

B.Com. FIRST YEAR (2004-2005)

QUALIFYING COURSES :

1. सामान्य हिन्दी

OR

General English

2. Elementary Computer Applications

ELECTIVE PAPERS :

Department of Accountancy & Statistics

1.1 Financial Accounting

1.2 Business Statistics

Department of Business Administration

1.3 Principles of Business Management

1.4 Business Regulatory Framework

Department of Banking & Business Economics

1.5 Business Environment

1.6 Business Economics

A candidate has to secure 72 marks (aggregate) out of 200 in each Group/Department to pass.

बी.ए. (त्रिवर्षीय पाठ्यक्रम)

बी.ए. प्रथम वर्ष (कला, वाणिज्य, विज्ञान)

2004–2005

सामान्य हिन्दी

100 अंक

पाठ्य पुस्तकें :

1. गद्य-वीथी — संपादक : डॉ. ओम प्रकाश शर्मा, प्रकाशक : माया प्रकाशन मंदिर, त्रिपोलिया बाजार, जयपुर
2. कथा दशक — संपादक : डॉ. परमानंद पांचाल, प्रकाशक : राजस्थान प्रकाशन, 28–29 त्रिपोलिया बाजार, जयपुर
3. हिन्दी भाषा ज्ञान — संपादक : डॉ. हरिचरण शर्मा, प्रकाशक : अनुभा प्रकाशन, शालीमार बाग, जयपुर

पाठ्य विषय : पाँच इकाइयों में विभक्त होगा :

इकाई — I

“गद्य-वीथी” पुस्तक से संक्षेपण एवं “कथादशक” पुस्तक से पल्लवन सम्बन्धी ज्ञान।

दोनों पुस्तकों से सामान्य तथ्यात्मक प्रश्नों का ज्ञान।

इकाई – II

शब्द ज्ञान

शब्द पर्याय और विलोम शब्दों का ज्ञान

अनेकार्थी एवं समश्रुत शब्दों का ज्ञान

इकाई – III

पत्र लेखन और पत्रों के प्रकार सम्बन्धी ज्ञान

अंग्रेजी से हिन्दी अनुवाद का ज्ञान

हिन्दी में पदनाम सम्बन्धी ज्ञान (अंग्रेजी से हिन्दी पदनाम)

इकाई – IV

मुहावरे – लोकोक्तियाँ

शब्द-शुद्धि और वाक्य-शुद्धि

पारिभाषिक शब्दावली

अनेक शब्दों के लिए एक शब्द

इकाई – V

देवनागरी लिपि की विशेषताएँ

देवनागरी लिपि एवं वर्तनी का मानक रूप

कम्प्यूटर में हिन्दी का अनुप्रयोग : प्रारम्भिक परिचय

अंक योजना : यह प्रश्न पत्र 100 अंक का होगा, जो तीन खण्ड – 'अ', 'ब', 'स' में विभक्त होगा, जिसका अंक विभाजन इस प्रकार रहेगा—

खण्ड 'अ' –

10 अंक

इस खण्ड में एक-एक अंक के विकल्प रहित दस वस्तुनिष्ठ लघु उत्तरात्मक प्रश्न होंगे। प्रत्येक इकाई से दो प्रश्न होंगे।

खण्ड 'ब' –

50 अंक

इस खण्ड में दस-दस अंक के दस प्रश्न होंगे, जिनमें से पाँच प्रश्न करने होंगे। प्रत्येक इकाई से एक-एक प्रश्न अवश्य पूछा जाएगा। 'गद्यवीथी' और 'कथादशक' पर आधारित संक्षेपण और पल्लवन सम्बन्धी प्रश्न संख्या एक और दो करना अनिवार्य होगा। इस खण्ड के प्रश्नों के उत्तर लगभग 250 शब्दों तक दिये जा सकते हैं।

खण्ड 'स' –

40 अंक

इस खण्ड में बीस-बीस अंक के चार प्रश्न होंगे, जिनमें से दो प्रश्न करने होंगे। इनका उत्तर लगभग 500 शब्दों में देना होगा। इन प्रश्नों में एक प्रश्न के दो भाग भी हो सकते हैं।

**FIRST YEAR T.D.C.
GENERAL ENGLISH (2004-2005)**

MM: 50

(Common for Science, Social Sciences and Humanities
& Commerce Faculties)

(1) Texts :

1. The Many Worlds of Literature ed: Jasbir Jain:
Macmilan India.
2. Animal Farm : By George Orwell

Or

A Vendor of Sweets : By R.K. Narayan

Distribution of Marks :	Marks
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1. Current English for Language skills :	15
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- (a) Short-answer questions (5 out of 10)
Each carrying 1 mark = 5 marks
- (b) General questions (2 out of 4)
Each carrying 4 marks = 8 marks
- (c) Questions on vocabulary = 2 marks

2. Animal Farm or A Vendor of Sweets :	10
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- (a) Two questions (out of 4)
Each question carrying 5 marks = 10 marks

2. Grammar :	13
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- (a) Tenses 3 marks
- (b) Modal Auxiliaries 2 marks
- (c) Phrasal Verbs 3 marks
- (d) Clause (Nominal, Adjectival,
Adverbial) 2 marks
- (e) Use of Non-finite verbs (Gerunds,
Participles and infinitives) 3 marks

3. Comprehension and Composition :	12
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- (a) Precis writing 5 marks
- (b) Essay (about 300 words)
on one topic out of four topics 7 marks

Books Recommended :

1. Pit Corder : An Intermediate English Grammar
2. Thompson and Martinet : A Practical English
Grammar (ELBS - Oxford University Press)

ELEMENTARY COMPUTER APPLICATIONS

FOR THE YEAR 2004-2005

EXAMINATION SCHEME FOR THE COMPULSORY SUBJECT ENTITLED ELEMENTARY COMPUTER APPLICATION AT UNDERGRADUATE LEVEL

The student has to pass in theory as well as in practical paper separately.

Theory paper :

The Theory paper will consist of three sections with a maximum of 60 marks.

Section A

Covering complete syllabus. One compulsory question containing 10 multiple choice questions.

Section B

Covering complete syllabus. candidate has to attempt four out of six questions. Each question may have parts and brief answers are expected.

Section C

Covering complete syllabus. One has to attempt two out of four questions. Each question may have parts and long answer are expected.

Distribution of Marks:

Theory :

Duration: Three hours

Max. Marks 60

Min. Marks 22

Section A 1x10 : 10

Section B 4x6 : 24

Section C 2x13 : 26

Total : 60

PRACTICAL:

Duration : Four hours

Max. Marks 40

Min. Marks 14

The practical examination will have exercises based on followings:

A. Operating system concepts:

MS-DOS 4 Marks

WINDOWS 4 Marks

B. MS-OFFICE

MS-WORD 7 Marks

MS-EXCEL 7 Marks

POWER-POINT 7 Marks

C. Internet Browser	5 Marks
Viva-voce	6 Marks
Total	40 Marks

NOTE :

1. While conducting practical examination student in a batch may be grouped such that number of students in a group is equal to number of computers available for conducting practical examination.
2. All students in a given batch may be given a set of questions to test the computer skills acquired during their practical training Practical examiner can frame his own questions to test student's knowledge in computer operation through set of short type of questions which can be answered by students who have undergone practical training.

SYLLABUS

ELEMENTARY COMPUTER APPLICATIONS

Common for Arts, Science & Commerce Faculties

1. **Information concepts and Processing :** Definition of Information, need quality and value of Information, categories of information in business organization level of information, storage and retrieval of data, comparison of manual and electronic storage of data. Organization of data as files, data processing in government, large business, multinational and private organizations.
2. **Elements of Computer Processing system :** The Electronic digital computer, the number systems (binary, digital, octal and hexadecimal and their inter conversions), character code (ASCII and EBCDIC), concept of hardware and software, the architecture of a computer system. CPU, memory and Input/output devices, magnetic storage devices, optical devices, printers and monitors, categories of software, system software, application software, packages.
3. Classification of Computers and Generation of Computers, parallel processing and component, RISC and CISC machines, development of Intel family processors.

4. **Operating System Concept:** The need of an OS (Operating System), OS as resource, processor and memory manager, the various types of operating systems, MS-DOS, WINDOWS 95/98, WINDOWS 2000, UNIX Operating System.
5. **Computer and Communication:** Need for data transmission over distances, communication channels; twisted pair, coaxial cable, microwave, radio wave, optical fiber and satellite, digital and analog transmission, serial and parallel data transmission, Modems, Networking of Computers, LAN, WAN concepts.
6. **Programming Languages:** Machine, Assembly and high level languages, Generation of Languages, 3 GL and 4 GL languages, Graphic User Interfaces.
7. **Personal Computer Software:** Word processing Packages, Spreadsheet Packages and Database Management Packages, Desk Top Publishing, Computer Animation Packages, Introduction to MS-Office.
8. **Internet Technology:** Concept and how it works, E-mail services, Internet surfing, browsers and search engines, World Wide Web, web programming, HTML, and JAVA Programming Concepts.
9. **E-commerce:** What is e-commerce and growth

of e-commerce, electronic payment systems, security considerations, digital currencies, Credit cards, cybercash, e-cash, smart cards, supply chain management.

10. Benefits of electronic forms of data processing and management in education, commerce, public delivery systems, banking and other financial transactions, new developments in these areas.

Laboratory: The laboratory exercises will be designed to help in the understanding of the concepts of computer and the utilization in the areas outlined in the theory syllabus. The emphasis should be on practical uses rather than on theoretical concepts only.

Books Recommended:

1. V.K. Jain Computer Fundamentals.
2. V.Rajaraman Fundamentals of Computer.

Degree Courses Commerce

1. Scheme of Examination :

The courses of study for the examination shall extend over a period of three years (B.Com. I Yr., II Yr. & III Yr.) as an integrated course.

2. Eligibility for Admission :

A candidate passing Senior Higher Secondary Examination (10+2) of Board of Secondary Education Rajasthan or an examination recognized as equivalent there to and securing 45% and more marks in the aggregate shall be eligible for admission to B.Com. I Yr. and those qualifying at B.Com. I Yr. to B.Com. II Yr. and those at B.Com. II Yr. to B.Com. III Yr. respectively.

3. There shall be an examination at the end of each year. The examination shall be conducted by means of written papers.

4. Courses of Study :

The Subjects and papers for the examination shall be as follows :

FIRST YEAR

1.1 Financial Accounting

1.2 Business Statistics

1.3 Principles of Business Management

1.4 Business Regulatory Framework

1.5 Business Environment

1.6 Business Economies

5. Attendance :

A candidate appearing as a regular student shall be required to attend at the minimum 66% of the classes held in each paper including the tutorials and practicals. A candidate failing to attend the above required minimum number of classes in all the papers shall be detained from appearing at the examination.

6. Lectures :

For each paper, both in case of qualifying courses and elective courses there shall be 4 lecture of 60 minutes each per week in each paper i.e. teaching of 4.0 hrs. per week in each paper.

7. Use of Calculators:

The candidate shall be permitted to use their personal transistorized pocket battery operated calculators in the examination. The calculator used by the candidate at the examination should not have more than 12 digits, 7 functions and 2 memories and should be noiseless and cordless. A calculator belonging to

one candidate shall not be allowed to be used by another candidate. The superintendents of the Centers of Examination shall have complete discretion to disallow the use of a calculator which does not confirm to the above specifications.

सम्पूर्ण प्रश्न तीन खण्डों में विभक्त होगा।

खण्ड (अ) : इस भाग में 10 वस्तुनिष्ठ प्रश्न होंगे तथा प्रत्येक इकाई से दो प्रश्न होंगे। प्रत्येक प्रश्न एक अंक का होगा जिसका उत्तर अधिकतम 20 शब्दों में देना होगा। (अंक 10)

खण्ड (ब) : इस भाग में पाठ्यक्रम की प्रत्येक इकाई से प्रश्न पूछे जायेंगे कुल दस प्रश्न होंगे जिसके विकल्प भी उसी इकाई में होंगे प्रत्येक प्रश्न 10 अंकों का होगा इन प्रश्नों के उत्तर 250 शब्दों तक दिये जा सकते हैं। (अंक 50)

खण्ड (स) : इस भाग में 4 विवेचनात्मक प्रश्न पूछे जायेंगे जिनमें से 2 प्रश्नों का उत्तर लगभग 500 शब्दों में देना होगा प्रत्येक प्रश्न 20 अंकों का होगा। इन प्रश्नों में प्रत्येक के दो भाग भी हो सकते हैं। (अंक 40)

1.1 FINANCIAL ACCOUNTING

Objective

To Impart basic accounting knowledge as applicable to business.

COURSE INPUTS

Unit I Meaning and Scope of Accounting; Need, development, and definition of accounting; Book-keeping and accounting; Persons interested in accounting; Branches of accounting; Objectives of accounting.

Accounting Principles: Accounting standards in India.(Setting Process, names).

Accounting Transactions: Accounting Cycle; Journal; Rules of debit and credit; Compound journal entry; Opening entry; Relationship between journal and ledger; Rules regarding posting; Trial balance; Sub division of journal.

Unit II Capital and Revenue: Classification of Income; Classification of expenditure; Classification of receipts.

Final accounts; Manufacturing account; Trading account; Profit and loss account; Balance sheet; Adjustment entries.

Rectification of errors: Classification of errors; Location of errors And Their

rectification, Suspense account; Effect on profit.

Unit III Depreciation Provisions and Reserves: Concept of depreciation; Elementary Knowledge of AS-6 Causes of depreciation; Depreciation, depletion, amortization, Methods of Accounting for depreciation; SLM, WDV, Annuity Method and S.F. Method.

Sectional Balancing System: Self balancing system, including rectification of errors.

Unit IV Special Accounting Areas : Consignment Accounts: Important terms; Accounting records; Valuation of unsold stock.

Joint Venture Accounts: Meaning of joint venture; Joint venture and partnership; Accounting records.

Insurance claims; Fire Insurance claim for loss of stock and loss of profit.

Hire-purchase and installment payment system; Meaning of hire-purchase contract; Legal provision regarding hire-purchase contract; Accounting records for goods of substantial sale values, and accounting records for goods of small values; Installment payment system; After sales service.

Unit V Partnership Accounts: Essential characteristics of partnership; Partnership deed; Final accounts; Adjustments after closing the accounts; Fixed and fluctuating capital; Goodwill; Joint Life Policy; Change in Profit Sharing Ratio.

Reconstitution of a partnership firm-Admission of a partner; Retirement of a partner; Death of a partner; Amalgamation of partnership firms; Dissolution of a partnership firm -Modes of dissolution of a firm; insolvency of partners; Sale of firm to a company; Gradual realization of assets and piecemeal distribution.

Suggested Readings :

1. Anthony, R.N. and Reece, J.S. : Accounting Principles; Richard Irwin Inc.
2. Gupta, R.L. and Radhaswamy, M : Financial Accounting; Sultan Chand and Sons, New Delhi.
3. Monga J.R., Ahuja Girish, and Sehgal Ashok : Financial Accounting; Mayur Paper Back, Noida.
4. Shukla, M.C., Grewal T.S., and Gupta, S.C.: Advanced Accounts; S. Chand & Co. New Delhi.
5. Compendium of Statement and Standards of Accounting : The Institute of Chartered

6. Agarwala A. N., Agarwala K. N.: Higher Sciences of Accountancy: Kitab Mahal, Allahabad.
7. Rao, N. S. and Heda, B. L. : Financial Accounting : Alka Publication, Ajmer.
8. Sharma M. L. : Financial Accounting (Hindi) :
9. Rajpurohit B. S. and Bissa and others : Financial Accounting

1.2 BUSINESS STATISTICS

Objective

It enable the students to gain understanding of statistical techniques as are applicable to business.

COURSE INPUTS

UNIT I Introduction : Statistics as a subject; Descriptive Statistics - compared to Inferential Statistics; Types of data; Summation operation; Rules of Sigma operations,

UNIT II Analysis of Univariate Data: Construction of a frequency distribution; Concept of central tendency and dispersion - and their measures; Partition values; Skewness and measures; ‘

UNIT III Analysis of Bivariate Data: Linear regression and correlation. Index Number: Meaning, types, and uses; Methods of constructing price and quantity indices (simple and aggregate); Tests of adequacy; Chain-base index numbers; Base shifting, splicing, and deflating; Problems in constructing index numbers; Consumer price index.

UNIT IV Analysis of Time Series: Causes of variations in time series data; Components of a time series; Decomposition -Additive and multiplicative models; Determination of

trend - Moving averages method and method of least squares (including linear, second degree, parabolic, and exponential trend); Compu-tation of seasonal indices by simple averages, ratio-to-trend, ratio-to-moving average, and link relative methods. Forecasting and Methods: Forecasting-concept, types, and importance; General approach to forecasting; Methods of forecasting; Forecasting demand; Industry Vs Company sales forecasts;.Factors affecting company sales.

UNIT V Theory of Probability: Probability as a concept; The three approaches to defining probability; Addition and multiplication laws of probability; y : Probability distribution: Probability distribution as a concept; Binomial, Poisson, and Normal distributions -their properties and parameters; Empirical distribution - generating; Applications to business.

Suggested Readings

- 1 . Hooda, R. P.: Statistics for Business and Economics; Macrnillan, New Delhi.
2. Ya-Lun Chou: Statistical Analysis with Business and Economic Applications, Holt; Rinehart & Winster, New York.
3. Lewin and Rubin: Statistics for Management; Prentice-Hall of India, New Delhi.

4. Hoel & Jessen: Basic Statistics for Business and Economics; John Wiley and Sons, New York.
5. Rao N.S., Suthar S.P. and Gupta S.L. : Business Statistics (Hindi) : Alka Publication Ajmer.
6. Gupta B.N. : Statistics (Hindi)
7. Shukla & Sahai : Statistics (Hindi)

1.3 PRINCIPLES OF BUSINESS MANAGEMENT

Objective

This course familiarizes the students with the basics of principles of management

COURSE INPUTS

UNIT I Introduction: Concept, Nature, Process, and significance of Management; An overview of functional areas of Management; Development of Management Thought.

Functions of Management and Co-ordination.

UNIT II Planning: Concept, Process and Types. Decision Making – Concept and Process; corporate planning. Strategy formulation concept of strategic planning

Management by objectives; Environment Analysis and Diagnosis;.

UNIT III Organising: Concept, Nature Process and significance; Authority and Responsibility; Delegation of Authority.

Centralisation and Decentralisation; Departmentation; Organisation Structure – Forms.

UNIT IV Motivating and Leading People at Work: Motivation – Concept; Theories – Maslow, Herzberg, McGregor and Ouchi; financial and non-financial Incentives.

Leadership – Concept and Leadership Styles; Leadership theories.

Communication – Nature, Process and barriers in Effective Communication.

UNIT V Managerial Control: Concept and Process; Effective control system; Techniques of control – traditional and modern.

Management of Change: Concept, Nature and process of planned change; Resistance to change; Emerging horizons of management in a changing Environment.

Suggested Readings

1. Drucker Peter F: Management Challenges for the 21st Century; Butterworth Heinemann, Oxford.
2. Weihrich and Koontz, et al: Essentials of Management; Tata McGraw Hill, New Delhi.
3. Fred Luthans: Organizational Behaviour; McGraw Hill, New York.
4. Louis A. Allen: Management and Organisation; McGraw Hill, Tokyo.

5. Asnoff H.I: Corporate Strategy; McGraw Hill, New York.
6. Hampton, David R: Modern Management; McGraw Hill, New York.
7. Sharma & Jain : Principle of Management (Hindi)
8. Sodani & Bangar : Management (Hindi)
9. Agrawal R.C. : Prabhandhi Ke Sindhant & Vyavahar
10. Stoner and Freeman: Management; Prentice-Hall, New Delhi.
11. Maslow Abraham: Motivation and Personality; Harper & Row, New York, 1954.
12. Hersey Paul and Blanchard Kenneth: Management of Organizational Behaviour - Utilizing the Human Resources; Prentice Hall of India, New Delhi.
13. Ibancevish J.M. and Matieson M.T: Organizational Behaviour & Management; Irwin Homewood, Illinois.

1.4 BUSINESS REGULATORY FRAMEWORK

Objective

The objective of this course is to provide a brief idea about the frame work of Indian business laws.

COURSE INPUTS

UNIT I Law of Contract (1872) : Nature of Contract; Classification; Offer and acceptance; Capacity of Parties of contract, Free consent; Consideration;

Legality of Object: Agreement declared void; Performance of contract; discharge of contract; Remedies for breach of contract.

UNIT II Special Contracts; Indemnity; Guarantee
Bailment, Pledge; Agency.

UNIT III Sale of Goods Act 1930; Formation of Contract of Sale; Goods and their classification, Price; conditions and Warranties.

Transfer of Propoerty in goods; Performance of the Contract of sale; Unpaid Seller and his rights. Sale by auction.

UNIT IV The Consumer Protection Act 1986: Salient Features; Definition of consumer Redressal machinery,

Foreign Exchange Management Act 2000:
Definition and main provisions.

UNIT V Factories Act, 1948: Main Provisions.

Suggested Readings

1. Desai T.R.: Indian Contract Act, Sale of Goods Act and Partnership Act; S.C. Sarkar & Sons Pvt. Ltd., Kolkata..
2. Khargamwala J.S: The Negotiable Instruments Act; N.M.Tripathi Pvt. Ltd, Mumbai.
3. Singh Avtar The Principles of Mercantile Law; Eastern Bwk Company, Lucknow.
4. Kuchal M.C: Business law; Vikas Publishing House, New Delhi.
5. Kapoor N.D: Business Law; Sultan Chand & Sons, New Delhi.
6. Chandha P.R: Business Law; Galgotia. New Delhi.
7. Sharma B. P., Jain Rajeev : Mercantile Law (Hindi)
8. Navlakha, Mathur : Mercantile Law (Hindi)

1.5 BUSINESS ENVIRONMENT

OBJECTIVE :

The course aims at acquainting the students with the emerging issues in business at the National and International level in the light of the policies of liberalization and globalization.

COURSE INPUT :

UNIT I Economic Development - Measurement and Determinants, Capital, Technology and Institutional factors in Economic Development.

Indian Economic Environment - concept, types, components and importance, new economic policy approach, saving and investment and prices (elementary knowledge), Population problem and family welfare measures in India.

UNIT-II Planning-types, Objectives, Technique measures towards economic reforms, allocation of resources between Centre and State. Current Five Year Plan, Agriculture and New Agriculture Strategy and allied revolutions.

UNIT-III Government and Business Environment, Recent Industrial Policy, Industrial Growth in Phase-II and III, Disinvestments, Foreign Direct Investment, Multinational, Small Sector - Role and Strategies.

UNIT-IV International volume, Composition and Direction, Export Promotion in India, Trade Environment - Indian Foreign Trade, WTO and Foreign Trade, Scope of Agriculture in Foreign Trade, New Dimensions of Foreign Trade. Problems and Prospects of Rail, Road and Air Transportation.

UNIT-V An over view of economy of Rajasthan Industry, Agriculture and Tourism, Rising steps/recent development, resource allocation, tribal development - Government and Non-Government Efforts, Resources of Rajasthan, Poverty and Regional Imbalances in Rajasthan.

Books Recommended

1. **Sundaram & Black** : The International Business Environment; Prentice Hall, New Delhi.
2. **Agarwal, A.N.** : Indian Economy; Vikas Publishing House, Delhi.
3. **Khan Farooq A.** : Business and Society; S. Chand, New Delhi.
4. **Dutt R. and Sundharar K.P.M.** : Himalaya Publishing House, New Delhi.
5. **Hedge Ian** : Environmental Economics; MacMillan, Hampshire.
6. **Dutt Ruddar** : Economic Reforms in India - A Critique; S. Chand, New Delhi.

BC 1.6 BUSINESS ECONOMICS

OBJECTIVE

The course is meant to acquaint the student with the principles of Business Economies as are applicable in business.

COURSE INPUTS

UNIT I Nature and Scope of Economics, Economic concept of Saint Thomas Aquinas, Dupont De Nemorus and Henry Charies Carey, Definition and Methodology of Economics, Basic problems of an Economy, Economic Laws, Static and Dynamic Economics, Micro and Macro Economics.

Demand and Supply - Basic Framework, Numerical Applications Elasticity of Demand - Concept and Measurement.

UNIT II Consumers sovergnity in capitalism and socialism, utility, John Stuart Mills Classi-fication of Utility, Law of Diminishing Marginal Utility, Law of Substitution, Consumer surplus, Theories of Population.

Indifference curve - Consumer's equilibrium (Hicks and Slusky Approach), Demand Forecasting (Practical Applications).

UNIT III Cobb-Douglas Production function, ISO quant curves and returns to scale, Law of variable proportion, Internal and external economics.

Factors of Production - Land, Labour, Adam Smiths doctrine of division of labour, Efficiency of labour, Organisation, Capital formation and capital, Karl Marx, Theory of Capital Exploitation.

UNIT IV Different concepts of costs, short run and long run cost, Market structure : Market structure and equilibrium of a firm, Perfect competition, Monopoly, Monopolistic competition and Oligopoly-price Leadership, Collusive Oligopoly, Kinked demand curve.

UNIT V William Stanley Jevens Theory of Distribution and Marginal Production theory of distribution. Theories of Wages, Interest, Profit and Rent-Quasi Rent.

National Income - Definition, Various concepts, Measurement of National Income.

Suggested Readings

1. Jhon P. Gould, Jr. and Edward P. Lazear: Micro-Economic Theory; All India Traveller, Delhi.
2. Browning Edger K. and Browning Jacquenlence M: Microeconomic Theory and Applications; Kalyani, New Delhi.
3. Watson Donald S. and Getz Molcolm : Price Theory and Its Uses; Khosla Publishing House, New Delhi.

4. Koutsoyianni A.: Modern Microeconomic; Macmillan, New Delhi.
5. Richard G: Lipsey : An Introduction to Positive Economics; ELBS, Oxford.
6. Stigler G: The Theory of Price; Prentice Hall of India.
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