



# MOHANLAL SUKHADIA UNIVERSITY UDAIPUR-313039

## SYLLABUS FOR SCREENING TEST FOR THE POST OF ASSISTANT PROFESSOR

### Subject : BANKING AND BUSINESS ECONOMICS

**Note:** There shall be 100 questions with multiple Choices carrying 100 marks to be completed in 3 hrs duration.

#### UNIT – 1

**Business Environment:** Meaning and elements of Business Environment. Economic environment, Economic Policies, Economic Planning, Legal environment of Business in India, Competition policy, Consumer protection, Environment protection **Policy Environment:** Liberalization, Privatisation and Globalisation, Second generation reforms, Industrial policy and implementation. Industrial growth and structural changes

#### UNIT – 2

**Business Economics:** Nature and uses of Business Economics, Concept of Profit and Wealth maximization. Demand Analysis and Elasticity of Demand, Indifference Curve Analysis, Law Utility Analysis and Laws of Returns and Law of variable proportions, **Cost, Revenue, Price determination in different market situations:** Perfect competition, Monopolistic competition, Monopoly, Price discrimination and Oligopoly, Pricing strategies.

#### UNIT – 3

**Banking and Financial Institution:** Importance of Banking to Business, Types of Banks and their Functions, Reserve Bank of India, NABARD and Rural Banking, Banking Sector Reform in India, NPA, Capital adequacy norms, E-banking **Development Banking:** IDBI, IFCI, SFCs, UTI, SIDBI. International Economic Institutions: IMF, World Bank. IFC, IDA, ADB, World Trade Organisation- its functions and polices.

#### UNIT – 4

**International Business :** Theoretical foundations of International business, Balance of Payments. **International liquidity, Structure of India's foreign trade:** Composition and direction, EXIM Bank, EXIM Policy of India, Regulation and promotion of Foreign Trade. **Foreign investment Institutions; Instruments:** GDRs, ADRs, Flls-their role in Indian Capital Market.

#### UNIT – 5

**International Business :** Foreign Direct Investment and Multinational Corporations-MNCs, Culture, MNCs and LDCs, Joint Ventures. **Regional Economic Intergration:** SAARC, ASEAN, EC, NAFTA. India and WTO, Intellectual Property Rights, **Foreign Exchange :** Exchange rate, Mechanism, Risk management, Transfer of international payments, Convertibility of Rupee, Current and Capital Accounts; Issues and Perceptions, Derivatives and Futures.