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By

Dr. L. N. Koli

[M. Com. (ABST), NET (JRF), SLET, Ph.D., D. Lit]

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Preface

I have great pleasure in bringing out this book (with Revised) entitled Commerce for the UGC-NET (Junior Research Fellowship and Lecturer). It is also intended to serve the needs of SET students as well as MBA institutions. The object of this book is to contribute to the emergence of Commerce as a Profession and, in the process, to present the Principles and Functions of Commerce as a conceptual framework. I am confident that my present book will meet the growing needs of the students in their preparation for various competitive examination on the subject.

The entire book has been written on Paper-II (Commerce) for UGC-NET (JRF) students.

The book has been divided into Ten Units. Unit-I deals with the Business Environment. Unit-II deals with Financial and Management Accounting, Unit-III deals with Business Economics, Unit-IV deals with Business Statistics and Data Processing, Unit-V deals with Business Management, Unit-VI deals with Marketing Management, Unit-VII deals with Financial Management, Unit-VIII is devoted to the Human Resource Management, Unit-IX to the Banking and Financial Institutions and Unit-X to the International Business. All the Units of the book have been written in the most concise, lucid and illustrative manner, with a conscientious effort to present the subject matter in a way that is easily comprehensible to students.

I am indebted to all those authors whose Publications on this subject have benefited me in the preparation of this book. To my wife Prem Koli (Mrs.), I owe much for help in the edited of the book.

I am sure this book will prove of immense utility to students preparing for NET (JRF) and SET and other competitive examinations.

The author will feel amply rewarded if the book satisfies the readers, and will be grateful to them if they provide him the feed back to improve the book further.

—Dr. L. N. Koli

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