

PART ONE-INTRODUCTION OF BUSINESS

1. NATURE AND PURPOSE OF BUSINESS

Introduction; Business - Meaning and Definition; Essential Characteristics or Elements of Business; Profession; Objectives of Business; The Concept of Social Responsibilities of Business; Classification of Business Activities; Difference between Trade, Commerce and Industry; QUESTIONS

2. EVOLUTION OF BUSINESS AND COMMERCE

Meaning of Commerce; Development of Commerce; Evolution of Industry; QUESTIONS

3. ESTABLISHMENT OF A NEW BUSINESS AND ESSENTIAL REQUISITES FOR ITS SUCCESS

Establishment of a New Enterprise; Essential Requisites for Business Success; Qualities of a Successful Businessman; QUESTIONS

PART TWO-FORMS OF BUSINESS OWNERSHIP

4. FORMS OF BUSINESS OWNERSHIP

Introduction; Selection of Form of Business Organisation; QUESTIONS

5. SOLE PROPRIETORY ORGANISATION

Sole Proprietory Organisation–Meaning; Characteristics of Sole Proprietorship; Advantages of Sole Tradership; Disadvantages of Sole Tradership or Proprietorship; Why is the single proprietorship not in danger of being entirely wiped out by large business houses?; Limitations of Sole Proprietorship; Servant or Partner in an Expanding Sole Trading Business; Scope and Prospects of Sole Tradership; "One-man control is the best in the world, if one man is big enough to manage everything."; QUESTIONS

6. JOINT HINDU FAMILY BUSINESS

Meaning of Joint Hindu Family Business; Characteristics of a

Joint Hindu Family Business; Advantages of Joint Hindu Family Business; Disadvantages of Joint Hindu Family Business; QUESTIONS

7. PARTNERSHIP

Need of Partnership; Partnership-Meaning and Definition; Characteristics or Features or Elements of Partnership; Illegal Partnership; Advantages of Partnership; Disadvantages of partnership; Difference between Partnership and Coownership; Difference between Partnership And Sole Trade; Difference between Partnership And Joint Hindu Family; Difference between Partnership and Company; Ideal Partnership; Partnership Deed; Rules to be followed in the absence of a Partnership Deed; Registration of Partnership; Different Kinds of Partners; Minor as a Partner; Rights of Partners; Duties of Partners; Dissolution of Partnership Firm; Settlement of Accounts on Dissolution; QUESTIONS

8. JOINT STOCK COMPANY

Introduction; Meaning of Company; Definition of Company; Characteristics of Company; Kinds of Companies or Methods of Incorporation of Companies; Advantages and disadvantages of Joint Stock Company; QUESTIONS

9. CO-OPERATIVE ORGANISATION

Meaning; Definitions; Characteristic Features of Co-operative Form of Organisation; Difference between Co-operative Society and Company; Forms of Co-operative Societies; QUESTIONS

10. PUBLIC UTILITIES

Meaning; Characteristics of Public Utilities; Problem of Ownership and Control; Organisation of Public Utility Undertakings; QUESTIONS

PART THREE-FORMATION, CAPITAL AND MANAGEMENT OF JOINT STOCK COMPANY

11. FORMATION AND INCORPORATION OF A COMPANY

Introduction; Promotion Stage; Incorporation or Registration Stage; Capital Subscription Stage; Commencement of Business Stage; QUESTIONS

12. IMPORTANT DOCUMENTS OF COMPANY

Introduction; Definitions; Importance; Form of Memorandum; Contents or clauses or subject matter of memorandum; Alteration of Memorandum; Meaning and Definition of 'Articles of Association.'; Contents or subject-Matter of Articles of Association difference between Memorandum of Association and Articles of Association; Meaning and Definition of Prospectus; Object of Prospectus; Contents of Prospectus; QUESTIONS

13. SHARES AND SHARE CAPITAL

Share; Share Capital; Alteration of Capital Clause; QUESTIONS

14. MANAGEMENT OF A COMPANY

Introduction; Meaning and Definition; Meaning of Board of Directors; Number of Directors; Legal Position/Status of Directors; Appointment of Directors; Restrictions on Appointment of Directors; Qualifications of Directors; Disqualifications of Directors; Restriction of Number of Directorship; Vacation of Office by Directors; Removal of Directors; Resignation by the Directors; Meetings and Resolutions; Distinction Between Ordinary Resolution and Special Resolution; QUESTIONS

15. OLIGARCHY IN COMPANY MANAGEMENT

Introduction; Meaning of Oligarchy; Implications of Oligarchy in company management; Causes of Oligarchy in Company Organisation; Democratisation of Company Management or Social Control of Company; Methods of Democratisation or Social Control; Changing Pattern of Company Management; QUESTIONS

PART FOUR-STATE AND INDUSTRY

16. EVOLUTION OF STATE ENTERPRISES

Introduction; Why State Ownership of Industry ?; Industrial Policy in India; Industrial Policy of 1977; Salient Features of Industrial Policy of 1977; Industrial Policy of 1980; Salient

features of the industrial Policy of 1980; Industrial Policy of 1990; MRTP Act; QUESTIONS

17. MEANING AND FORMS OF ORGANISATION FOR STATE ENTERPRISES

Meaning of Public or State Enterprises; Definition; Characteristics of State Enterprises; Objectives of State Enterprises; Advantages of State Enterprises; Disadvantages of State Enterprises; Different Forms of Organisation and Management of State Enterprises; Choice of the Forms of the Forms of Organisation for State Enterprises; QUESTIONS

18. PROBLEMS OF STATE ENTERPRISES

Autonomy for State Enterprises; Accountability of State Enterprises; Price Policy of Public Enterprises; Theories of Price-Fixation; Price Policy of Public Enterprises in India; Working of Public Sector Undertakings; QUESTIONS

PART FIVE-PROBLEMS OF ESTABLISHING A BUSINESS ENTERPRISE

19. ESTABLISHMENT OF A BUSINESS ENTERPRISE

Introduction; Why do people enter into business?; Ways of Entering Into Any Business; Promotion of Business Enterprise; Promotion in India; A Brief Note on Break-Even Analysis; QUESTIONS

20. THE SIZE OF THE BUSINESS FIRM

Introduction; Definitions; Measures of size; Various Concepts about the size of business unit; Factors which determine the Optimum size; Reconciliation of Differing Optima; Reasons for the Growth in Size of the Firms; The Survival of Small Firm; Size of units in important industries in India; QUESTIONS

21. SMALL-SCALE INDUSTRIES

Introduction; Arguments for Small Business; Development of Small-Scale Industries; Government Assistance to Small-Scale Industries; Role of Important Institutions in the Development of Small Industries; Industrial Estates; QUESTIONS

22. THE PROBLEM OF LOCATION

Introduction; Situation Giving Rise to the Problem of

Location; The Need and Importance; Ideal Location; Factors of Ideal Location; Factors Governing Location; Selection of the Site; QUESTIONS

23. PLANT LAYOUT

Introduction; Need for Plant Layout; Meaning and Objectives of Plant Layout; Benefits of Plant Layout; Factors Influencing the plant layout; Types of Layout; Layout Tools and Techniques; Layout Procedure for a New Plant; Revision and Improvement of Layout (Re-layout Procedure); Factory Building; QUESTIONS

PART SIX-BUSINESS COMBINATIONS

24. CAUSES AND TYPES OF BUSINESS COMBINATIONS

Introduction; Factors Giving Rise to the Growth of Combinations; Types of Combination; Lateral Integration; Diagonal or Services Integration; QUESTIONS

25. FORMS OF BUSINESS COMBINATIONS

Associations; Federations; Partial Consolidation; Complete Consolidation; QUESTIONS

PART SEVEN-BUSINESS CAPITAL, COMMERCIAL BANKS, FINANCING OF DOMESTIC TRADE, FINANCIAL INSTITUTIONS

26. BUSINESS CAPITAL

Sources of Finance; Meaning of Working Capital; Classification of Working Capital; Factors affecting Working Capital Requirements; Meaning of Share; Types of Shares; Advantages or Merits of Preference Shares; Disadvantages or Demerits of Preference Shares; Meaning of Debentures; Kinds of Debentures; Advantages or Merits of Debentures; Disadvantages or Demerits of Debentures; Difference between Share and Stock; Difference between Shares and Debentures; Public Deposits; Ploughing Back of Profits or Self-financing; QUESTIONS

27. COMMERCIAL BANKS

Origin and Development of the word 'Bank'; Meaning and Definition of Bank; Functions of a Bank; Classification of Banks; Advantages or Importance of a Bank; Types of Bank Accounts; QUESTIONS

28. FINANCING OF DOMESTIC TRADE

Meaning of Cheque; Essentials/Characteristics of a Cheque; Crossing of a Cheque; Endorsement of a Cheque; Hundi; Difference between Hundi and Bill of Exchange; Difference between Bill of Exchange and Cheque; Bearer Cheque; Order Cheque; Difference between Bearer Cheque and Order Cheque; Bank Draft; Bill of Exchange; Promissory Note; Difference between Promissory Note and Bill of Exchange; Trade Bills and Accommodation Bills; QUESTIONS

29. INDUSTRIAL SPECIALISED FINANCIAL INSTITUTIONS

Industrial Finance Corporation of India (IFCI); Industrial Credit and Investment Corporation of India; Industrial Development Bank of India (IDBI); QUESTIONS

PART EIGHT-CHANNELS OF DISTRIBUTION

30. CHANNELS OF DISTRIBUTION-AN INTRODUCTION

Meaning of Middlemen; Channels of Distribution; Factor; Broker; Difference between a Factor and a Broker; QUESTIONS

31. CHANNELS OF DISTRIBUTION: WHOLESALE TRADE

Wholesale Trade and Wholesaler; Essential Characteristics of a Wholesaler; Functions of a Wholesaler; Services or Role of Wholesalers; Should the Wholesalers be Eliminated?; QUESTIONS

32. CHANNELS OF DISTRIBUTION: RETAIL TRADE

Meaning and Definition of Retail Trade; Characteristics of Retail Trade; Difference between Wholesaler and Retailer; Functions of a Retailer; Services of Retailers; Departmental Store; Multiple Shops/Chain Shops; Differences between Departmental Stores and Multiple Shops; Mail Order Business; Hire-Purchase System; Instalment System; Differences between Instalment System and Hire Purchase System; Consumer's Cooperative Stores; One-price Shops; Super Bazar or Super Market or Combination Store; QUESTIONS

PART NINE-FOREIGN TRADE AND TRANSPORT

 FOREIGN TRADE—A GENERAL INTRODUCTION Meaning of Foreign Trade; Difference between Home Trade and Foreign Trade; Advantages of Foreign Trade; Disadvantages of Foreign Trade; Difficulties in Foreign Trade; How to Create Demand in Foreign Markets; Different Prices in Foreign Trade; QUESTIONS

34. IMPORT PROCEDURE

Import Trade Procedure; Documents to be used in Import Trade; QUESTIONS

35. EXPORT PROCEDURE

Export Procedure; Documents to be used in Export Trade; QUESTIONS

36. TRANSPORT

Meaning of Transport; Importance/Advantages/Benefits of Transport; Advantages of Road Transport; Disadvantages of Road Transport; Advantages of Rail Transport; Disadvantages of Rail Transport; Procedure of Sending Goods by Rail; Rail-Road Competition; Advantages of Water Transport; Disadvantages of Water Transport; Advantages of Air Transport; Comparative Study of the Different Means of Transport; QUESTIONS

PART TEN-STORAGE, BUSINESS RISK AND INSURANCE

37. STORAGE AND WAREHOUSING

Meaning of Warehouse; Characteristics of a Warehouse; Functions of Warehouses; Advantages/Importance of Warehouse; Kinds of Warehouses; QUESTIONS

38. BUSINESS RISK AND HEDGING

Meaning of Business Risk; Different kinds of Business Risks; Causes of Business Risks; Speculation; Hedging or Hedge Contracts; QUESTIONS

39. INSURANCE AND ITS TYPES

Meaning of Insurance; Fundamental Principles or Features or Essentials of an Insurance Contract; Types of Insurance; Double Insurance; Re-insurance; Advantages/Utilities/ Importance of Insurance; Life Insurance Contract; How to Effect Life Insurance (i.e., Procedure)?; Different Kinds of Life Insurance Policies; Fire Insurance Contract; Differences between Fire Insurance and Marine Insurance; Marine Insurance Contract; QUESTIONS

PART ELEVEN-STOCK AND PRODUCE EXCHANGES

40. STOCK AND PRODUCE EXCHANGES

Meaning; Definition; Characteristics of Stock Exchange; Importance of Stock Exchange; Functions of a Stock Exchange; Advantages of Stock Exchanges; Drawbacks of Stock Exchanges; Listing of Securities; Speculation on Stock Exchanges; Regulation of Stock Exchange; Meaning and Definition; Characteristics of Marketable Commodities; Objects and Functions of Produce Exchange; Distinction between a Commodity Exchange and a Stock Exchange; QUESTIONS

PART TWELVE-PRINCIPLES OF MANAGEMENT

41. NATURE AND SIGNIFICANCE OF MANAGEMENT

Introduction; Management - Meaning and Definition; Characteristics of Management; Nature of Management; Management as a Profession; Objectives of Management; Importance of Management; Levels of Management; Functions of Management; Co-oridination and Cooperation; QUESTIONS

42. PRINCIPLES OF MANAGEMENT

Introduction; How are principles derived?; Nature of Principles of Management; Need of Principles of Management; Fayol's Principles of Management; Taylor's Principles of Scientific Management; Techniques of Scientific Management; Benefits of Scientific Management; Criticism of Scientific Management; Comparison Between Taylor and Fayol; QUESTIONS

43. PLANNING

Introduction; Meaning and Definition of planning; The Concept of Planning; Nature/Characteristics/Features of Planning; Importance of Planning; Planning is looking ahead and control is looking backward; Essential Elements of Planning Process or Steps in Planning; Characteristics of a Sound Policy; Limitations of Planning; Suggestions; Different Types of Planning; The Methods of Planning; Forecasting; QUESTIONS

44. ORGANISATION

Introduction; Definitions of organisation; Organising; Importance of Organisation; Principles of Organisation; Formal and Informal Organisation; Forms or Types of Organisation; Difference between 'Line' and 'Line and Staff' Organisation; Difference between 'Functional' and 'Line and Staff' Organisation; Difference between 'Line' 'Line and Staff' and 'Functional' Organisation; Delegation of Authority; Relationship between Authority and Accountability; Difference between Authority and Responsibility; Relationship of Authority and Responsibility; Decentralisation of Authority; Difference between Delegation and Decentralisation of Authority; Methods of Grouping Activities or Departmentalising (Departmentation); QUESTIONS

45. STAFFING

Nature of Staffing; Need of Staffing; Importance of Staffing; Staffing Process; Sources of Recruitment; Training; Training Methods; Wage Policy; Piece Rate Wage System; Incentive Wage System; QUESTIONS

46. DIRECTING

Meaning of Direction; Elements of Direction; Importance of Direction: Written vs. Oral Directives: Definition of Supervision; Role of Supervisor; Functions of a Supervisor; Qualities of a Good Supervisor; Requirements of Effective Supervision; Motivation; Nature of Motivation; Significance of Motivation; Motivational Techniques; Maslow's Theory of Motivation; Herzberg's Theory of Motivation; Financial and Non-Financial Incentives; Financial vs. Non-Financial Incentives; Introduction; Definition of Leadership; Characteristics of Leadership; Importance of Leadership; Functions of a Leader; Distinguished Leadership Style and Patterns; Types of Leaders; Essential Qualities for Leadership; Introduction; Definitions; Objectives of Communication; Importance of Communication in Management; Various Types of Communication; Principles of Communication; Important Barriers to Communication; QUESTIONS

47. CONTROLLING

Introduction; Meaning and Definition of Control; Importance of Controlling; Relationship between Planning and Controlling; Steps involved in the Control Process; Requirements or Characteristics of Good Control System; Limitations or Shortcomings of Control System; Meaning and Definition of Budgets; Objectives of Budget or Budget as a Plan and a Means of Control; Types of Budgets; Techniques of Control; Meaning of Budgetary Control; Break-even Point; QUESTIONS

48. SCIENTIFIC MANAGEMENT, RATIONALISATION AND PRODUCTIVITY

Introduction; Meaning of Scientific Management; Aims of Scientific Management; Techniques or Elements of Scientific Management; Principles of Scientific Management; Mental Revolution; Benefits of Scientific Management; Criticism of Scientific Management; Functional Foremanship; Rationalisation; Automation; Productivity; QUESTIONS

49. BUSINESS ENVIRONMENT AND MANAGEMENT

Meaning of Business Environment; Types of Business Environment; Economic Environment; Politico-legal Environment; Socio-cultural Environment; Educational Environment; Technological Environment; Interface between Environment and Management; Need for Sensitivity to socioeconomic Changes; Influence of Environment on Business Objectives; Economic Objectives; Social Objectives and Obligations; Obligations of Managers towards Different Segments of the Society; QUESTIONS

50. MANAGEMENT IN FUTURE

Introduction; Management Challenges; Impact of Changes on the Future Managers; Meeting Challenges: Management Tasks Ahead; QUESTIONS

51. MANAGEMENT INFORMATION SYSTEM AND COMPUTERS

Introduction; Concept of Management Information System; Functions of Information System; Role of Information in Planning and Control; Designing of Management Information System; Impact of Computers; Electronic Data Processing; Computer; Installation of Computer or EDP; Applications of Computers in Industry; QUESTIONS

52. PRODUCTION MANAGEMENT

Definition of Production Management; Scope of Production

Management; Production System; Automation; Production Planning and Control; Stages in Production Planning and Control; PPC in Process Industry; PPC in Intermittent Production Industry; Quality Control; QUESTIONS

53. PERSONNEL MANAGEMENT

Introduction; Meaning and Definition; Nature of Personnel Management; Functions of Personnel Management; Role of the Personnel Manager; Responsibilities of Personnel Manager; Manpower Planning; Recruitment; Selection Procedure of Employees; Difference between Recruitment and Selection; Training and Development; Distinction between Training and Development; Performance Appraisal; Promotion; Transfers; Job-evaluation; Merit-Rating; Personnel Records; Incentive Wage Plans; QUESTIONS

54. FINANCIAL MANAGEMENT

Introduction; Meaning of Finance; Meaning and Definition of Financial Management; Objective of Financial Management; Functions of Finance Manager; Financial Planning; Capital Structure; Trading on Equity; Determinants of Capital Structure; Financial Analysis; Capitalisation; Over Capitalisational; Under Capitalisation; Sources of Business Finance; Capital Market; Management of Fixed Capital; Capital Budgeting; Management of Working Capital; Current Assets-Current Liabilities; QUESTION

55. MARKETING MANAGEMENT ADVERTISING AND SALESMANSHIP

Introduction; Definition of Marketing Management; Features of Marketing; Nature of Marketing Management; Importance/ Role of Marketing; Difference between Marketing and Selling; Functions of Marketing; Marketing Mix; Advertising and Salesmanship; All Advertising is a Social Waste; Personal Selling; Qualities of a Good Salesperson; Consumer Rights; QUESTIONS