

**Proposed Synopsis in for Ph.D Entrance Examination  
Paper B (Subject Specific)**

**General Awareness:** Economic and Socio-economic issues; Social, Cultural and behavioural issues affecting agriculture, industry and trade; Environmental issues; Issues related with Agribusiness, Agricultural Marketing and Agricultural Finance; Agricultural Policy issues.

**Research & Quantitative Aptitude:** Research Process, Measurement, Attitude Measurement, Sampling, Field work, Descriptive Statistics, Measures of Central Tendency and Dispersion, Data Reduction, Tabulation & Analysis, Report writing.

**Proposed Synopsis for Ph.D Entrance Examination**

**Section: B (Specialization Specific -1)**

**Economic Theory and Policies**

Demand analysis and elasticity of demand. Theory of consumer behavior, utility analysis, Indifference curve technique. Revealed preference theory.

Market conditions, Cost and revenue Functions, Equilibriums of Firm and Industry under perfect competition, monopoly, Oligopoly and monopolistic completion.

Factors in Economic Development, Theories of Economic Development, Growth Models; Economic Development Policies, Problem in Indian Economic Development Economic Reforms in India.

Trade Policies, Indian Banking and Financial System, Financial Sector Reforms in India, Classical and Keynesian Theories of Income and Employment, Consumption and Investment Theories, IS-LM Curve Analysis, Inflation, Business Cycle

Agricultural Biotechnology, Indian Agriculture under Five Year Plans, Green Revolution, Land Reforms. Problems of Indian Agriculture, WTO and India Agriculture.

Sources of Data Primary & Secondary both

**Section: B (Specialization Specific -2)**

**Financial and Cooperative Management**

**Financial Accounting:** Concepts, Principles, Financial Accounts, Budgeting and Ratio Analysis.

**Financial Management:** Concept Finance function, Basic method in Financial Management, Working Capital Management. Computation of Working Capital Requirements, Cost of Capital and Capital Structure Theories Component Cost, Weighted Average Cost of Capital, Concept of Levers (Financial & Operating). Dividend Policy:

**Agricultural Finance:** Need and Importance of Agriculture Credit System, Institutional and Non-Institutional sources of Finance for Agricultural Development, Commercial Banks and Agricultural Finance, NABARD and Agricultural Finance, Multi Agency Approach to Agricultural Finance and Problem of Over dues.

**Cooperative Management:** Concept, Ideologies: Origin, Growth and Development, Principles of Agriculture Cooperation, Cooperation and other forms of Enterprises, Professionalised Management for Cooperatives, Operation and Management of Central Cooperative Banks, State Cooperative Banks, Land Development Banks, Cooperative Farming, Dairy cooperatives. Processing cooperatives, Sugar cooperatives, Micro Finance and SHGs.

**Section: B (Specialization Specific -3)**

**Human Resource Management**

**Management:** Schools of Management Thought: planning, Organizing, Leading and Controlling.

**Organizational Behaviour:** Individual and Group dynamics, Communication Process.

**Agri-Human Resource Development:** HRD: objectives and key takes. Designing issues in HRD system and sub system.

**Strategic Management:** Strategic formulation, Corporate and business level strategies. Strategic analysis: Issues in strategy implementation. Strategic evaluation and control.

**Marketing Management:** Philosophies, Challenges and Process Rural & Agricultural Marketing. Government regulation, Marketing Efficiency, Commodity Futures Marketing, Globalization and EXIM Policy, Emerging Issues in Marketing.

**Research in Decision Making:** Process, Measurement, Sampling & Report Writing

