

**DIRECT RECRUITMENT FOR THE POST OF POST GRADUATE ASSISTANTS /
PHYSICAL EDUCATION DIRECTORS GRADE-I – 2018-2019**

Subject: COMMERCE

Unit-I

Marketing – Fundamental Concepts and Approaches-Marketing Mix-
Segmentation-Buyer behavior, Four P's Role of Middlemen Arguments
FOR andAGAINST – Pricing policies and strategies.

Unit-II

Advertising-Media-Copy-Effectiveness-Consumer rights and protection -
Recent Trends in Advertising.

Unit-III

Accounting for management-Functions and Benefits-Analysis and Inter-
pretation of financial statements- Ratios-Fund flow and Cash Flow-Budgetary
Control.

Unit-IV

Capital Expenditure decisions-Marginal costing and Break Even analysis -
Managerial uses- Working capital forecast-Zero based -Budgeting.

Unit-V

Costing-Methods and Techniques of costing-Different cost concepts-Process-
unit-Operating-job-contract, costing - CVP analysis-Profit planning.

Unit-VI

Differential costing-Reconciliation of costing and trading Profits-Allocation and apportionment of overheads.

Unit-VII

Entrepreneurial Development-Functions and kinds of Entrepreneurs-Traits- Women entrepreneurs-Incentives and subsidies- Consideration and Factors in setting up of a Unit Sources of Finance-Venture Capital-Forms of organization-Project Appraisal Techniques.

Unit-VIII

Role of Banks in EDP-TRYSEM – Self employment-SEEUY-SEPUP-DICS- Industrial Estate-Role of SIDCO, SIPCOT in Tamil Nadu TCO's- Problems of small Entrepreneurs-Sickness of small scale units-Causes and revival.

Unit-IX

Statistics-Importance- Scope-Primary and Secondary DATA – Collection – Tabulation and Analysis – Measures of Central Tendency – Dispersion – Correlation-Regression Theories of Analysis – Chi-square Test.

Unit-X

Sampling – Probability – Time Series Index numbers – Skewness and Kurtosis.

Unit-XI

Accounting Concepts and conventions-Amalgamation, Absorption and Reconstruction of companies.

Unit-XII

Company Liquidator's Final statement- Different Methods of valuation of shares and Goodwill.

Unit-XIII



International Trade - B.O.P. – Tariffs, Quotas and Licences-Terms of Trade
–World Lending Bodies– IMF, IBRD AND ADB – Impact of liberalizations,
privatizationand Globalisation.

Unit-XIV

Export Promotion-Institutional Arrangements-EOU-EPZ-EOGC-SEZ
EXIM Bank-STC-Multinational Corporations and Joint Ventures Abroad-
EEC- Group of 8, G15-WTO - UNCTAD-IMF and SDR-International
liquidity-International Chamber of Commerce-Recent Foreign Trade Policy of
India – Euro currency.

Unit-XV

Banking and Finance-Innovative Services of Modern Commercial Banks in
India – Short-term instruments- Certificate of Deposits and Commercial
papers- Diversification of Banking-Financial Services-Leasing-Credit
Cards-Mutual Funds- Merchant Banking-Factoring Services – Credit rating
– E-banking.

Unit-XVI

Capital Market – Institutions and Instruments used-Development Banks
(IDBIIFCI ICICI AND IIB) - Appraisal of term Loans - Regulation of Stock
Market – InvestorProtection – Dematerialisation and Depositories

Unit-XVII

Company Law and Auditing-Concept of company-Legal Features-
Promotionand Formation of Companies – Memorandum and Articles of
Association – Alteration of Directors-Winding up of companies-Duties of
a Company Secretary relating toMeetings.

Unit-XVIII

Auditing – Scope Nature and objects of Auditing Kinds-Audit Programme-
Internal Control-Internal Check and Internal Audit- Vouching-Verification



of Assets and Liabilities-Auditors-Appointment-Duties and Liabilities-
Investigation and Audit.

Unit-XIX

Direct Taxes and Tax planning: Income Tax – Basic concepts Incomes
exempt from Tax Residential Status- Heads of Income- Salary Income –
Meaning-Allowances and Prerequisites- Provident Funds – Income from house
property – Self occupied and Letout-Deductions – Profits and Gains from
Business and Profession – Capital Gains – Deductions and Rebates allowed
– Computation of CTI- Income from other sources.

Unit-XX

Income Tax authorities – Powers – Filing of Returns- Types of Assessment –
Wealth Tax Act 1957 - Concept of Tax Planning – Objectives- Systems and
Methods- Factors in Tax planning- Tax Avoidance and Evasion – Personal
Tax planning – Various savings schemes.

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Educational Psychology

Unit - 1

Pre-primary Education - Programme of Pre-primary Education - universalization of Primary Education - Equality of opportunity - Secondary and Higher Secondary Education - Need for uniform pattern - Non-formal and Adult Education - Functional Literacy Programme - Programmes for workers in industry - programme for dropouts - Role of Educational institutions in Non-formal Education - Open School / Open University, Quantity and Quality of Education - State and National leave - Unemployment and underemployment - Delinking employment from degrees - Skill development - Vocation Skill oriented education - Man power planning and education Brain drain - Special problems of rural and tribal people - illiteracy and poverty - Eradication of poverty through Education.

Unit - 2

National integration - International understanding - Value Education in action- Nation and health - sanitation - Safety and first aid - Women's education - Education for handicapped Education for gifted - Population Education - Need for protecting the environment - Environmental Education - Language policy - Medium of education - channel of international communication Management of Schools, private, aided, Government, Local authorities - Government Department of education, administration and academic supervision - Headmaster / Headmistress as an administrator and academic supervisor.

History and Culture of Tamil Nadu:

Unit - 3

Political - Spiritual - Religion - Literature - Language - Education - Natural Resources - Trade - Occupations - Historical places - Tourist centers - Arts - Games - Society.



Unit -4

The Learner, Learning process - Learning situation - Significance of Education Psychology to the teacher concept of growth and maturity - development characteristics and trends - Development tasks and education - Development of mental abilities - Attention, inattention and distraction - span of attention, sensation and perception - factors in perception - Errors - concept formation - Piaget's states of cognitive development - concept maps language. Imagination, thinking and reasoning - Psycholinguistics - Implications for the teacher.

Unit -5

Special characteristics of adolescents and their problems, attitudes, interest, group behavior, Discipline Leadership - Nature and importance of learning - individual differences in learning - Learning curves - Transfer of learning - Learning styles - Factors in learning - Types of learning - Trial and error - Conditioning - Classical and operant - Learning by insight - Imitation - Levels of learning - Remembering and forgetting - Learning Disabilities.

Unit - 6

Motivation - Maslow's hierarchy of needs - roles of rewards and punishments - Levels of aspiration - Achievement motivation - Goal as a motivational factor - Nature of intelligence - Theories of intelligence - Assessment of intelligence - IQ constancy - Distribution - uses of intelligence test - Creativity - Creativity and intelligence - Identification and promotion of creativity - Meaning of personality - Factors influencing personality - Assessment of personality - integrated personality - concept of mental health hygiene - conflict and frustration - Unrest - Adjustment - Defence mechanisms - Mental illness - Guidance and counselling.



Unit -7

Meaning of educational innovation - principles involved in innovation - Emergence of school -In cultural, social and religious setting - Innovations that emerged from educational experiments-Tagore:- Santi Niketan- Gandhiji:- Basic Education - A.S.Neill;- Progressive School -Sri Aurobindo :- Ashram Schools. Rousseau: Children's Education - Montessori - Sense Experience - Bertrand Russel- Education for Social Order - Froebel-Kindergarten- Dewey- Pragmatic life J. Krishnamoorthy-Freedom in learning situation. Influence of Psychological factors on innovation - principles underlying self-learning devices. Piaget- Experiment's and discovery learning - Child- centered learning. Effects of cultural, religious and social factors on innovation- Principles of equality - conformity to common educational goals.

Unit -8

Modernization of education - National Educational Policy (1986) - DPEP Special focus on Teacher Education (DTERT, DIETs, BRCs, CRCs) MLL based curriculum and syllabus - Joyful learning - Autonomy in institutional structures - Individual freedom- Library based learning: Self-paced instruction -pace setting schools - Mobile schools- De-Schooling and non-classroom learning - community schools - school complex Distance education and open learning- Education through mass communication - special education -Sainik school - Defence academy - Educational Technology - need for and use of Instructional technology - mass media for instructional purposes - Review of radio and TV educational programmes - educational computing.

Subject: General Knowledge

Marks - 10

Unit-I Indian History

History of India - Vedic period 1526 AD to 1947 - Free India - Modern India

Unit – II Indian Constitution

Origin of Indian Constitution - Salient and special features - Fundamental rights - Legislature - Judiciary Executive - Audit franchise - Human rights.

Unit – III History of Tamil Nadu

Ancient period - Sangam age - Chera, Chola, Pandya's - Economical, political, Social Conditions - Literature Architecture - Fine arts - Geography of Tamil Nadu - Natural boundaries - Resources - Rivers and places.

Unit-IV Personalities Books and authors - Discoveries

Unit-V Sports & Games Confined to India

Unit- VI Abbreviations

Unit – VII Every Day Science

Unit-VIII Current Affairs

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