



UNIVERSITY OF MADRAS
Department of Commerce
M.Com Entrance Exam 2024



SYLLABUS FOR M.COM ENTRANCE EXAM

Human Resource Management: Meaning -objectives of HRM – Role of a Human Resource Manager - Strategic HR Management and Planning - Employee Rights and Responsibilities - Union/Management Relations - Performance Management and Appraisal - Training - Workers, Jobs, and Job Analysis.

Corporate Accounting: Issue of Shares - Types of Shares – Forfeiture of Shares- Reissue of Shares- Redemption of Preference Shares. Liquidation of a company- Joint stock companies

Financial Accounting: Meaning-Objectives-Finalaccounts- Receipts and Payments-Income and expenditure- Amortization vs Depreciation-Assets and Liabilities – Basics of partnership- Departmental Accounting-Single Entry & Double Entry system.

Marketing:Meaning- Marketing Aims &Objectives – Types of Resellers – Brand Meaning – Importance of Distribution – Consumer Behaviour - Product/Service and Quality - Break-even analysis- Market segmentation- Marketing mix- Product – Meaning - Channels of Distribution - Price – Pricing Policies and Methods – Product Lifecycle.

Statistics: Sampling - components of probability models - Measures of Central Tendency – Hypothesis - Test Statistic - Fundamentals of Research – Variable.

Banking:Scheduled bank - Bank Lending - Meaning-Services-e-banking and financial services-Establishment-objective-Legal Framework-Functions of RBI.

Entrepreneurship: Meaning of entrepreneurship – Types of Entrepreneurships – Sources of Finance- Venture capital- Venture capital process - Entrepreneurial Guidance

Income Tax: Meaning of Tax Planning - Income Tax Act 1961-Residential status of individual & Business- Deduction from Gross Income-Income from Salaries-Income from the profession-Income from capital gain- Income from other sources-Tax Evasion, Tax Avoidance & Tax Management.