

(1) BAFM

B.COM PART - I

3.

Paper I : Business Economics

Time : 3 hours.

Min. Marks : 36

Max. Marks : 100

- Unit-I Introduction to Business Economics : Definition, Meaning, Nature and scope of Business Economics, Business Economics and Economic Theory, Business Economics and Decision Sciences- The Nature & Process of Business Decision Making, The type of Business decision; Market Coordination V/s Business Coordination.
- Unit-II Consumer Behaviour : Cardinal Utility Analysis- Critical evaluation of Marshall's cardinal Utility Analysis- Indifference curve approach, Marginal Rate of Substitution Relationship between MRS and Marginal Utility, Budget line and Consumer Equilibrium; Price, Income and Substitution effect; Price-Demand Relationship.
- Unit-III Production Function – Types of production functions, laws of returns and returns to scale, law of variable proportions, isoquant curves, expansion path. Revenue and Cost Analysis : Revenue Analysis, total revenue, marginal revenue and average revenue, elasticity and its relationship with revenue curves. Various concepts of cost, short and long run cost curves.
- Unit-IV Market Analysis : Price and output determination under perfect competition, Monopoly, Discriminating Monopoly, Imperfect Competition and Oligopoly, Non-Price Competition : Advertising Expenditure.
- Unit-V Factor Pricing: Determination of Rent, Wages, Interest and Profit. Marginal Productivity theory of Distribution. Business Cycles-Theories and Phases. Measures to check business cycles, Relationship between National Income and Economic welfare.

Books Recommended:

1. D.M. Mithani : Fundamentals of business and managerial economics, Himalaya Publishing House.
2. Mote and Paul and Gupta : Managerial Economics, TATA McGraw Hill, New Delhi.
3. Abiga, H.L. : Managerial Economics, S. Chand & Company Ltd., New Delhi.
4. N.D. Mathur : Business Economics, Shivam Book House (P) Limited Jaipur.

Pg. (Taw)
Dy. Registrar
(Academic)
University of Rajasthan
JAIPUR KM

6. Vashltha Swami Vyavsayik Arthashastra (Hindi), Malik and Company, Jaipur.
7. Agarwal and Agarwal : Vyavsayik Arthshastra, (Hindi) Ramesh Book Depot, Jaipur
8. C.M. Chaudhary : Business Economics
9. M.D. Agarwal and Som Deor: Business Economics, Ramesh Book Depot, Jaipur
10. Suresh Munjal : Managerial Economics, RPH, Parnami Mandir, Jaipur.

PAPER – II
Indian Banking and Financial System

Time : 3 hours.

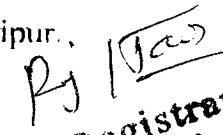
Min. Marks : 36

Max. Marks : 100

- Unit-I** Bank-Definition and Functions, commercial banks, a study of commercial banks public and private sector, assets and liabilities management of commercial banks. RBI and NABARD. Monetary policy and credit control by RBI.
- Unit-II** Universal banking, E-banking, mobile banking and innovations in banking sector.
Relationship between Banker and customer – General and Special.
- Unit-III** Negotiable Instruments – Cheques, Bills of Exchange and promissory notes.
A study of Banking regulations act 1949.
- Unit-IV** Financial System : Functions, major issues in Indian Financial System, Financial sector reforms in India.
- Unit-V** Financial Market – Money Market, Capital Market, Bill Market, Foreign Exchange Market and Debt Market.
Financial Instruments – Treasury Bills, Certificate of Deposits, Commercial Paper, Currency Options – Credit Card.

Books Recommended:

1. Vasant Desai Indian Banking Nature and Problems, Himalaya Publishing House, Delhi.
2. Natarajan S, Parameshwaran R : "Indian Banking", S. Chand & Company I.td., New Delhi.
3. Averbach, Robert D; Money, Banking and Financial Markets Macmillan, London.
4. Varshney, P.N. : Indian Financial System, Sultan Chand & Sons, New Delhi.
5. Khan, M.Y. : Indian Financial System, Tata McGraw Hill, Delhi.
6. Bhole L.M. : Financial Markets and Institutions, Tata McGraw Hill, Delhi.
7. J.K. Tandon And T.N. Mathur – Banking And Finance, Shivam Book House (P) Ltd., Jaipur (Hindi and English Version)
8. Vashltha Swami, Gupta : Banking and Finance, Ramesh Book Depot, Jaipur.,


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