

# **E.A.F.M.**

## **PART-1**

### **B.COM PART - I**

**2017-2018**

#### **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 Vis 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.

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2017/18 PART I

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#### 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, TA TA McGraw Hill, New Delhi.
3. Ahuja, H.L. : Managerial Economics, S. Chand & Company Ltd., New Delhi.
4. N.D. Mathur: Business Economics, Shivam Book House (P) Limited, Jaipur.
5. B.P. Gupta: Vyavsayik Arthashastra (Hindi), Malik and Company, Jaipur.
6. Agarwal and Agarwal : Vyavsayik Arth sh astra, (Hindi) Ramesh Book Depot., Jaipur.
7. C.M. Chaudhary: Business Economics
8. M. D. Agarwal and Som Deo: Business Economics, Ramesh Book Depot, Jaipur
9. Satish Munjal : Managerial Economics, RPH, Pamami 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

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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 III 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 Ltd., 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. Vashitha, Swami, Gupta: Banking and Finance, Ramesh Book Depot Jaipur.

सत्यमेव जयते

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