

# CENTRE FOR ECONOMIC AND SOCIAL STUDIES

Begumpet, Hyderabad - 500 016

*in collaboration with*

TELANGANA UNIVERSITY

Dichpally, Nizamabad - 500 033

## Ph.D IN PROGRAMME DEVELOPMENT STUDIES

### SYLLABUS FOR ENTRANCE TEST

#### NOTE:

- (1) **The Duration of the Entrance Test is Two Hours and the Maximum Marks for the Entrance Test are 70**
- (2) **The Question Paper consists of Two Parts (Part-A and Part-B). Part – A is Research Methodology and it is Common to all the Subjects and, whereas Part – B is relating to the individual Subjects. Each Part carries 50% (35) Marks.**

### PART – A: RESEARCH METHODOLOGY

1. Importance of Social Science Research, Objectivity in Social Science Research, Formulation of Research Problem; Methods of Data Collection- Primary and Secondary, PRA, etc; Types of Social Science Research-Historical, Descriptive, Analytical, Exploratory, Research design.
2. Scientific Method: Deductive and Inductive Methods, Personalities and Ideology in Social Research.
3. Quantitative Methods, Data Interpretation

### PART – B

### COMMERCE/BUSINESS MANAGEMENT

#### **(a) Managerial Economics, Marketing, Management and Business Environment**

1. Introduction to Managerial Economics – Rationale of the firm – Objectives of Firm – Profit in a Market system – Demand theory and analysis including demand function, elasticity of Demand and Demand Forecasting – Production function – Costs Theory and Analysis – Market Structures – Characteristics of Perfect market, Monopoly, Imperfect Market, Monopolistic Markets and Oligopoly
2. Marketing Tasks and Philosophies – Segmentation and Target Marketing – Scanning the Marketing Environment and SWOT analysis – Consumer Behavior Analysis – Marketing Mix including Product, Price, Promotion and Place, Product Pricing – Basics of Services Marketing, Marketing Research and Marketing Strategies.
3. Principles of Management – Management Functions including Planning, Organizing, Staffing, Coordinating and Controlling – Authority, Power and Influence – Delegation and Decentralisation – Leadership styles – Decision Making – Communication – Motivation – Change Management – Conflict Management – Human Resource Management – Recruitment – Selection – Training and Development – Performance Appraisal
4. Features of New Industrial Policy 1991 – Economic Reforms after 1991 including Banking and Insurance sector Reforms – Globalization and its implications to India – Privatization of Public Enterprises in India – Origin and Functions of WTO – TRIPS and GATS Agreements – Role of SEBI and NADSSAQ in regulating Capital Markets in India – Changing World Trade Environment and its implications to India – International Financial System.

**(b) Accounting and Finance**

1. Accounting Concepts and Conventions – Concepts of Descriptive and Prescriptive accounting - GAAP- Accounting standards setting in India and at International level – Basics of AS3, AS6, AS9, 10, 11 and 12
2. Financial Statement Analysis including Comparative Statement, Trend analysis, Common size statements, Ratio Analysis, CVP analysis, funds flow and cash flow analysis.
3. Basics of Accounting for changing Prices, Segment Reporting, Social Accounting and Reporting, Human Resources Accounting, Environmental accounting and Accounting for Intangibles – IFRS – Integrated Accounting
4. Nature and goal of Financial Decisions including functions of Financial Management – Time Value of Money – Risk and Returns – Valuation of Securities
5. Financing Decision – Cost of Capital – Capital Structure Theories – Dividend Policies
6. Investing Long term and short term Assets – Capital Budgeting decisions – Working Capital Management
7. Basic concepts of Security Analysis and Portfolio Management – Derivatives

**DEVELOPMENT STATISTICS**

1. Sampling techniques.
2. Elementary principles of statistical inference.
3. Interpretation of statistical data.
4. Econometrics.
5. Growth Experience of Indian Economy.

**ECONOMICS**

**I. Economic Theory**

1. **Demand Analysis:** Cardinal Utility Approach; Ordinal Utility Approach; Revealed Preference Theory; Recent developments in Demand Theory- Hicksian Revised Theory, Neumann Morgenstern Statistical Utility Theory , Armstrong’s Marginal Preference Theory
2. **Theory of production:** Production Possibility Curve; Production Functions: Product curves; Isoquants: Elasticity of Substitution; Profit Maximisation  
Linear Homogenous Production Function; Cobb - Douglas Production Function.
3. **Theory of Cost :** Cost Concepts and Revenue Concepts; Cost Functions and Revenue Functions
4. **Price and Output Determination:** Perfect Competition: Assumptions, Demand, Supply, Commodity Market equilibrium, Factor market Equilibrium; Imperfect Competition: Monopoly, Monopsony, Monopolistic competition, Duopoly, Oligopoly and Bilateral Monopoly; Alternative theories of the Firm

5. **Welfare Economics:** Pigou's Theory of Welfare Economics; Conditions of Pareto Optimality; Bergson – Samulson's Social Welfare Function; Arrow's Impossibility Theorem.
6. **National Income & Accounts:** Concept and measurement of National income; Circular Flow of National Income; Approaches to measurement of National Income accounting; Measures of aggregate income; problems in National Accounting
7. **Determination of Income:** Consumption Function and Related Concepts; Investment Function: MEC and MEI, Investment Multiplier, Accelerator and investment Behaviour
8. **Classical and Keynesian Approaches,** Neo-classical and Keynesian Synthesis

## **II. Issues in Economic Growth and Development and Indian Planning**

1. **Economic Growth and Development:** Characteristics of Developed /Developing Economies; Vicious circle of poverty, Circular causation, Unlimited supply of labour, Big push theory, Balanced vs Unbalanced growth, Critical Minimum Effort Thesis, Low-income equilibrium trap; Dual Sector model; Rostow stages of growth; Marxian Theory; Schumpeter Theory; Structural view of Development.
2. Characteristics of Indian Economic Planning: Experience of Five Year Plans; NITI Aayog.

## **III. Elementary Statistics and Interpretation of Data**

Role of Statistics in Economics; Elements of curve tracing and alternative graphs; Frequency Distribution; Measures of Central Tendency and Dispersion; Sampling Methods; Sampling Technique; Nature and Purpose of Index Numbers; Commonly used Index Numbers.

## POLITICAL SCIENCE/PUBLIC ADMINISTRATION

- I. Politics in India** – Nature of India's Constitution and its achievements; Fundamental Rights - Directive Principles; Federalism; Executive - Legislature Judiciary; Elections and Political Parties; Caste in Indian Politics; Regionalism; Politics of Secularism and Communalism; India's Political economy; Social Movements.
- II. Political Sociology** – Intellectual Foundations : Marx and Weber; Political Culture and Socialization; Power and authority; Ideology and Hegemony; State and Welfare State; Bureaucracy; Political Participation; Class; Gender.
- III. Public Administration** – Study of Public Administration - Concept of Dichotomy; Approaches to the Study of Public Administration; Principles of Organization; Public Policy Perspective; Indian Administration - Administration at Central Level – Structure and Functionaries; Administration at State Level – Structure and Functionaries
- IV. Local Administration** – Urban Local Bodies - Structure and functions; Rural Local Bodies –Structure and Functions; Programmes and agencies involved in urban and rural development; Role of Cooperatives, banks, para - statals, NGOs, community based organizations; 73<sup>rd</sup> and 74<sup>th</sup> Constitutional Amendments.

## SOCIOLOGY/ANTHROPOLOGY/SOCIAL WORK

- I. Basic Concepts:** Sociology, the definition, concepts and elements. Community and Social Group
- II. Social Structure:** Culture—Concept, Culture and Personality, Theories of Culture, Race, Clan, Tribe and Caste, Culture and Society.  
Social Processes—Social Interaction: Socialization, Agencies and Theories.  
Social Structure, Social Change—Development; Social Stratification and Social Differentiation.

**III. Theoretical Approaches:** Sociological Theory—Historical Evolution, Nature of Sociological Theory and Thought. Main Thinkers of Sociology—Auguste Comte, Max Weber and Karl Marx

Major Sociological Perspectives—Structural and Functionalism (Structural – Radcliff Brown, Levi Straus. Functional – Emile Durkheim, Malinowski, Parsons), Conflict (Karl Marx, Dahrendorf), Social Exchange Theory, Post –Modernism, Feminist Perspectives, Subaltern Theory.

Indian Sociologists – M.N.Srinivas. G S Ghurye, A.R.Desai, Yogendra Singh

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**IV. Contemporary Social issues:** Tribes of India—Their Organization, Institutions and Tribal Development.

Indian Society—Structure and Process; Forms of stratification - Caste, Class, Gender and Ethnic — Identity, Equity and Diversity, Social Exclusion and Social Mobility.

Social Issues and Challenges— Separatist Movements, Poverty, Illiteracy, Unemployment, Violence and Human Rights.

Economic Reforms—Globalization and their Implications on Indian Society.

**V. Social Work**

Concepts: Social Work, Social Service, Social welfare, Social Security, Social Defense, Social Justice and Social Development.

Human growth and development.

Theories of groups and its applicability in various settings. Application of skills and techniques for effective work with groups.

Contribution of Sociology to Social work and relevance: Society, institutions, communities, associations, groups, crowds, mobs, collective behavior, situational and changing patterns and consequences. Theories related to individual and society.

Social Institutions – Marriage – Family in the transmission of values and in proper development of the child; Kinship – meaning, characteristics, functions, changes; Changes in structure and function of social institutions

Socialisation and social control; Voluntary organizations: enactments and performance.

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