

M. PHIL REGULATIONS

GUIDELINES FOR ADMISSION TO M. PHIL DEGREE COURSE

1. Each college may have a departmental committee in each subject to scrutinize the applications and the certificates for admission and to recommend to the Principal for selection of candidates, but the ultimate responsibility for admission made shall rest only with the Principals of the Colleges.

2. **ELIGIBILITY FOR FULL TIME M.PHIL COURSE**
The minimum marks for admission to full time M.Phil degree course shall be 50% for the candidates who have qualified for the Master's degree prior to 1. 1.1991 and 55 % for the candidates who have qualified for the Masters degree on or after 1.1.1991. There is no provision for rounding off 54.5% and above marks to 55% .For candidates belonging to SC/ST Community and Disabled (Physically and Visually Challenged) candidates, who have qualified for Master's Degree on or after 1.1.1991, a concession of 5% of marks will be given in minimum eligibility marks prescribed.

3. The admissions may be made on the basis of the marks obtained by the candidates in qualifying examination and marks scored in the entrance test. The entrance test may be conducted on the following lines:
 - a. The entrance test will be conducted for a maximum of 100 marks in respect of full time candidates only.
 - b. Candidates should have to take the examination only in the subjects for which she has applied for admission and not in the qualifying subject.
 - c. Entrance test will be for 50 marks and the remaining marks will be for the qualifying examination in the subject concerned.

4.
 - a. In the case of candidates of the University of Madras including those from autonomous colleges of this university, both internal and external marks have to be taken into account.

 - b. In the case of candidates who have obtained their PG degrees from those universities, the mark secured by them in the external examination plus entrance test marks have to be taken into consideration to arrive at the merit list.

5. The conditions for admission prescribed under regulation in respect of M.Phil Degree course shall be strictly followed. All candidates should have passed 2 year PG degree course after 3 year degree course and higher secondary of 12 years duration or pre – university under 11 year SSLC + 1 year or 10+2 pattern. Candidates who have passed the PG degree examination with less than 17 years of total duration of the course are not eligible for admission to M.Phil degree course.

6. The admission will be made purely on merit subject to reservation rules of the Government of Tamil Nadu (i.e.,) 31% for general turn, 30% for BC, 20% for MBC/DNC, 18% for SC, 1% for ST and with 3% in each for disabled candidates of these categories (i.e., 1% for blind, 1% for deaf and 1% for Orthopedically handicapped) candidates from states other than Tamil Nadu shall be considered under general turn except SC and ST candidates.

7. While selecting the part – time candidates, the following should also be verified:

- The application of the candidates should have been routed through the proper channel.
- The appointment of the candidates should have been approved by the competent authority.
- The candidates should have enclosed the service certificate along with the application form.
- The candidates should have enclosed the certificates from the D.T.E/D.E.O that the polytechnic/ higher secondary/high school where the teachers are employed is recognized by the Government.

• **M. PHIL COURSE PROFILE**

Semester	Course Code	Course Title	Credits	CA	End Semester	Total	*Internal Subjects
1	12M18/REM	Research Methodology	5	40	60	100	
1	12M18/COF	Corporate Finance	5	40	60	100	
1	12M18/FFA	*Financial Analysis and Financial Management	5	40	60	100	
	12M18/FMS	*Financial Markets and Services					
	12M18/COB	*Consumer Behaviour					
	12M18/CRM	*Customer Relationship Management					
1	12M18/DIS	Dissertation	21			100	

PAPER I – RESEARCH METHODOLOGY

COURSE CODE: 12M18/REM

CREDITS: 5

OBJECTIVES:

1. To reinforce in the mind of the students the spirit of research and scientific inquiry.
2. To equip them with the skills required for the mechanics of conducting research as well as organizing and presenting research output.

UNIT – I

Introduction to Research Methodology – Meaning and Purpose – Types of Research, Research Design – Steps in Selection and Formulation of a Research Problem – Steps in Research

UNIT – II

Hypothesis – Types – Concepts and Procedure of Testing Hypothesis, Sampling – Techniques – Sampling Error and Sample Size

Statistical Tests - Parametric tests – Tests of small and large sample – t test – z test – Analysis of variance – One way and two way ANOVA - Non Parametric Tests – Chi Square test

UNIT – III

Measurement and Scaling Techniques, Data Collection Methods – Testing Validity and Reliability

Processing of Data – Editing, Coding, Classification and Tabulation, Analysis of Data – Outline of Statistical Analysis – Elements of Processing Through Computers

UNIT – IV

Interpretation and Report Writing – Meaning and Precautions in Interpretation, Types of Reports- Styles and Conventions in Reporting – Steps in Drafting a Report

UNIT – V

Teaching Methodology – Lecture – Steps- Planning – Teachers Competencies – Managerial Skills - Communication Skills – Teaching Aids, Presentation Skills – Communications, Presentation Aids, Planning and Structuring a Presentation

RECOMMENDED TEXT BOOKS:

1. Kothari CR, Research Methodology, Vikas Publishing Limited
2. Donald R Cooper, Pamela S Schinder, Business Research Methods
3. Gupta SP, Statistical Methods, Sultan Chand and Sons, New Delhi

REFERNCE BOOKS:

1. William C Emory, Business Research Methods, RD Irwin Inc.
2. Robert G Murdick, Business Research Concepts and Practice

JOURNAL:

ICFAI Publications

WEBSITE:

www.socialpsychology.com

QUESTION PAPER TEMPLATE

SECTION – A

ANSWER ANY FIVE QUESTIONS

5x20=100

5 questions to be answered out of 8 questions

80% THEORY;20% PROBLEMS

PAPER – II CORPORATE FINANCE

COURSE CODE: 12M18/COF

CREDITS: 5

OBJECTIVES:

1. To provide knowledge of finance parlances, concepts and techniques.
2. To help students understand finance functions and guide them in the management of finance in an organisation.

UNIT – I

Finance – Nature & Scope – Financial Goals – Financial Decisions- Time Value of Money-Agency problem-Emerging role of Finance manager in India –Time Value of Money

UNIT – II

Leverage – Financial – Operating & Combined Leverage – Effect of leverage on Shareholder's return-EBIT EPS Analysis
Capital structure – Optimum capital structure – Factors influencing capital structure – Net Income – Net Operating Income – Traditional & Modigliani Miller theories

UNIT – III

Cost of capital – Significance – Determination of cost of Debt – Equity – Preference capital –Retained earnings and weighted average cost of capital – Capitalization – Over capitalization & under capitalization

UNIT – IV

Capital Budgeting – Payback – Net present Value – Internal rate of return – Accounting rate of return and Profitability Index
Risk analysis in capital budgeting – Payback – Risk adjusted discount rate – Certainty equivalent method (Simple Problems)

UNIT - V

Working capital – Concept – Factors – Computation of working capital requirements (problems).
Dividend Decision-Dividend Policy –Factors determining dividend Policy –Walter's Model-Gordon's Model- MM Hypothesis (Theory only)

RECOMMENDED TEXT BOOKS

1. Pandey I. M., Financial Management, Vikas Publication, New Delhi.
2. Khan M.Y. &Jain P.K.Financial Management, Tata Mc Graw Hill, New Delhi.

REFERENCE TEXT BOOKS:

1. Maheshwari S.N., Financial Management, Sultan Chand Publication, New Delhi.
2. Van Horne James C., Financial Management and Policy, Prentice Hall, USA.
3. Prasanna Chandra, Financial Management, Tata Mc Graw Hill, New Delhi

WEBSITE:

www.Yahoo finance.com

DISTRIBUTION OF MARKS:

Theory 60% Problem 40%

QUESTION PAPER TEMPLATE

CORPORATE FINANCE

COURSE CODE: 12M18/COF

SECTION - A

ANSWER ANY FIVE QUESTIONS

(5 x 20 = 100)

5 questions to be answered out of 8 questions.

PAPER III – FINANCIAL ANALYSIS & FINANCIAL MANAGEMENT

INTERNAL PAPER

COURSE CODE: 12M18/FFA

CREDITS:5

OBJECTIVES:

1. To provide knowledge of the various techniques of financial analysis and equip students to study financial statements.
2. To create an understanding of the different financial functions.

UNIT – I

Financial Statement – Changes in Financial Position – Funds Flow Statement – Cash Flow Statement – Financial Analysis – Nature – Uses – Trend Analysis – Comparative Statement Analysis – Ratio Analysis

UNIT – II

Financial management – Nature, Scope, Functions – Financial Goal, Profit Maximization Vs. Wealth Maximization, Sources of Finance – Short Term Finance – Long Term Finance – Shares, Debentures, Term Loan, Convertible Debentures and Warrants

UNIT – III

Investment Decision – Types, Risk Analysis in Capital Budgeting – Cost of Capital – Cost of Debt, Equity, Preference, Weighted Average, Cost of Capital – Floatation Cost – Cost of Capital and Investment Analysis

UNIT – IV

Financing and Dividend Decision

Financial and Operating Leverage – Capital Structure Planning – Theory and Policy – Financial Distress and Agency Cost – Dividend Theory – Consideration in Dividend Policy – Dividend theories – Stability in Dividends – Forms of Dividend - Buyback of Shares – Corporate Dividend Behaviour

UNIT – V

Working Capital Management

Working Capital – Concept – Permanent and Variable Working Capital – Determinants – Issues in Working Capital – Financing Working Capital – Options and Futures – Derivatives for Managing Financial Risk – Shareholder Due Diligence and Corporate Governance

RECOMMENDED TEXT BOOK

1. Pandey I.M., Financial Management, Vikas Publications, New Delhi

REFERENCE BOOKS

1. Khan M Y & Jain P K, Financial Management, Tata Mc Graw Hill, New Delhi
2. Maheshwari SN, financial Management, Sultan Chand and Sons, New Delhi
3. Van Horne & James C, Financial Management & Policy, Prentice Hall, USA
4. Prasanna Chandra, Financial Management, Tata Mc Graw Hill, New Delhi

QUESTION PAPER TEMPLATE

SECTION – A

ANSWER ANY FIVE QUESTIONS:

5X20=100

5 questions to be answered out of 8 questions

PAPER – III – FINANCIAL MARKETS AND SERVICES

INTERNAL PAPER

COURSE CODE: 12M18/FMS

CREDITS:5

OBJECTIVES:

1. To provide an overview of the financial system and equip the students to understand financial functions.
2. To create knowledge about financial markets, services and their operations.

UNIT – 1

An Overview of Financial Markets, Legal and Regulatory Frameworks, Financial Sector Reforms - Various Segments of Financial Market – Money Market – Structure – Characteristics – Players – Instruments.

UNIT – II

Capital Market – Structure – Characteristics – Primary and Secondary Markets – Market Intermediaries – Stock Brokers – Underwriters – Depositors – Credit Rating Agencies

UNIT – III

Stock Market Systems – Trading, Listing – NSE – OTCEI- Online Trading System – SEBI Guidelines for Capital Issues – Pricing, Insider Trading – Investor Protection

UNIT – IV

Derivative Markets – Options and Futures – Trading System, Pricing Derivatives – Risk Hedging towards derivatives – Derivative Market in India and its Regulations

UNIT – V

Financial Services – Overview – Merchant Banking – Leasing – Factoring – Securitization – Venture Capital Financing – Mutual Funds

RECOMMENDED TEXT BOOK:

1. Gordon and Natrajan, Financial Markets and Services, Himalaya Publications, Mumbai

REFERENCE TEXT BOOKS:

1. Fabbozzi, Foundation of Financial Markets and Institutions, Pearson's Education, New Delhi
2. Machiraju HR, Indian Financial System, Vikas Publications, New Delhi
3. Bhale, Financial Institutions and Markets, Tata MC Graw Hill, New Delhi
4. Khan MY, Financial Services, Tata MC Graw Hill, New Delhi
5. Dr Guruswamy S, Financial Services, Vijay Nicole Imprints (P) Ltd, Chennai

WEBSITES:

www.marketwatch.com

www.financialservices.gov.in

QUESTION PAPER TEMPLATE

SECTION – A

ANSWER ANY FIVE QUESTIONS

5x20=100

5 questions to be answered out of 8 questions

PAPER III - CONSUMER BEHAVIOUR

INTERNAL PAPER

COURSE CODE: 12M18/COB

CREDITS:5

OBJECTIVES:

1. To focus attention on the intelligent consumer of today and make a behavioural study considering their perceptions, attitudes and personality.
2. To highlight the role of research on consumer behaviour and study the social and cultural aspects.
3. To create the awareness of consumer education and protection.

UNIT – I

Consumer Behaviour - Need – Development - The role of Consumer Research – The Consumer Research Problem-Conducting a Research Study - Market Segmentation – Bases – Criteria – Implementation - Ethics in Marketing.

UNIT – II

The Consumer as an Individual - Consumer Needs and Motivation - The Measurement of Motives - Motivational Research - Personality and Consumer Behaviour - Understanding Consumer Diversity- Consumer Perception - The Dynamics of Perception-Consumer Imagery – Learning and Consumer Involvement – The Nature of Consumer Attitudes – The Attitude Formation and Change-Communication and Persuasion

UNIT – III

Consumer in the Social and Cultural Settings - Reference Group - The Family – Social Class and Consumer Behaviour - The Influence of Culture on Consumer Behaviour - Sub Culture Aspects of Consumer Behaviour -Cross-Cultural Consumer Behaviour

UNIT – IV

The Consumer's Decision-Making Process-Personal Influence and the Opinion-Leadership Process-Diffusion of Innovations- Consumer Decision Making

UNIT – V

Consumer Behaviour and Society - Consumer Behaviour Applications to Profit and Not for- Profit Marketing – Public Policy and Consumer Protections – Consumer Education - Consumer Behaviour and Research Priorities - Consumer Behaviour and E – purchase

RECOMMENDED TEXTBOOK:

1. Leon G Schiffman, Leslie A Lazar Kanuk, Consumer Behaviour, Prentice Hall of India, New Delhi.

REFERENCE BOOK:

1. Philip Kotler, Marketing Management, Tata Mc Graw hill, New Delhi.

QUESTION PAPER TEMPLATE

SECTION – A

ANSWER ANY FIVE QUESTIONS:

5X20=100

5 questions to be answered out of 8 questions

PAPER – III - CUSTOMER RELATIONSHIP MANAGEMENT

COURSE CODE: 12M18/CRM

CREDITS:5

OBJECTIVES:

1. To enable the students to understand the basic principles and concepts of CRM
2. To acquire the ability and to apply the same in real life situation

UNIT I

Introduction-The Nature of Customer Relationship Management - Concepts – Objectives – Advantages – Types of CRM.

UNIT II

Customer Loyalty – Brand Loyalty as a Behavior – Factors Affecting Customer Loyalty- Win Back and Acquisition Strategies

UNIT III

Customer Retention – Customer Retention Strategies – Problem Identification and Management Conflicts and Customer Complaint Management- Building Customer Relationship-Economics of Customer Relationship Management.

UNIT IV

CRM Application in B2B & B2C Market(Hospitality, Telecom, Banking and Airlines)

UNIT V

CRM in action – e-solution- Data Warehousing – Data mining for CRM – Introduction to CRM Software Packages.

RECOMMENDED TEXT BOOKS

1. G.Shainesh,Jagdish Sheth, Customer Relationship Management-A Strategic Perspective, Trinity Press.
2. Zikmund William G, Macleod Raymond, Jr. and Gilbert Faye W, Customer Relationship Management , Wiley Publications , Singapore

REFERENCE BOOKS:

1. Judith Kincaid W, Customer Relationship Management, Pearson Education
2. Das Subhasiash, Customer Relationship Management, Excel Books.

WEBSITES

www.crmguru.com

www.crmknowledgestorm.com

www.crmbweb.com

www.crm.dynamics.com

www.crm-daily.com

www.crm-eur.com

CUSTOMER RELATIONSHIP MANAGEMENT

Subject Code: 12M18/CRM

Question Paper Template

Max Marks: 100

Time: 3 Hrs

SECTION A

Answer ANY FIVE Questions:

5x20 = 100

5 questions to be answered out of 8 questions