

UNIT I INTRODUCTION

Definition of Economics – Adam Smith – Alfred Marshall and Lionel Robbins-
Scope of Economics – Main sub-divisions – Science or Arts – positive or normative –
Deductive and Inductive method – Economic laws – Nature and comparison with the laws of
Other Sciences – Basic concepts – Goods, Utility, Human wants, value and Price, Market and
Income

UNIT II CONSUMPTION

Law of Diminishing Marginal utility – law of Equi-Marginal Utility – Law of
Demand and law of Supply – Elasticity of demand – methods of measurement of elasticity of
Demand – Kinds of Elasticity – Perfectly elastic, perfectly inelastic, relatively inelastic and
Unitary elasticity – Consumer's Surplus.

UNIT III PRODUCTION

Meaning and characteristic features of production – land, Labor, Capital and
Organization - Laws of Returns – Division of Labor – localization of Industry - Theories of
Production – Malthusian and optimum - Population and Economic development – Labor
Productivity.

UNIT IV ECONOMIC ORGANISATION

Capital Formation – Physical capital and human capital – capital formation and
Economic development – meaning and functions of Entrepreneurship.

UNIT V ECONOMIC ORGANISATION

Analysis of supply and demand – cost and revenue – Price determination under
Different markets – Perfect competition – Monopoly – Monopolistic competition – Price
Discrimination – Market value and Normal value – Absolute value and relative value – joint
Demand and joint supply.

UNIT I THEORY OF DISTRIBUTION

Meaning and methods of computation of National income – Difficulties – Uses – Rent – meaning – theories of rent – wages – real wage and money wage – theories of Wages – Interest – gross and net interest – theories of interest – liquidity trap – Profit and Theories of Profit.

UNIT II MONEY AND BANKING

Definition and Functions of money – Quantity theory of money –Transaction Approach – Cambridge version – Role of money in capitalist and Socialist economies – Commercial banks – Function – Role of Commercial banks in economic development – Central Bank – functions – Role in economic development.

UNIT III INTERNATIONAL TRADE

Difference between internal and international trade – Theories of International Trade – Absolute cost – Comparative cost – Balance of payment – disequilibrium – measures for correcting disequilibrium in balance of payments – Purchasing power parity theory – Difference between Free Trade and Protection – Arguments for and against.

UNIT IV INFLATION

Meaning and kinds of inflation – deflation – stagflation – control of inflation – Economic and social factors – measures to correct inflation – trade cycle – components.

UNIT V TAXATION

Cannon of taxation – direct tax and indirect tax – sources of public revenue – Suggestions for increasing public revenue – causes for the growth of public expenditure in India – features and preparation of budget – public debt and methods of redemption.

MANAGERIAL ECONOMICS

SUBJECT CODE : CCRDC11

- UNIT I Introduction- Definition – Nature and Scope of Managerial Economics – Economics and Managerial Economics – Role and responsibilities of Managerial Economists – Objectives of a modern business firm.
- UNIT II Demand Analysis – Law of demand – Demand determinants – Demand Distinctions – Elasticity of demand – Types of elasticity of demand – Measurement of elasticity of demand – Factors determining elasticity of Demand – Uses of elasticity of demand.
- UNIT III Demand or sales forecasting – meaning – factors involved in forecasting – Importance – methods of forecasting for an established product and a new Product.- criteria of a good demand forecasting.
- UNIT IV Price Analysis – Price determination under various market forms- Perfect Competition, monopoly and monopolistic competition – oligopoly – Pricing Policies – objectives – factors – Pricing methods – \Skimming pricing – Penetration pricing – Full cost pricing –marginal cost pricing – differential Pricing –customary pricing – peak load pricing – Product line pricing – Price Forecasting.
- UNIT V Nature of Profit – Profit planning – Break Even Analysis – Concepts – uses and Limitation – Profit Forecasting.

- UNIT I Features of Indian economy- Causes for underdevelopment – factors affecting economic development – mixed economy – India as a developing economy.
- UNIT II Poverty in India – extent of poverty in India – nature and causes of poverty – measures to reduce poverty – poverty alleviation programme.
- UNIT III Human resources – theory of demographic transition – demographic profile of India – causes for growth of population – effects of population in economic development – population policy.
- UNIT IV Role of agriculture in Indian economy – causes for low agricultural productivity- remedial measures – Green revolution – nature – effects.
- UNIT V Industrial policy – Industrial policy resolution 1991 – recent trends – role of cottage and small scale industries in Indian economy – problems – government measures

IV SEMESTER**Unit I**

Elements of Set theory - Definition - Symbols - Roster method and Rule method - Types of sets - Union & Intersection - Sub sets - Complements - Difference of two sets - Family of sets - Venn diagram - De-Morgan's law.

Unit II

Indices - Positive - Fractional - Operation with power function - Logarithms - Definition - Exponential forms - Laws of logarithms - Change of base - Formula - Common logarithms and natural logarithms - Characteristics and mantissa - Rules to write - Practical problems.

Unit III

Commercial Arithmetic - Interest - Simple - Compound - Normal rate - Effective rate - Depreciation - Present value - Discounting of bills - Face value of bills - Banker's discount - Banker's gain - Normal due date - Legal due date - Calculation of period for banker's discount and true discount.

Unit IV

Differential calculus (excluding trigonometric functions) - Rules - Sum rule - Product rule - Quotient rule, functions of a function rule (Simple problems only) - Maxima and Minima (Single variable cases) - Methods of integral calculus - Rules (Excluding integration by parts of Fractions) - Simple problems only.

Unit V

Determinants - Properties - Product - Matrices - Types - Addition - Multiplication - Matrix Inversion - Solving a system of linear equation using matrix inversion - Rank of matrix - Testing consistency of equations.

Books for Study:-

1. Business Mathematics - D.C. Sancheti & V.K. Kapoor
2. Business Mathematics - M. Manoharan & C. Elango
3. Business Mathematics - P.R. Vittal
4. Business Mathematics - B.M. Aggarwal

Books for Reference:-

1. Business Mathematics - V.K. Kapoor
2. Business Mathematics - Jeyaseelan and Sundresan
3. Business Mathematics - G.K.Ranganath

Note: The Questions should be asked in the ratio of 60% for problems and 40% for theory

QUANTITATIVE TECHNIQUES FOR MANAGEMENT

SUBJECT CODE:TMCCC24

UNIT – I

Linear Programming – Nature of Linear Programming Problem – Formulation of Linear Programming problem – Maximization Case – Minimization Case – Assumption under LPP; Solutions of LPP – Graphic Method – Simplex Method.

UNIT –II

Transportation and Transshipment Problem – Solution to Transportation Problem – Simplex Method – Transportation Method – Transshipment Problem.

UNIT –III

Assignment and Travelling Salesman Problem – Complete Enumeration Method- Simplex Method – Transportation Method – Hungarian Assignments Method. Constrained Assignment Problem – Unbalanced Assignment Problem – Travelling Salesman Problem.

UNIT –IV

Queuing Theory – General Structure – The Mode – Replacement Theory – PERT/CPM.

UNIT –V

Decision Theory – Pay - off Table – Opportunity to Loss of regrets Table – Decision Rules – Bayesian Decision Rule – Posterior Analysis – Utility Theory.

BOOKS FOR REFERENCE

1. N.D. Vohra – Quantitative Techniques in Management
2. Gupta and Mohan – Operations Research and Quantitative Analysis
3. C.R. Kothari - An Introduction to Operations Research
4. Russel L Ackoff Naurice W. Sasient – Fundamentals of Operations Research
5. T. Lucey – Quantitative Techniques
6. Gupta and Khanna – Quantitative Techniques for Decision Making

UNIT – I

Correlation Analysis – Simple and Multiple, Regression Analysis – Simple and Multiple

UNIT – II

Analysis of Time series – Estimating the linear trend cyclical variations – Seasonal Variations trend analysis – Application of time series analysis to forecasting.

UNIT – III

Probability Analysis – Discrete probability distribution – binomial and Poisson – Continuous Probability Distribution – Normal

UNIT – IV

Hypotheses – Testing Hypotheses regarding proportion and difference between two proportions – Concerning the value of the population mean – Difference between two means using normal distribution – ‘t’ test distribution.

UNIT – V

The Chi-Square Test as a hypothesis testing procedure, goodness of fit test – testing the independence of two variables. F test and analysis of variance.

BOOKS RECOMMENDED

1. Gupta S.P – Statistical Methods, 2008, Sultan Chand Publishers.
2. Kazmier – Business Statistics, 2006, Schman Series – Mc Graw Hill.
3. Sanchetti and Kapoor – Advanced Statistical Methods, 2008, Sultan Chand.
4. Croxton, Cowden & Klein – Applied General Statistics, Prentice Hall.
5. John E. Freund’s – Mathematical Statistics with Applications, 2008, Pearson Education, Delhi.

BUSINESS STATISTICS

SUB CODE:CCRDC34

UNIT - I

Statistics - Meaning - Functions - Importance - limitations - Data collection - Sources - Primary - Secondary - Techniques - Census - Sampling

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Classification - Presentation - Tabulation - Diagrammatic - Graphic.

UNIT - II

Arithmetic mean - Combined mean - Median - Mode - Geometric mean - Harmonic mean.

Range - Quartile deviation - Mean deviation - Standard deviation - Combined standard deviation - Co-efficient of variation.

UNIT - III

Skewness - Methods of studying skewness - Karl Person's Co-efficient of skewness - Bowley's co-efficient of skewness.

Correlation - Methods of studying correlation - Scatter diagram - Graphic method - Karl person's Co-efficient of correlation, Rank correlation, Concurrent deviation method

UNIT - IV

Regression analysis - Regression line - Regression equations - Least square method - Deviations taken from actual mean and assumed mean method.

UNIT - V

Analysis of time series - components - Methods of determining trend - Graphic - Semi - average - Moving average - Least square - Seasonal Variations - method of simple average only.

Books for study

1. Statistical Methods - M. Manoharan
2. Business Statistics - P.R. Vital
3. Statistics R.S.N. Pillai & V. Bagavathi
4. Statistical Methods - C.B. Gupta.
5. Business Statistics - J.K. Sharma Books for Reference
6. Statistical - Methods, SP.Gupta
7. Statistical Methods - Vijay Gupta
8. Fundamental of Statistics - D.N.Elhance
9. Business Statistics - Levine

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