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GOVERNMENT OF ARUNACHAL PRADESH
DEPARTMENT OF PLANNING
ITANAGAR.

SYLLABUS FOR DIRECT RECUITMENT OF RESEARCH
OFFICER
COMMERCE – PAPER –I (Pg. No. 2-6) & II (Pg. No. 7-13)

PAPER -I

MANAGERIAL ECONOMICS

- UNIT I: Introduction:** Definition, Scope and Importance of Managerial Economics- Difference between Traditional Economics and Managerial Economics. Relationship of managerial Economics with other Economics-Managerial Economist Role and Responsibility in decision. Demand analysis-Elasticity of Demand-Demand Determinants.
- UNIT II: Production Analysis:** Production Function, Stages of Production, Return to Scale – Law of Returned to Scale, Law of Variable Proportions-Homogenous Production Function-Concept of Iso-quants Curves and Iso-cost curves, Optimal Combinations of Inputs-Choice of Expansion Paths.
- UNIT III: Cost Analysis:** Classification of Cost-Measurement of Cost-Cost Output Relationship-Determinants of Cost Behaviours. Profit Analysis: Economic Profit and Accounting Profit-Theories of Profit-Break-even analysis.
- UNIT IV: Pricing Analysis:** Firm theory of Pricing-Target Pricing-Cost plus Pricing-Price Determinants under different market structure in short run and long run period, Price Discrimination-Product-Line Pricing.
- UNIT V: Macro Economics:** National Income concept and Estimation, Business Cycle-Managerial Economist in the Context of Globalization, Inflation-its Definition, Characteristics, Types and Effect, Relation between income, investment and consumptions.

MANAGEMENT CONCEPT AND ORGANIZATION BEHAVIOUR

- UNIT I: Introduction:** Concept, Features, Types and Significance of Organization- Various Approaches to Organization Theory-Classical, Neo-Classical & Modern.
- UNIT II: Behaviour in organization:** Nature of Organization Behaviours- Determinants of Individual Behaviours-Models of Man-Perception-Meaning and Factors influencing perception-Attitude and Behaviour- Behaviour Process in Organization.
- UNIT III: Motivation:** Theories of Motivation-Maslow's Hierarchy of Needs-Mc Cleland's Need Theory- Hersberg's. Two factor theory –Adam's Equity Theory-Vroom's Expectancy Theory-Porter and Lawler Model-Alderter's ARG theory-McGregor Theory, Morale.

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UNIT IV: Interpersonal Behaviour and Group Behaviour: Group-Dynamics-Formal Groups and Informal Groups-Organizational Conflict-Power & Politics-Transactional Analysis.

UNIT V: Organizational Climate: Meaning and Factors affecting Organizational Climate. Organizational Effectiveness-Concepts and Different Approaches, Organizational Development.

ACCOUNTING FOR MANAGERIAL DECISION

UNIT I: Introduction to Accounting: Management accounting as a area of accounting; objectives, nature and scope of financial accounting, cost accounting and management accounting; Management accounting and managerial decisions; Management accountant's position, role and responsibilities.

UNIT II: Standard Costing and Variance Analysis: Standard costing as a control techniques; Setting of standards and their revision; Variance analysis – meaning and importance, kinds of variances and their uses- material, labour and overhead variances; Sales variances; Relevance of variance analysis to budgeting and standard costing.

UNIT III: Marginal Costing and Break-even Analysis: Concept of marginal cost; Marginal costing and absorption costing; Marginal costing versus direct costing; Cost-volume-profit analysis; Break-even analysis; Break-even Chart, Assumptions and practical applications of break-even-analysis; Decisions regarding sales –mix, make or buy decisions, discontinuation of a product line and pricing decision for special order etc.

UNIT IV: Analyzing Financial Statements: Its types and techniques, Cash flow (Statement as per AS-3) and Fund Flow Analysis.

UNIT V: Budgeting and Reporting: Essentials of Budgeting; Types of budgets-Preparation of Cash, Sales, Fixed and flexible budget; Budgetary control; Zero-bases budgeting; Performance budgeting. Objectives of reporting, Types of reports, Reporting to different levels of management.

BUSINESS ENVIRONMENT

UNIT I: Theoretical Framework of Business Environment: Concept , Significant and Nature of Business Environment, Element of Business Environment, Techniques of Environmental scanning and monitoring, Global Business Environment and its rationalities in present context.