

947-A

M.A.M. (FIFTH SEM)
M.A.M.Sc. Exam. Dec., 2014
First/Third Semester (FIFTH SEM)
Pages 01 to 04

FOR COLLEGE ONLY
SS. 407-I d.13
SS. 197-E d.13
d.16

MAM T501 Managerial Economics

- UNIT - I : Nature and Scope of Managerial Economics:
Nature, Scope and Significance of managerial economics, Five Fundamental concepts, Role and Responsibility of Managerial Economists.

- UNIT - II : Analysis of Individual Demand :
Meaning of demand, Measurement of utility, Consumer's equilibrium , The law of demand, Law of diminishing marginal utility, Indifference curve.

- UNIT-III: Theory of Production :
Basic concepts of production, Laws of production, Laws of returns to scale, Laws of returns to scale through production function, Optional input combination.

- UNIT-IV: Market Demand and Demand Elasticity:
Meaning of market demand, Types of demand, Determinants of market demand, Demand function, Elasticity of demand.

- UNIT-V: Demand Forecasting :
Meaning of demand forecasting, Techniques of forecasting demand- Survey and Statistical methods.

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Ss. 4 & 7 - J
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MAM T502 Human Resource Management

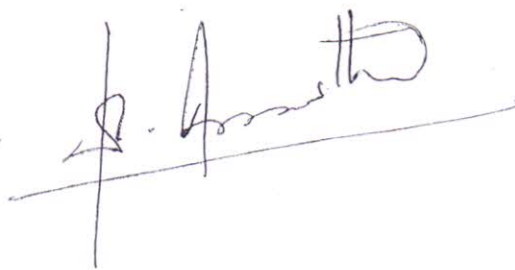
- UNIT-I: Introduction:
Concept, Importance, Nature and Scope of human resource management, Objectives of HRM, Functions of HRM, Activities of HRM, Managerial skills and Roles, Organisation and Responsibilities.

- UNIT-II: Evolution and Environment:
Evolution of human resource management, Theories of HRM, Influence of scientific management on HRM, Influence of labour movement on HRM and Influence of Government regulations on HRM.

- UNIT-III: Recruitment and Selection:
Recruitment policy, Sources of recruitment, Methods of recruitment and Effectiveness of recruitment programme.
Selection – Policy and Process, Selection tests and Interview.

- UNIT-IV: Promotion and Transfer:
Concept of promotion, Promotion policy, Promotion plans, Promotion programmes and Problems in promotion.
Transfer- Meaning, Objectives, Types, Policy and Programmes.

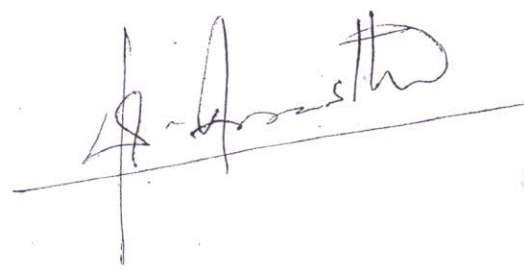
- UNIT-V: Concept of placement, Factors of demotion, Demotion policy, Types of separation and Career planning.



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MAM T503 Business Taxation

- UNIT-I: Assessment of Firms:
Computation of income of the firm, Computation of tax, Association of persons or Body of individuals.
- UNIT-II: Assessment of HUF:
Concept of Hindu coparcenaries, Difference between a Hindu undivided family and a firm, Assessment of HUF, Partition of the Hindu undivided family, Incomes which are not treated as family income.
- UNIT-III: Assessment of Companies:
Types of companies, Amalgamation of companies and its tax implications, Minimum Alternative Tax (MAT) on certain companies, Computation of total income and Tax liabilities.
- UNIT-IV: Tax Payment:
Return of income and assessment, Penalties and Prosecutions, Appeals and Revisions, Tax deduction and collection at source, Advance payment of tax and Refund of tax.
- UNIT-V: Special Tax Provisions:
Tax provisions relating to free trade zones, Infrastructure sector and backward areas, Tax incentives for exporters and Tax planning.



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MAM T504 Consumer Behaviour

- UNIT-I: Introduction :
Meaning and Significance of consumer behaviour, Determinants of consumer behaviour, Consumer behaviour Vs. buyers behaviour, Consumer buying process and Consumer movements in India.
- UNIT-II: Organisational Buying Behaviour and Consumer Research :
Characteristics and Process of organizational buying behaviour, Determinants of organizational buying behaviour. History of consumer research and Consumer research process.
- UNIT-III: Consumer Needs and Motivations:
Meaning of motivation, Needs and Goals, Dynamic nature of consumer motivation, Types and systems of consumer needs, measurement of motives and Development of motivational research.
- UNIT-IV: Personality and Consumer Behaviour:
Concept of personality, Theories of personality, Personality and understanding consumer diversity, Self and self-images.
- UNIT-V: Social Class and Consumer Behaviour :
Meaning of social class, Measurement of social class, Lifestyle profiles of the social class, Social-class mobility, Affluent and Non-affluent consumer, Selected consumer behaviour applications of social class.

