

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 - II

COM 203C

2019-20 onwards

I B.Com

SYLLABUS

II SEMESTER

BUSINESS ECONOMICS - II

Unit-I : Production and costs:

Techniques of Maximization of output, Minimization of costs and Maximization of profit – Scale of Production – Economics and Dis-economics of Scale – Costs of Production – Cobb Douglas production Function.

Unit-II: Market Structure-I:

Concept of Market – Market structure – Characteristics – Perfect competition – characteristics equilibrium price – Profit maximizing output in the short and long run Monopoly – characteristics – Profit maximizing out-put in the short and long run-Defects of Monopoly – Distinction between perfect competition and Monopoly.

Unit-III: Market Structure-II:

Monopolistic Competition – Characteristics – Product differentiation – Profit maximization – Price and output in the short and long –run-Oligopoly – characteristics – Price rigidity –Kinked Demand Curve – Distribution Concept – Marginal Productivity Theory of Distribution and Rent – Scarcity Rent, Differential Rent, Quasi Rent.

Unit-IV: National Income And Economic Systems:

National Income – Definition Measurement – GDP – Meaning Fiscal deficit – Economic systems – Socialism – Mixed Economic System - Free Market economy.

Unit-V: Structural Reforms:

Concepts of Economic liberalization, Privatization, Globalization –WTO Objectives Agreements – Functions – Trade cycles – Meaning – Phases – Benefits of International Trade –Balance of Trade and Balance of payments.

Reference Books:

- 1.Dr. S.Sankaran, Business Economics – Margham Publications.
- 2.Business Economics – Kalayani Publications
3. Business Economics – Himalaya Publishing House
- 4.Aryasri and Murthy Business Economics, Tata Mcgraw Hill
5. Business Economics, Maruthi Publications



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MODEL PAPER

II SEMESTER

Time : 3 hrs

BUSINESS ECONOMICS - II

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

