

I YEAR B.B.M

PAPER III - BUSINESS ECONOMICS

CHAPTER:

1. INTRODUCTION: Definitions- Wealth- Welfare- Scarcity and Growth.
BASIC CONCEPTS- Wants- Goods Utility-Wealth
2. DEMAND. Definition- Determinants- Law of Demand-Exceptions to Law Of Demand. Difference between 'Change in Quantity Demand' and 'Change in Demand'.

ELASTICITY OF DEMAND- Price, Income and Cross Elasticity- Measurement -
SUPPLY- Law of Supply.
3. COST AND REVENUE ANALYSIS- Concepts Of Cost- Short Run And Long Run Cost Behaviour- Cost Control And Cost Reduction- Total Revenue, Average Revenue And Marginal Revenue.
4. EQUILIBRIUM OF THE FIRM- M.C and M.R Principles of Profit Maximization.
5. PRICE AND OUT PUT DETERMINATION UNDER DIFFERENT MARKET FORMS-Perfect Competition, Monopoly, Monopolistic Competition - Price Discrimination.
6. FACTORS OF PRODUCTION- Land, Labour, Capital And Organization- Features Efficiency And Division Of Labour- Theories Of Wages- Subsistence Theory, Marginal Productivity Theory And Modern Theory- Minimum Wages Controversy. Theories of Profit- Risk Uncertainty and Dynamic Theory- Sales Maximization as an Alternative to Profit Maximization Principle.
7. DEMAND FORECASTING- Objectives and Techniques.
8. ELEMENTS OF PRICE AND PRICING PRACTICES- Meaning of Price-Importance of Price- Factors affecting Price- Goals of Pricing- Pricing of New Product.
9. THEORIES OF POPULATION- Malthusian Theory and Optimum Theory.

BOOKS FOR STUDY AND REFERENCE:

1. PRINCIPLES OF ECONOMICS- M.L. SETH
2. MODERN ECONOMIC THEORY- K.K. DEWETT
3. ELEMENTS OF ECONOMIC ANALYSIS- D.M. MITHANI
4. MANAGERIAL ECONOMICS- MAHESHWARI AND VARSHNEY
5. MANAGERIAL ECONOMICS- DEAN JOEL.