



Kadi Sarva Vishwa Vidyalyaya
Gandhinagar

Ph.D. Course Work

For

Faculty of Commerce

Introduction:

The course work for the doctoral research has been made mandatory by the U.G.C. Kadi Sarva Vishwa Vidyalaya has decided to implement this aspect on the immediate basis for the benefit of the scholars pursuing Ph.D. The course work is designed in such a way as to support, motivate and encourage quality research. By undergoing this course work, the scholar will get equipped with fundamentals of research methodology, scientific communication and also recent developments in the field of specialization. The course work has to be completed by the scholar in a satisfactory way before submission of his/her dissertation thesis.

Course Structure

Paper	Title	Common syllabus for all discipline Section -A	Assignments	Total Marks
I	Research Methodology	60	40	100
II	Scientific Communication	60	40	100
III	Specialization Paper	—	—	100

Paper – 1

Syllabus

Methodology of Research and Data Analysis

Rationale:

The only static thing in the world is “change” in every field of human endeavor. It has increased the complexities in every field because every now and then novel situations are emerging. Emergence of these situations is inevitable. Hence in order to resolve them, it is essential to understand these situations from their derivation point and adopt systematic and scientific approach. Research Methodology and Data Analysis helps to address to these aspects in more systematic and scientific way. Hence the course “Methodology of Educational Research and Data Analysis” is introduced here.

Objectives:

To enable students to

1. widen the understanding about the concept and significance of Research in commerce.
2. develop insight in identification of research problem and preparation of research proposal
3. develop scientific aptitude and rational attitude toward solving a problem
4. Promote understanding about the use of different types of research tools & techniques.
5. develop insight into different methods of research in social science.
6. learn to write a good research report
7. plan for different types of research designs.
8. acquire the skill of presenting data in graphical form
9. get acquainted with the skill in applying statistical techniques for data analysis

UNIT:1 Introduction to Research in commerce

Nature, Meaning, Characteristics of Research and Research in commerce

Need or Significance of Research

Purpose of Research: Basic or Fundamental, Applied and Action Research

Areas of Research in commerce.

Steps in Research process

UNIT:2 The Research Problem and Preparation of the Research Proposal

Selection of the Problem, Definition and Statement of the Problem, Evaluation of the Problem, Criteria and sources for identifying the problem

Use of reference material source, library survey and internet surfing

Variables: meaning and types

The Hypothesis: Nature, Definition and Characteristics of Good Hypothesis, Various types of hypothesis.

Steps in Preparation of Research Proposal

UNIT: -3 Tools and Techniques for Data Collection

Sampling: Concept of Population and Sample, Characteristics of a Good Sample, Non Probability Sampling, Probability Sampling, Methods of Sampling, Sampling Errors and how to reduce them

Tools of Research in commerce

Concept, types, forms, preparation (Construction), characteristics, validity, reliability, advantages and limitations of following tools: Questionnaire, opinionnaire, Interview, Observation, Rating scale, Attitude scale, Check-list

UNIT: -4 Methods of Research:

Descriptive Research, Historical Method, Survey Method, Ex post Facto Research, Developmental Research, Experimental and Quasi Experimental Research, Designs of experimental research, characteristics, Internal and external validity in experimental research.

Qualitative Research: Concept.

UNIT: -5 Data Presentation

Concept of Statistics

Parametric and Non Parametric Data: Concept and Scales of Measurement, Uses of Parametric and Non Parametric Tests

Descriptive and Inferential Analysis: Concept

Organization and Graphical Representation of Data: Drawing up a Frequency Distribution

Graphical Representation of The Frequency Distribution: Concept, Frequency Polygon, Histogram or Column Diagram, Ogive

UNIT:-6 Descriptive and Inferential Statistical Techniques for Data Analysis

Descriptive Statistics: Measures of Central Tendency, Measures of Variability, Measures of Relative Position and Correlation

Non Parametric Techniques: The Chi Square Test(single strata and 2x2 small sample only), Sign Test, Median Test, The Mann-Whitney U Test, Candler's W Test

Parametric Techniques: The Significance of the Difference between the Means, SDS and Percentages of Two Independent Groups as well as correlated group, Level of Significance, Types of Errors, Two Tailed and One Tailed Tests of Significance, Degree of Freedom, t-test and F test (One Way and Two Way ANOVA)

UNIT: -7 The Writing of Research Report and Its Evaluation:

General and Essential Considerations Format of Thesis/Dissertation, Quotations, Footnotes, Bibliography, Table and illustrations, Style and Typing, Probable errors aroused while report writing
Criteria for evaluating research report

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3. Guilford, J.P. (1982), Psychometric Methods, New Delhi, Tata McGraw Hill.
4. Garrett, Henry E.(1981): Statistic in psychology and Education, Vakils, Feffer, and Simon Bombay.
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6. Kerlinger, F.N. (2007), Foundations of Behavioural Research (10nd Edn.) Delhi : Surjeet Publications.

PAPER-I
RESEARCH METHODOLOGY
Model Question Paper
PART-A

OBJECTIVE TEST ITEMS:

1. When we say that research should be reliable, we are emphasizing:
 - a. generalizability.
 - b. replicability.
 - c. accuracy.
 - d. interpretability.

2. for testing the directional hypothesis the value of one tailed statistical technique was compared with the table value of the two tailed statistical technique and was rejected on two tailed table value. If it is compared with one tailed table value then the directional hypothesis will be:
 - a. Accepted
 - b. Rejected
 - c. May be accepted or rejected
 - d. None of the above
3. The major distinction between basic and applied research is in the:
 - a. methodology used.
 - b. purpose.
 - c. use of samples vs. populations.
 - d. replicability of results.

4. Of the following, the characteristic most closely associated with quantitative research is:
 - a. detached role of the researcher.
 - b. narrative description.
 - c. emphasis on the specific context.
 - d. observer-participant role of the researcher.

5. The difference between experimentation and other types of research is the:
 - a. number of dependent variables included.
 - b. manipulation of one or more independent variables.
 - c. statistics used to analyze the data.
 - d. confidence in the validity of the research.

6. Action research is usually conducted for the purpose of:
 - a. adding to the knowledge base.
 - b. developing theory.
 - c. solving a specific problem.
 - d. revising theory.

7. specific variance is that variance:
 - a. which is correlated with other variables
 - b. which is not correlated with other variables
 - c. which influences other variables
 - d. none of the above

8. A hypothesis is a:
 - a. true statement unless proven false.

- b. false statement until proven true.
- c. statement of fact.
- d. conjecture.

9. Example of standard score is :

- a. Z- score
- b. T- score
- c. Hull score
- d. all of the above

10. Which of the following would likely be the most valuable outcome of a review of the literature prior to beginning a research project? It enables the researcher to:

- a. expand the research problem.
- b. acquire information about methods used by other researchers.
- c. replicate a successfully completed project.
- d. identify key words for the project.

11. The analysis of variance is commonly used to test hypotheses about:

- a. two means.
- b. two standard deviations.
- c. more than two means.
- d. two or more frequencies.

12. The two sources of information published by ERIC are:

- a. RIE and CIJE.
- b. RIE and the Education Index.
- c. CIJE and the Education Index.
- d. RER and RIE.

13. To test whether two independent samples come from same population when the variable is measured on ordinal scale:

- a. ANOVA
- b. t- test
- c. mann whitney U test
- d. Walsh test

14. When conducting a review of a research report, the reader focuses on the extent to which the results have been generalized. At this point the reader is concerned with the _____ validity of the research.

- a. construct
- b. external
- c. internal
- d. logical

15. In a dissertation proposal, a subheading titled "Design" would most likely be found in the:

- a. statement of the problem.
- b. procedures section.
- c. review of the literature.
- d. analysis section.

16. Data analyses are to results as conclusions are to:

- a. statistics.

- b. facts.
- c. existing knowledge.
- d. inferences.

17. Of the following, which is part of the "back matter" of a research report?

- a. appendix
- b. abstract
- c. table of contents
- d. title page

18. One of the most commonly identified errors in research reports is:

- a. lack of an adequate research problem statement.
- b. lack of reliability and validity information.
- c. lack of adequate detail about the design.
- d. lack of references.

19. Premise(s) in a deductive argument offer:

- a. conclusive evidences for acceptance of the conclusion
- b. partial evidence for the acceptance of the conclusion
- c. incomplete evidence for the acceptance of the conclusion
- d. inadequate review of related literature.

20. When there are problems found in the results section of a research report, it will most likely be due to

- a. too many statistical results being reported.
- b. the results not being related to the research problem.
- c. the results contradicting the current thinking of experts in the field.
- d. too few statistical results being reported.

21. Scientific method involves inferences which are:

- a. inductive
- b. deductive
- c. statistical
- d. all of the above

22. Using a non-parametric test when instead a parametric test could have been used, a researcher:

- a. rejects null hypothesis when it should not have been rejected
- b. rejects null hypothesis when it should have been rejected
- c. does not reject null hypothesis when it should have been rejected
- d. none of the above

23. Error variance is variance due to:

- a. differences between experimental groups.
- b. mistakes made by the researcher.
- c. random assignment and unaccounted for factors.
- d. independent variables.

24. In quantitative research, the formulation of hypotheses is an activity usually associated with:

- a. identification of the problem.
- b. data collection.
- c. analysis.
- e. assembling the results.

25. When all groups in an experimental design are both pretested and posttested:

- a. we can check on the effects of pretesting.
- b. the pretest may affect the posttest results.
- c. both a and b are true.
- d. neither a nor b is true.

26. In an experiment, the control group is the group that:

- a. is most representative of the population sampled.
- b. receives the first experimental treatment.
- c. receives no treatment or receives traditional treatment.
- d. contains those subjects not willing to participate in the regular program

27. Of the following questions, which deals with internal validity?

- a. Was the sample representative of the population?
- b. Can the results of the experiment be generalized?
- c. Has history affected the dependent variable?
- d. Are hypotheses stated in question form?

28. Suppose the researcher is interested in whether or not there is a difference between the performances of male and female rats. This could be checked by:

- a. using rats of only one sex.
- b. randomly assigning male and female rats to the drug doses.
- c. including sex of the rat as an independent variable.
- d. including rats of only one sex for any drug-dosage group.

29. A $2 \times 2 \times 3$ complete factorial design is used for an experiment. The number of groups required is:

- a. 2
- b. 4
- c. 6
- d. 12

30. Single-subject designs are particularly well suited for:

- a. case study research.
- b. research on behavioral problems.
- c. neither a nor b.
- d. both a and b.

31. Which of the following type of inference is free from empirical observations:

- a. inductive inference
- b. deductive inference
- c. statistical inference
- d. none of the above

32. The surveys conducted by polling agencies on voter preference during the three months or so prior to the election are:

- a. cohort studies.
- b. panel studies.
- c. trend studies.
- d. All of the above

33. If data are collected at only one point in time, the survey is a:
- cohort study.
 - cross-sectional study.
 - panel study.
 - trend study.
34. The purpose of conducting a pilot run of the items for a questionnaire is to:
- check the time required to complete the questionnaire.
 - identify ambiguous items.
 - identify possibly confusing directions.
 - all of the above.
35. An advantage of selected-response items over open-ended items is:
- consistency of response across respondents.
 - less time required for constructing.
 - providing the respondent with more flexibility.
 - inconsistency in response length.
36. An interview is preferred to a mailed questionnaire when:
- sample size is less than 50.
 - in-depth response is necessary.
 - only selected-response items are used.
 - both selected-response and open-ended items are used.
37. The major disadvantage of telephone interviews compared to face-to-face interviews is:
- higher refusal rates.
 - reduced flexibility.
 - problems in the quality control of data collection.
 - cost.
38. Coding is a process of:
- data analysis.
 - data reduction.
 - information organization
 - all of the above.
39. Historical research is useful for:
- providing a perspective for decision-making about educational issues.
 - the process of policy making.
 - avoiding mistakes of the past.
 - all of the above.
40. When conducting historical research, the researcher should rely as much as possible on:
- preliminary sources.
 - primary sources.
 - secondary sources.
 - theoretical sources.
41. The emphasis of internal criticism is on the:
- source of the material.
 - authenticity of the material.
 - location of the material.

d. content of the material.

42. There is concern that a written document used for historical research may be a forgery. This is an issue of:

- a. external criticism.
- b. internal criticism.
- c. establishing a primary source.
- d. establishing a secondary source.

43. Of the following historical documents, which is most likely to be analyzed using quantitative methods?

- a. biography of an educational leader
- b. census report
- c. policy statement of a board of education
- d. minutes of a faculty meeting

44. Chi Square is called an assumption free test because:

- a. It requires no assumptions
- b. It requires a few assumptions
- c. It requires a few, weak assumptions.
- d. It requires a number of weak assumptions

45. If a population is divided into subpopulations and random samples are selected from all subpopulations, the sampling design is:

- a. stratified sampling
- b. cluster sampling
- c. systematic sampling
- d. simple random sampling

46. A sample is selected using names on a list. The initial member is selected randomly from the first 15 names on the list, and every 15th name is taken from that point on. The sampling design is:

- a. stratified sampling.
- b. cluster sampling.
- c. systematic sampling.
- d. two-stage sampling.

47. A measurement scale that orders the scores and contains an equal unit is a (an):

- a. nominal scale.
- b. ordinal scale.
- c. interval scale.
- d. category scale.

48. Reliability coefficients can take on values:

- a. from zero to 1.0 inclusive.
- b. from -1.0 to 1.0 inclusive.
- c. greater than 1.00.
- d. of any real number.

49. A test is divided into two parts of equal length and the scores for the parts correlated. We are most likely attempting to establish test:

- a. reliability.
- b. objectivity.

- c. validity.
- d. usability.

50. Participant observation method is appropriate when the purpose of the research is to discover:

- a. regularities underlying a set of phenomena
- b. combined effort of the number of factors on a variable.
- c. specificity of a situation in wider social context.
- d. all of the above.

51. Likert scales are most closely associated with:

- a. achievement batteries.
- b. personality tests.
- c. performance tests.
- d. attitude inventories.

52. A normal distribution would largely fall between following Z-limits:

- a. $-3SD$ to $+3SD$
- b. -3 to $+3$
- c. $M - 3SD$ to $M + 3SD$.
- d. none of above.

53. The standard deviation squared is the:

- a. range.
- b. mean deviation.
- c. standard error of estimate.
- d. variance.

54 The correlation between two variables is $-.65$. This means that:

- a. as X increases, Y increases
- b. as X decreases, Y decreases.
- c. as X increases, Y decreases.
- d. the variables are independent.

55. Parameter is to statistic as:

- a. population is to sample.
- b. sample is to population.
- c. probability is to fact.
- d. sampling distribution is to sample.

56. A "statistic" as a measure in inferential statistics is obtained from:

- a. a sample.
- b. a population.
- c. either a population or a sample.
- d. a parameter.

57. The difference between two means is statistically significant at the $.05$ level of significance. This means that:

- a. five percent of the difference is significant.
- b. the difference between the means is due to random sampling fluctuation.
- c. there is less than a $.05$ probability that the difference occurred by chance.
- d. there is a $.95$ probability that the difference occurred by chance.

58. In which kind of research, manipulation of variable is necessary?

- a. Action Research
- b. Experimental Research
- c. Causal comparative Research
- d. Ethnographical Research.

59. Ogive gives no help in the estimation of :

- a. Median
- b. Percentiles
- c. Percentile Ranks
- d. Mode

60. Which of the following is the highest level of significance?

- a. 0.10
- b. 0.20
- c. 0.01
- d. 0.001

PART-B

Q. 1 Answer the following questions in one or two lines only. (10/10) 10 marks

Q. 2 Answer the following question in three to four sentences only. (8/8) 16 Marks

Q. 3 Answer any two of the following questions in about 200 words. (2/3) 14 Marks

OR PART-B

Assignments

- 1 1 Select any area of commerce and write any three titles of the research and atleast 3 objectives for each title.
- 2 Select any research problem and prepare a research proposal on any relevant areas of research related to the commerce.

Paper II
Scientific communication
Syllabus

1. Basics of Communication skill, types of scientific communication
2. English Grammar –word selection, punctuation, sentence structure, paragraph structure, letter, précis writing
3. importance of publishing papers
4. Norms and standards of writing research papers and publishing papers;
 - a) reviewing and recording from books, Journals, articles and thesis
 - b) writing titles, running title
 - c) authors-single and multiple authorship
 - d) writing abstract/summary/ briefs/
 - e) selecting key words
 - f) writing introduction of the paper
 - g) tools and methods selection
 - h) writing result
 - i) presentation of figures, designs, table components, Graphs; types, style, table v/s graph
 - j) discussion section; Format, Drawing conclusion, Language style
 - k) acknowledgment
 - l) references : Different style
 - m) communication with the Editor, Reviewing Referees' Comments, Galey Proofs
5. Writing Review Articles
6. Preparing Posters for Scientific Presentation
7. Preparing and Delivering of Oral Presentation of Research Paper and handling questions
8. Writing reports
9. Avoiding Plagiarism

10. Funding Agencies for Research work, Preparing project proposal and applying for financial assistance / grant
11. Patent drafting and submission
12. IUPAC symbols and terminology, Standard Abbreviations and Symbols
13. Preparing documents for MoUs, Confidentiality Agreements

Reference Books

1. Study and communication Skills for the Biosciences by Stuart Johnson and Jon Scott, Oxford University Press
2. Write and Publish a Scientific Paper by Robert A. Day Oryx Press
3. Scientific Easy when you know how by Jennifer Peat BMJ Books

MODEL QUESTION PAPER FOR

Paper-II , Scientific Communication

SECTION „A“

Answer the following questions

(30)

Q 1 (A) Each of the following sentences is divided into three parts (a,b and c) one of which might contain an error. Spot the error and mark that part as an answer. If the answer is correct, mark “No error”

- a). Prakash was leading a (a) / happy and leisurely life (b) / after he retirement from service (c) / no error (d)
- b). Being (a) / a very hot day I stayed at home (b) / and prepared for my exam (c) / no error (d)
- c). Transporting goods (a) / by sea (b) / is cheaper than land (c) / no error (d)
- d). If my father (a) / allows (b) / I will went to Bombay (c) / No error
- e). He told me (a) / the same old story (b) / in great details (c) / no error (d)

(B) The following sentences are in direct speech. Choose the appropriate indirect of reported form the choices (a,b,c and d)

a) Joby said, “How dreadful !”

(i)exclaimed that it was dreadful.

(ii)exclaimed that it is dreadful.

(iii) Said how dreadful is it.

(iv) Said how was it dreadful.

b) Meena said, “Study well”

(i)told me to study well.

(ii) told me I study well.

(iii) told me to study well.

(iv) said I study well

(c) David said,” What time is it ?”

(i)asked what time is it.

(ii) Said it was time.

(iii) asked what time it was.

(iv) Asked what time was.

d) Raja said, “ The letter’s here”

(i) The letter would be there

(ii) the letter is here

(iii) the letter had been there

(iv) the letter was there

e) Sam said, “Where is she?”

(i)said where is she ?”

(ii) said where was she

(iii) asked where she was

(iv) asked where she is

(C) Read the passage carefully and choose the correct answer from the given options

In most countries, it is required that every young man, when his education is complete, shall give three, four or five years to military service. He goes into barracks, is regimented and drilled, makes a unit in the standing army and passes out usually when his term ends, an efficient soldier, to remain for the rest of his life ready at any moment to join in the armed defence of his country.

(a). in the passage the author opines that

(i) Military training must be included in the curricula of school and college

(ii) Military training as important as general training

(iii) Military training should precede college education since it builds up one's mental and physical abilities.

(iv) military training is more important than general education.

(b). the author writing in the early part of the 20th century, does not seem to talk about the need of military training for women because.....

(i) She thinks women are not physically strong enough to undergo military training.

(ii) Women should remain indoors.

(iii). Women taking part in military service is only a recent phenomenon.

(iv). Women education was a new thing then.

(c) Every young man has to undergo military training because he can ..

(i). join the army whenever his country needs to be defended in war

(ii) Get a job after such training

(iii) Learn and practice discipline

(iv) Supplement his general education according to his wish.

(d) Military training is as important as mental training because..

(i) One gets a chance to live in barracks

(ii) Other wise young men are useless

(iii) war has become a daily affair

(iv) it is good that every scholar should also be an efficient soldier and be available for the country's defence

(e) In eastern countries like India, military training of students should be made compulsory

.....

(i) As it can solve the unemployment problem by providing more jobs

(ii) To fight the anti social elements in every village or town

(iii) To repress communal riots

(iv) To make the youth serve the nation during times of war and peace

COMMERCE COURSE CONTENT:

1. MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR

Schools of Management Thought, Managerial Functions, Organisational Behaviour, Motivation Group Dynamics and Team Development, Leadership, Organisational Conflict, Interpersonal and Organisational Communication, Organisational Development

2. BUSINESS ENVIRONMENT

Theoretical Framework of Business Environment, Economic Environment of Business, Political and Legal Environment of Business, Socio-Cultural Environment, International and Technological Environment

3. STATISTICAL ANALYSIS

Univariate Analysis, Probability Theory, Probability Distributions, Statistical Decision Theory, Sampling and Data Collection, Data Sources, Statistical Estimation and Testing, Non Parametric Tests, Correlation and Regression Analysis, Index Numbers, Statistical Quality Control

4. CORPORATE FINANCIAL ACCOUNTING

Accounting for issue and redemption of shares and debentures, Final accounts and financial statements of companies, Valuation of goodwill and shares, Accounting issues relative to amalgamation, absorption, and reconstruction of companies, Accounting for holding and subsidiary companies, Accounts relating to liquidation of companies, Royalty accounts, voyage accounts and investment accounts.

5. ACCOUNTING FOR MANAGERIAL DECISIONS

Introduction to Accounting, Accounting Plan and Responsibility Centres, Budgeting, Standard Costing and Variance Analysis, Marginal Costing and Break-even Analysis, Analysing Financial Statements, Contemporary Issues in Management Accounting, Reporting to Management

6. MARKETING MANAGEMENT

Introduction, Market Analysis and Selection, Product Decisions, Pricing Decisions, Distribution Channels and Physical Distribution Decisions, Promotion Decisions, Marketing Research, Issues and Developments in Marketing

7. FINANCIAL MANAGEMENT

Introduction to Financial Management, Capital Budgeting, Cost of Capital, Operating and Financial Leverage, Capital Structure Theories, Dividend Policies, Management of Working Capital, Management of cash, receivables and inventory.

8. CORPORATE TAX PLANNING AND MANAGEMENT

Introduction to Tax Management, Tax Planning for New Business, Tax Planning and Financial Management Decisions, Tax Planning and Managerial Decisions, Special Tax Provisions, Tax Issues Relating to Amalgamation, Tax Payment

9. STRATEGIC MANAGEMENT

Concept of Strategy, Environmental Analysis and Diagnosis, Strategy Formulation and Choice of Alternatives, Functional Strategies, Functional Strategies, Strategy Implementation, Strategy and Structure, Strategy Evaluation

10. SECURITY ANALYSIS AND PORTFOLIO

Investments, Financial Assets, Security Markets, Public Issue, Secondary market, Valuation of securities, Technical Analysis, Efficient Market Hypothesis, Portfolio Analysis, Capital Market Theory, Portfolio Performance Evaluation

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- ❖ Sukla, Madhukar: Understanding Organisations: Organisation Theory and Practice in India, Prentice Hall, New Delhi.
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- ❖ Ghosh, Biswanath: Economic Environment of Business, Vikas Pub, New Delhi.
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- ❖ Hooda, R.P: Statistics for Business and Economics, Macmillan, New Delhi.
- ❖ Levin, Richard I. and David S Rubin: Statistics for Management, Prentice Hall, Delhi.
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- ❖ Maheshwaari, S.N: Advanced Accountancy -Vol.II, Vikas Publishing House, New Delhi.
- ❖ Monga.J.R: Advanced Financial Accounting, Mayoor Paperbacks, Noida
- ❖ Narayanaswamy, R: Financial Accounting: A Managerial Perspective, Prentice Hall of India, Delhi
- ❖ Neigs, R.F: Financial Accounting, Tata McGraw Hill, NewDelhi.
- ❖ Anthony, Robert: Management Accounting, Tarapore-wala, Mumbai.
- ❖ Horngren, C.T., Gary L. Sundem ,and William O. Stratton: Introduction to Management Accounting, Prentice Hall, Delhi.
- ❖ Lall, B.M., and I.C Jain: Cost Accounting: Principles and Practice, Prentice Hall, Delhi.
- ❖ Pandey, I.M: Management Accounting, Vani Publication, Delhi
- ❖ Kotler, Philip: Marketing Management-Analysis, Planning, Implementation and Control, Prentice Hall, New Delhi.
- ❖ Majumdar, Ramanuj: Product Management in India, Prentice Hall, New Delhi.
- ❖ Ramaswamy.V.S and Namakumari.S: Marketing Management, MacMillan India, New Delhi.
- ❖ Srinivasan, R: Case Studies in Marketing: The Indian Context, Prentice Hall, New Delhi.
- ❖ Bhattacharya, Hrishikas: Working Capital Management: Strategies and Techniques, Prentice Hall, New Delhi.
- ❖ Chandra, Prasanna: Financial Management, Tata Mc Graw Hill, Delhi. Hampton, John: Financial Decision Making, Prentice Hall, Delhi.
- ❖ Ahuja G.K. and Ravi Gupta: Systematic Approach to Income Tax and Central Sales Tax, Bharat Law House, New Delhi.
- ❖ Taxes: Law and Practice, Taxman's Publication, Delhi. Singhania, Vinod K: Direct Tax
- ❖ Amling: Fundamentals of Investment Analysis, Prentice Hall, International Edition. Bhalla: Investment Analysis, S. Chand & Co. Delhi.
- ❖ Chandratre, K.R: Capital Issue, SEBI & Listing, Bharat Publishing House, New Delhi.