolism. Structure, nomenclature, classification, synthesis, SAR and metabolism of the following category of drugs, which are official in Indian Pharmacopoeia and British Pharmacopoeia. Hypnotics and Sedatives, Analgesics, NSAIDS, Neuroleptics, Antidepressants, Anxiolytics, Anticonvulsants, Antihistaminics, Local Anaesthetics, Cardio Vascular drugs – Antianginal agents Vasodilators, Adrenergic & Cholinergic drugs, Cardiotonic agents, Diuretics, Antihypertensive drugs, Hypoglycemic agents, Antilipedmic agents, Coagulants, Anticoagulants, Antiplatelet agents. Chemotherapeutic agents – Antibiotics, Antibacterials, Sulphadugs. Antiprotozoal drugs, Antiviral, Antitubercular, Antimalarial, Anticancer, Antiamoebic drugs. Diagnostic agents.	10 questions
4.	Pharmacognosy and Phytochemistry: Pharmacognosy & Phytochemistry Chemistry, tests, isolation, characterization and estimation of phytopharmaceuticals belonging to the group of Alkaloids, Glycosides, Terpenoids, Steroids, Bioflavanoids, Purines, volatile oils, resins, seponines. Pharmacognosy of crude drugs that contain the above constituents. Standardization of raw materials and herbal products. WHO guidelines. Quantitative microscopy including modern techniques used for evaluation. Quantitative microscopy including modern techniques used for evaluation of crude drugs. Evaluation of Crude drugs, Adulteration of Crude drugs and their detection by various methods.	10 questions
5.	Pharmaceutical Analysis: Principles, instrumentation and applications of the following: Absorption spectroscopy (UV, visible & IR). Fluorimetry, Flame photometry, Potentiometry. Conductometry and Polarography. Pharmacopoeial assays. Principles of NMR, ESR, Mass spectroscopy. X-ray diffraction analysis and different chromatographic methods.	05 questions
6.	Pharmaceutical Management & Jurisprudence: Introduction to management, GATT, World trade organization (WTO) and trade related intellectual property rights (TRIPS), Drugs and cosmetics Act and rules with respect to manufacture, sales and storage. Pharmacy Act. Pharmaceutical ethics, Narcotic Drugs and Psychotropic Substances Act, and Rules there under, An Introduction to Standard Institutions and Regulatory Authorities such as ISO, USFDA, MHRA, ICH, WHO etc.	05 questions



Part- II (Commerce)		50 questions
1.	Business Environment and International Business (05) <ul style="list-style-type: none"> • Concepts and elements of business environment: Economic environment- Economic systems, Economic policies • Political environment, 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 FD, 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 Organization (WTO): Functions and objectives of WTO; Agriculture Agreement; GATS; TRIPS; TRIMS 	
2.	Accounting and Auditing (10) <ul style="list-style-type: none"> • 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 & 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 	
3.	Business Economics (05) <ul style="list-style-type: none"> • 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 	

	<ul style="list-style-type: none"> • Pricing strategies: Price skimming; Price penetration; Peak load pricing 	
4.	<p>Business Finance</p> <ul style="list-style-type: none"> • 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 	(05)
5.	<p>Business Management and Human Resource Management</p> <ul style="list-style-type: none"> • 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 	(05)
6.	<p>Banking and Financial Institutions</p> <ul style="list-style-type: none"> • 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 • Digitization 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 	(05)
7.	<p>Marketing Management</p> <ul style="list-style-type: none"> • 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 	(05)

	<ul style="list-style-type: none"> • 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
8.	<p>Legal Aspects of Business (05)</p> <ul style="list-style-type: none"> • 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
9.	<p>Income-tax and Corporate Tax Planning (05)</p> <ul style="list-style-type: none"> • 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.



Part- II (English)		50 questions
1.	English Literature from Chaucer to Present Day <ul style="list-style-type: none"> Chaucer and the Canterbury Tales: Middle English language, satire, social commentary, religious themes Shakespearean drama and sonnets: language, themes, characters, genre, influence The metaphysical poets (e.g. John Donne): religious, philosophical, and scientific themes, language, style Restoration comedy (e.g. Congreve, Wycherley): wit, satire, gender roles, morality Romantic poetry (e.g. Wordsworth, Keats, Shelley): nature, imagination, emotion, individualism Victorian novels (e.g. Jane Eyre, Wuthering Heights): realism, social criticism, gender roles, the Gothic Modernist poetry and fiction (e.g. Eliot, Woolf, Joyce): fragmentation, disillusionment, experimental language and narrative structure Postcolonial literature (e.g. Rushdie, Coetzee): hybridity, identity, history, language, power. 	10 questions
2.	American Literature <ul style="list-style-type: none"> Puritan writing (e.g. Anne Bradstreet): religion, gender, nature, language, identity The American Renaissance (e.g. Emerson, Thoreau, Hawthorne, Melville): transcendentalism, individualism, nature, the Gothic Realism and Naturalism (e.g. Twain, Chopin, James): social criticism, regionalism, naturalism, determinism Modernism (e.g. Eliot, Stevens, Faulkner, Hemingway): fragmentation, alienation, war, consciousness Postmodernism and contemporary literature (e.g. Morrison, Pynchon, DeLillo): metafiction, intertextuality, postmodernism, identity 	10 questions
3.	Indian Literature in English <ul style="list-style-type: none"> Indian English poetry (e.g. Tagore, Ezekiel): language, form, themes (e.g. nature, religion, politics) Indian English fiction (e.g. Mulk Raj Anand, R.K. Narayan): realism, social criticism, identity, colonialism Indian English drama (e.g. Girish Karnad, Mahesh Dattani): language, themes (e.g. history, myth, identity) Postcolonial literature and the Indian diaspora (e.g. Rushdie, Lahiri): identity, hybridity, language, power, history. 	10 questions
4.	Literary Theory and Criticism <ul style="list-style-type: none"> Formalist literary theory (e.g. New Criticism): close reading, textual analysis, form and structure Reader-response criticism: reader interpretation, reception theory, affective criticism Psychoanalytic literary theory: Freudian and Lacanian psychoanalysis, Oedipal complex, symbolism, desire Marxist literary theory: ideology, power, class struggle, historical materialism Feminist literary theory: gender, patriarchy, representation, intersectionality Postcolonial literary theory: colonialism, neo-colonialism, identity, language, subalternity Queer theory: sexuality, gender, identity, power, representation Eco-criticism: nature, environment, sustainability, human relationship with nature 	10 questions
5.	ELT (English Language Teaching) <ul style="list-style-type: none"> History of ELT: communicative approach, task-based approach, grammar-translation approach 	10 questions

- | | |
|--|--|
| | <ul style="list-style-type: none">• Approaches to teaching English (e.g. communicative language teaching, task-based language teaching): principles, techniques, advantages and disadvantages• Language acquisition theories (e.g. Krashen's Input Hypothesis): input, output, affective filter, interaction• Pedagogical grammar: grammar teaching, communicative grammar, form-focused |
|--|--|



	Part- II (Physical Education)	50 questions
1.	Physical Education and Movement Education: Concept of Physical Education. Physical Education as a Discipline and profession. Concept of movement Education. The nature of movement Education. Significance of human movement. Historical determinants of Physical Education. Scope of Physical Education. Aim and objectives of Physical Education.	
2.	Health and Fitness: Need for study of health education. Scope of health Education. Aim and objectives of Health Education. Concepts of total fitness and wellness. Physical Fitness, Motor fitness and Motor ability and their components. Health related and skill related physical fitness. Body composition and its assessment. Overweight and obesity and their health implications. Basics of Nutrition	
3.	Exercise Physiology Origin of Exercise Physiology and Historical Development. Energy Sources. Concepts of Neuromuscular system, Cardio-respiratory system, Skeletal system, Endocrine system. Effects of exercise and training on the above. Concept of Fatigue and staleness. Use and abuse of Drugs Environment and Exercise.	
4.	Measurement and Evaluation History of Measurement in Physical Education. Need for Tests, measurement and evaluation in Physical Education. Tests of Physical Fitness, Motor Fitness and Motor ability. Skill and knowledge tests . Anthropometric measurement and their importance. Criteria of a good test. Test Administration.	
5	Management in Physical Education and Sports Meaning, objectives and importance of management in Physical Education and Sports. Principles of Management. Human Resources management and supervisions. Fiscal management: Budgeting and fund raising. Facility management and planning for facilities. Even management and office management. Principles of purchase and care of equipment.	
6	Sports Training Meaning, Aim and Tasks of Sports Training. Characteristic and Principles of Sports Training. Concepts of Load, Adaptation and recovery. Training means and methods. Importance of Strength, Endurance. Speed, Flexibility and their forms. Methods of development of the above qualities. Brief concepts of Talent identification, planning and coordinative abilities.	
7	Sociological basis of Physical Education and Sports. Nature and Scope of Sociology in Physical Education and Sport. Types of group and structure of groups. Methods of Sociology. Concepts of leadership , socialization , social stratification and social mobility, competition , cooperation and cohesiveness . Women and Sports Professionalization and commercialization of /in sports. Sports and politics.	
8	Psychological Basis of Physical Education and sports. Need for study of Psychology in Physical Education and Sports. Branches of Psychology. Psychology as a science. Methods of Psychology. Brief concepts and theories of personality, motivation , Learning, Transfer of learning , aggression , arousal, anxiety and stress. Stress Management/coping strategies.	
9	Research Methods and Processes Need for research in Physical Education and Sports. Purposes, Types /methods of research. Scope of research in Physical Education and Sports. Defining and formulating the research problem. Criteria of a research problem. Review of related literature. Sources of literature. Formulation of Hypothesis. Significance of Hypothesis. Testing of Hypothesis. Research design and sampling design. The structural ingredients of a research proposal. Data analysis and research reporting	
10	Statistics in Research Definitions, meaning and scope of statistics in research in Physical Education and Sports. Statistical data and its organization. Frequency distribution, Graphical representation of data. Measures of, Central tendency, dispersion and relationship. Norms and their uses. Measures of relative position. Correlation and regression. Analysis of variance (ANOVA).	



I/c REGISTRAR
Rani Shroff Roffi University