

V.S.R & N.V.R College, Tenali

(An Autonomous College in the jurisdiction of Acharya Nagarjuna University, Nagarjuna Nagar, A.P., India)

Reaccredited by NAAC

Business Economics	COM 202C	2019-20 onwards	I B.Com (Computers)
SYLLABUS			
II SEMESTER			
BUSINESS ECONOMICS			

Unit - I

Introduction : Meaning and Definitions of Business Economics - Nature and scope of Business Economics - Micro and Macro Economics and their Interface

Unit - II

Demand Analysis : Definition - Determinants of Demand - Demand function - Law of demand - Demand Curve - Exceptions to Law of Demand - Elasticity of Demand - Types of Elasticity of Demand - Measurements of Price elasticity of Demand - Total outlay Method - Point Method - Arc Method

Unit - III

Cost and Revenue Analysis : Classification of Costs - Total - Average - Marginal; Cost function - Long - run - Short - run - Total Revenue - Average revenue - Marginal Revenue - Production and Costs : Techniques of Maximization of output, Minimization of costs and Maximization of profit - Scale of production - Economies and Dis - economies of Scale - Cobb - Douglas Production Function

Unit - IV

Market Structure : Concept of Market - Market structure - Perfect competition - Characteristics - Equilibrium price - Monopoly - Characteristics - Defects of Monopoly – Distinction between Perfect competition and Monopoly - Monopolistic Competition - Characteristics - Product differentiation - Oligopoly - Characteristics - Price rigidity - Kinked Demand Curve

Unit - V

National Income And Economic Systems : National Income - Measurement - GDP - Growth Rates - Problems in Assessment - Economic Systems - Socialism - Mixed Economic System - Free Market Economy - Economic liberalization, Privatization, Globalization - Free Trade - Agreements - Trade cycles - Phases - International Trade - Balance of payments.

References :

1. S.Sankaran, Business Economics, Margham Publications, Chennai
2. Business Economics - Kalyani Publications
3. Business Economics – Himalaya Publishing House
4. Aryasri and Murthy Business Economics , Tata McGraw Hill
5. Aryasri and Murthy, Business Economics, Tata McGraw Hill
6. H.L Ahuja, Business Economics, Sultan Chand & Sons
7. Mankiw, Principles of Economics, Cengage Publications
8. Mithani, Fundamentals of Business Economics, Himalaya Publishing House
9. A.V. R. Chary, Business Economics, Kalyani Publishers, Hyderabad

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MODEL PAPER

II SEMESTER

Time : 3 hrs

BUSINESS ECONOMICS

Max. Marks : 60

SECTION - A

Answer any FOUR of the following questions:

4x10=40

1. Question from Unit - I
2. Question from Unit - I
3. Question from Unit - III
4. Question from Unit - III
5. Question from Unit - IV
6. Question from Unit - IV
7. Question from Unit - V
8. Question from Unit - V

SECTION - B

Answer any ONE of the following questions:

1x20=20

9. Question from Unit - II
10. Question from Unit - II

