

Paper Code: BCA 315

Paper Id: 20315

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Paper: Business Economics

Pre-requisite : None

Aim : To Understand the concepts of Economics.

INSTRUCTIONS TO PAPER SETTERS:

Maximum Marks : 75

1. Question No. 1 should be compulsory and cover the entire syllabus. This question should have objective or short answer type questions. It should be of 25 marks.
2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have two questions. However, student may be asked to attempt only 1 question from each unit. Each question should be 12.5 marks

UNIT I

The Scope and Method of Economics, The Economic Problem: Scarcity & Choice, The Price Mechanism, Demand & Supply Equilibrium: The concept of Elasticity and its Applications.

The Production Process: Output decisions – Revenues, Costs and Profit Maximisation

Laws of Returns & Returns to Scale; Economies and Diseconomies of Scale.

[No. of Hrs.: 12]

UNIT II

Market Structure: Equilibrium of a Firm and Price, Output Determination Under Perfect Competition, Monopoly, Monopolistic Competition & Oligopoly.

[No. of Hrs.: 12]

UNIT III

Macro Economic Concerns: Inflation, Unemployment, Trade-Cycles: Circular Flow upto Four Sector Economy, Government in the Macro Economy: Fiscal Policy, Monetary Policy, Measuring National Income and Output.

[No. of Hrs.: 10]

UNIT IV

The World Economy – WTO, Globalisation, MNCs, Outsourcing, Foreign Capital in India, Trips, Groups of Twenty (G-20), Issues of Dumping, Export- Import Policy 2004-2009.

[No. of Hrs.: 10]

TEXT BOOKS:

[T1] Ahuja H.L., "Business Economics", S. Chand & Co., New Delhi, 2001

[T2] Karl E. Case & Ray C. Fair, "Principles of Economics", Pearson Education, Asia, 2000

[T3] Ferfuson P.R., Rothschild, R and Ferguson G.J. "Business Economics", Mac- Millan,