Khalsa College, Amritsar

An Autonomous College

Bachelor in Business Administration (Semester – I)

BBA-105

MANAGERIAL ECONOMICS- I

Time: 3 Hours   **M. Marks: 50**

Theory: 37

Internal assessment: 13

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 **marks**.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Part – I

Theory of Demand: Meaning of demand and its types, Law of demand. Price elasticity of demand and its measurement.

Consumer's Behaviour: Utility approach: Brief outline of law of diminishing marginal utility and law of equi-marginal utility.

Indifference Curve Approach: Consumer equilibrium; Income, Price and Substitution effect, Revealed Preference Approach.

Theory of Supply: Concept and law of supply, factors affecting supply.Bachelor in Business Administration (Semester – I)

Part – II

Theory of Production: Law of variable proportion: total, average and marginal physical product, Law of Returns to scale, Economies and diseconomies of scale.

Theory of Cost: Short and Long period costs, Concept of total cost, Marginal and Average cost; Theory of cost in short-run and long-run. Concept of revenue: Total Revenue; Average Revenue; Relationship between Average and Marginal Revenue and Price elasticity of demand.

Pricing Under Various Market Conditions: Perfect Competition - Equilibrium of Firm and Industry under Perfect Competition, Monopoly - Price determination under Monopoly, Monopolistic Competition - Price and Output, determination under Monopolistic Competition.

Suggested Readings:

1.   Koutosoyiannis, A., "Modern Micro Economics", Palgrave Macmillan.

2.   Dwivedi, D.N.,"Microeconomics: Theory and Applications", Pearson Education, New Delhi.

3.   Gravelle H., and Rees, R., "Microeconomics", Pearson Education, New Delhi.

4.   Ahuja, H.L., "Advanced Economic theory; Microeconomic Analysis",

S.   Chand & Company Ltd. New Delhi.

5.   Mithani, D.M., "Managerial Economics", Himalaya Publishing House, New Delhi.

Note: The latest editions of the books should be followed.

Khalsa College, Amritsar

An Autonomous College

Bachelor in Business Administration (Semester – II)

BBA-205

MANAGERIAL ECONOMICS-II

Time: 3 Hours   **M. Marks: 50**

Theory: 37

Internal Assessment: 13

Note: The question paper covering the entire course shall be divided into three sections.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 9 questions. Each question will carry one mark; the total weightage being 9 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of this section shall be 14 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 7 marks. The total weightage of the section shall be 14 marks.

Objective: To provide a basis of understanding macroeconomics concepts.

Part – I

Macroeconomics: Meaning, nature and scope. Basic concepts used: Stock and flow variables, static, comparative static and dynamic analysis.

National Income: Definition and Importance of National Income. Gross and Net Domestic Product; Personal Income and Disposable Income. Measurement of National Income: Income, Output and Expenditure Method, Problems in Measurement of National Income.

Consumption: Meaning, determinants (subjective and objective) and importance. Keynes psychological law of consumption.

Part – II

Investment: Types of investment, determinants of investment, marginal efficiency of capital, net present value, internal rate of return, interest rate determination, classical, neoclassical and Keynesian theories.

Multiplier: Static and Dynamic Analysis. Accelerator and super multiplier.

Inflation: Meaning, types and theories.

Suggested Readings:

1.   Ackley, G., "Macroeconomics: Theory and Policy", Macmillan, New York.

2.   Shapiro, E., "Macroeconomic Analysis", Galgotia Publication, New Delhi.

3.   Gppdwin Neva, J. A. Nelson & J. Harris, "Macroeconomics in Context", PHI Learining Pvt. Ltd, New Delhi.

4.   Dornbusch R., S. Ficher & R. Startz, "Macro Economics", Tata McGraw Hill

         Publishing Company Ltd., New Delhi.

5.   Agarwal, Vanita, "Macroeconomics: Theory and Policy", Pearson Education, New Delhi.

Note: The latest editions of the books should be followed.

An Autonomous College

Bachelor in Business Administration (Semester – III)

BBA-303

STATISTICS FOR BUSINESS

Time: 3 Hours   **M. Marks: 50**

Theory:40

Internal assessment:10

Note: 1.The question paper covering the entire course shall be divided into three section

2. The candidates are allowed to use [Non-Scientific)] calculator.

Section A: It will have question No.1 consisting of 10 very short answer questions from the entire syllabus with answer to each question up to five lines in length. Students will attempt 8 questions. Each question will carry one mark; The total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions up to five pages in length. Four questions numbering 2, 3, 4 and 5 will be set by the examiner from Part-I of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of this section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question up to five pages in length. Four questions numbering 6,7,8 and 9 will be set by the examiner from part-II of the syllabus. The candidates will be required to attempt any two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

Part-I

Matrix Algebra: Types of matrices; basic operations of matrices; determinant of a matrix and its properties; rank and inverse of a matrix; solution of simultaneous linear equations – Cramer's rule and matrix inversion, method, application of matrices. Introduction and Methods of Presentation of Statistical Information, Collection and Presentation of Data. Frequency distribution. Concept of sampling and sampling Designs.

Measures of Central Tendency:- Mean, Median, Mode, Measure of dispersion. Range quartile deviation, Average deviation and Standard deviation.

Part-II

Simple Correlation and Regression Analysis: Assumptions; Pearsons product moment and Spearmen's rank correlation method; least squares technique; properties of correlations and regression coefficients .

Time Series Analysis: Trend analysis using moving average and regression analysis, easonal, cyclic and regular fluctuations, Index number construction of unweighted and weighted index numbers, quantity Index.

Elementary Probability Theory: Deterministic and non–deterministic experiments; ifferent types of events; a priori and empirical definition of probability. Conditional probability, laws of addition and multiplication of probability. Properties of binomial, Poisson and normal distributions.

Suggested Readings:

1.   Chiang A.C., "Fundamental Methods of Mathematical Economics", McGraw Hill, Kogakusha.

2.   Hopfe, M.M., Mathematics – "Foundations for Business Science, Research Association".

3.   Mizrahi, A. and Sullivan M., "Mathematics for Business and Social Sciences", John Wiley and Sons.

4.   Raghawachari, M., "Mathematics for Management – An Introduction", Tata McGraw Hill, New Delhi.

5.   Webber, J.E., "Mathematical Analysis: Business and Economic Applications", Harper & Row,

6.   Yamuna, T., "Mathematics for Economics – An Elements Survey", Prentice Hall of India Pvt.Ltd., New Delhi.

7.   Chou, Y. "Statistical Analysis", Holt, Rinehart and Winston, New York.

8.   Croxton, F.E., Cowden, D.J. and Klien, S., "Applied General Statistics", Prentice Hall of India Pvt. Ltd.

9.   Karmel, P.H. and Polar, K.M., "Applied Statistics for Economists", Pitman London.

10.   Wetherill, G.B., "Elementary Statistical Methods", Chapman and Hall, London.

Note: The latest editions of the books should be followed.