CONTENTS

• Previous Year's Solved Paper

	Unit-I		Memorable Po	ints 26
Business E	nvironment	3–55	 Objective Ques 	stions 33
- Me	aning of Business Environment	3	Uni	t–II
	ments of Business Environment	3		
- Bus	siness Environment Factors and		Financial and Manag	ement 56–182
The	eir Features		Accounting	
* I	nternal Environment	4	Basic Accounting	•
* E	External Environment	5	 Capital and Rev 	
- Ecc	onomic Environment	6	 Financial Staten 	
- Ecc	onomic Policies	7	 Profit and Loss Statement 	Account or Income 60
- Ecc	onomic Conditions	8		
- Ecc	onomic Planning	8	Partnership AccFinal Accounts	ounts 64 64
	ient Features of Indian Economy	8	– Final Accounts– Admission of a	٠.
	ture of Unemployment in India	10	Admission of a Retirement of Pa	
	ia Vision–2020	10	Retirement of PartnDeath of a Partn	
Diff	ferent Types of Unemployment in	1		
Ind		11	Dissolution of P	1
	nning Commission Approves			nent of Accounts assolution of Firm 70
	ıft of 11th Plan 2007–12	12		
	verty in India	13	Advanced Comp Share Capital	72
	gal Environment of Business in		Share CapitalKinds of Shares	72
Ind		15	Kinds of SharesIssue of Shares	75
	mpetition Policy	16		
	ctricity Act, 2003	17	Issue of Equity 3	
	ential Commodities Act	18	 Issue of Shares a 	
	nsumer Protection	18	 Issue of Shares a 	
	vironment Protection	19	 Over-subscription 	
	icy of Environment	19	Calls in Arrears	78
_	DDVAT	20	 Calls Paid in Ad 	
	vatisation	20	 Forfeiture of Sh 	
	dit Rating Agencies	20	Reissue	79
	ustrial Policies and	22	 Shares Issued for a their Cook 	or Consideration 82
-	plementation	22	other than Cash	~-
-	portant Latest Committees	25	 Purchase of Bus 	
— Sec	ond Green Revolution	26	 Liquidation of C 	Companies 86

(viii)	

_	Valuation of Share	95	_	Role of Cost and Management	
_	Amalgamation of Companies	98		Accounting in Pricing Decisions	197
_	Reconstruction of Company	104	_	Economic Theory and Pricing	198
_	Holding Company Accounts	108	_	Memorable Points	199
_	Cost and Management Accounting	113	_	Objective Questions	202
_	Fund Flow Analysis	118		TI *4 TT/	
_	Cash Flow Statement	125		Unit-IV	
_	Marginal Costing and Cost Decision	100		ss Statistics and Data	
	Making	129	Process	O	7–309
_	Break-Even Analysis	131	_	Definition of Statistics	237
_	Standard Costing	136	_	Characteristics of Statistics	237
_	Budgetary Control	141	_	Business Statistics	237
_	Control Ratio	144	_	Scope of Statistics	238
_	Responsibility Accounting Memorable Points	145 147	_	Importance of Statistics	238
_	Objective Questions	147	_	Formulation of Statistics in Busine	ss 238
_	Objective Questions	14/	_	Types of Data	239
	Unit-III		_	Collection of Data	239
Rusine	ss Economics 183-	-236	_	Sampling	240
	Nature and Scope of Business	200	_	Errors	243
	Economics	183	_	Normal Distribution	244
_	Concepts of Profit and Wealth		_	Hypothesis Testing	245
	Maximization	184	_	Analysis and Interpretation of Data	246
_	Demand Analysis and Elasticity of	105	_	Classification	249
	Demand	185	_	Correlation	253
_	Utility Analysis	187	_	Coefficient of Correlation	253
_	Cost, Revenue, Price Determination in Different Market Situations	188	_	Regression Analysis	257
	Market Structure	188	_	Standard Error of the Estimate	263
_	Perfect Competition	188	_	T-test	264
	Perfect Monopoly	189	_	Chi-Square	267
	Monopolistic Competition	191	_	F-Test	268
	Oligopoly	191	_	Computer Application in Statistics Memorable Points	268
_	Kinked Demand Curve Analysis of	171	_	Objective Questions	271 273
_	Price Stability: Sweezy's Model	192	_	Objective Questions	213
_	Pricing Strategies	193		Unit–V	
_	Cost Plus Pricing	193	Busine	ss Management 310	0-361
	Multiple Product Pricing	193	_	Meaning of Management	310
_			_	Definition of Management	310
_	Price Discrimination	193	_	Characteristics of Management	310
_	Pricing in Life Cycle	194	_	Styles of Managers	312
_	Economic Order Quantity	194	_	Objectives of Management	312
_	Cartels	195	_	Importance of Management	312
_	Cost Classification and Allocation	195	_	Principles of Management	313
_	Break Even Chart	196	_	Planning	314

/		`
(1 X	١
•	1/1	,

_	Decision-making	316	 Functions of Financial Management 	413
_	Types of Decision	318	Capital Structure	414
_	Organising and Organisation		Leverage	417
	Structure	319	Capitalisation	418
_	Staffing	321	Cost of Capital	421
_	Job Analysis	322	 Capital Budgeting 	425
_	Recruitment	322	 Working Capital Management 	430
_	Interview	323	 Dividend Policy 	437
_	Motivation Landarship	324 326	- Memorable Points	438
_	Leadership Committee	327	 Objective Questions 	438
_	Communication	328	Unit-VIII	
_		330		5 10
_	Controlling Management Control Techniques	331	Human Resource Management 472–	·310
_	Management Control Techniques Corporate Governance	332	 Features of Human Resource Management 	472
_	Business Ethics		 Assumptions of Human Resource 	412
_		333	Management	472
_	Memorable Points	335	 Concepts of Human Resource 	
_	Objective Questions	335	Management	472
	Unit-VI		 Role of Human Resource Manage- 	
N /1		410	ment	472
Marke	8 8	–412	Objectives of HRM	473
_	The Evolution of Marketing	362	Functions of HRM	473
_	Concept of Marketing	362	 Human Resource Planning 	473
_	Meaning of Marketing Concept	362	 Recruitment and Selection 	474
_	Elements of Marketing Concept	363	 Training and Development 	476
_	Marketing Environment	364	Succession Planning	477
_	Elements of Consumer Behaviour	365	Compensation	478
_	Market Segmentation	365	Job Analysis	478
_	Product Decisions	366	Performance Appraisal	478
_	Pricing Decisions	367	 Industrial Relation in India 	479
_	Distribution Decisions	368	 Memorable Points 	480
_	Promotion Decisions	369	 Objective Questions 	481
_	Marketing Planning, Organising and		Unit–IX	
	Control	370	Banking and Financial	
_	Memorable Points	372	Institutions 511–	
_	Objective Questions	373	Definition of a Bank	512
	3		Functions of a Commercial Bank Language of a Paral	512
	Unit-VII		Importance of a Bank Tamas of Banks	512
Financ	cial Management 413	-471	Types of BanksMerchant Banking	512 515
_	~	413	Merchant BankingReserve Bank of India	515516
_	Nature of Financial Management	413	- Reserve Dank Of Hidia	510
	2			

_	Composition of Banking System	Unit-X			
	in India	519	Interna	ational Business 5	66-632
_	Quantitative and Qualitative Credit Control	520	_	What is International Business	566
_	Selective Credit Control	520	_	Competitive Environment	566
_	Legal Decision on Banking	520	_	Balance of Payment	566
_	NABARD	521	_	Foreign Trade Policy 2009-14	567
_	Rural Banking	522	_	International Monetary Fund	570
_	Banking Ombudsman Scheme	524	_	India and IMF	572
_	Banking Sector Reforms in India	524	_	World Bank	573
_	Non-Performing Assets (NPAs) of		_	International Finance Corporatio	n
	Scheduled Commercial Banks	525		(IFC)	577
_	Narasimham Committee		_	EXIM Bank	578
	Recommendations on Financial		_	IDA	578
	Reforms	526	_	WTO	578
_	Development Banking	527	_	GATT	583
_	Infrastructure Development Finance Company (IDFC)	528	_	Asian Development Bank (ADB)	
_	New Banks in Private Sector	528	_	Foreign Trade	588
_	Indian Banks Abroad	529	_	Foreign Trade and Balance of Payments	592
_	State Financial Corporations (SFCs)	531	_	Foreign Trade Policy 2004–09	
_	Unit Trust of India	533		(EXIM Policy 2004–09)	599
_	SIDBI	534	_	Other Measures Taken by the Go	vt.
_	ICICI	534		for Improving Balance of Paymen	
_	IIBIL	535	_	Export-Oriented Units, Export	
_	SIDCs	535		Processing Zone and Special	
_	Monetary & Credit Policy 2009-10	535		Economic Zone Schemes	602
_	Memorable Points	536	_	Memorable Points	607
_	Objective Questions	539	_	Objective Questions	608