

Credit :5  
Hours / week :6  
Medium of instruction: English

**Semester - I**

Code: RR1PEC1

### **MICRO ECONOMICS ANALYSIS-1**

- Unit – I** Revealed preference Hypothesis – Revision of Demand theory – Hicks four types of Consumer's Surplus – Modern Utility Theory – N.M – Method – Friedman Savage Hypothesis.
- Unit – II** Recent Developments in Demand Theory – Constant Elasticity Demand Function – Dynamic Demand Function – Empirical Demand function – the Linear Expenditure system .
- Unit – III** Theory of production – Iso quant Approach - Law of Variable Proportion and Returns to Scale ( interims of Iso quants) – Equilibrium of producer – Production Possibility Curve – Technical Progress – Hick's Approach – Cobb Douglas – Production Faction and CES Production Function.
- Unit – IV** Pricing under Monopoly of Monopolistic Competition – Short Run and Long Run – Selling Costs and Equilibrium – Duopoly – Count – Bertrand and Edgeworth Models – Oligopoly – Kinked Demand – Collusive oligopoly – cartels – Price Leadership.
- Unit – V** Baumol's Sales of Maximization Model – Full Cost Pricing – Bain's Limit Pricing Behavioural Theory of Cyert and March – Williamson's Managerial Discretion Model Growth Maximization Model of Marris.

#### **Reference:**

1. Modern Micro Economics – Theory and Applications, Dr.H.L. Ahuja, EdgWorth & S.Chanda (2014), Revised Edition, Chanda Publications, New Delhi.
2. Advanced Economic Theory, M.L.Jhingan (2011), 8<sup>th</sup> Revised Edition, Konarad Publications Pvt. Ltd., New Delhi.
3. Economic Analysis, K.P.M. Sundram (2005), Fifth Edition, Sulthan Chand & Sons Ltd., New Delhi.

#### **Question Paper Pattern**

Maximum Marks : 75

Exam Duration : 3 Hours

Part A 10x2=20 Answer all Question (Two questions from each unit)

Part B 5x5=25 Answer all Question (Either or type – Two question from each unit)

Part B 3x10=30 (Answer any three questions one question from each unit)

Credit :5  
Hours / week :6  
Medium of instruction: English

**Semester - I**

Code: RR1PEC2

## **MACRO ECONOMICS I**

- Unit – I** National Income and Circular Flow of Income: Definition – Concepts – Measurement – Circular flow of Income in two, three and four sector economy.
- Unit – II** National Economic Accounting: Social Accounting – Presentation – Importance – Difficulties – Input – Output Accounting Analysis – Importance – flow of Funds Accounts – Importance - Balance of Payment Accounts – Structure and Classification.
- Unit – III** Consumption Function: Introduction – Keynes’s Psychological Law of Consumption Function – Implications of Law – Theories – Absolute Income Relative Income, Permanent Income and Life Cycle Hypothesis.
- Unit – IV** Investment Function: Types of Investment – Marginal Efficiency of Capital – Marginal Efficiency of Investment – Multiplier – Balance Budget Multiplier and Foreign Trade Multiplier.
- Unit – V** Acceleration – Multiplier – Principle of Interactions. Super Multiplier – Business Cycles – Uses – Types – Schumpeter’s Theory of Innovation.

Reference:

1. Macro Economic Theory and Policy, D.N. Dwivedi (2007), 3<sup>rd</sup> Edition, McGraw, Hill book Company Pvt. Ltd., Singapore.
2. Macro Economic Theory and Policy, Dr. H.L. Ahuja (2009), S.Chand And Company Pvt. Ltd., New Delhi.
3. Macro Economics, M.L.Jhingan (2011), 8<sup>th</sup> Revised Edition, Konarad Publications Pvt. Ltd., New Delhi.

### Question Paper Pattern

Maximum Marks : 75

Exam Duration : 3 Hours

Part A 10x2=20 Answer all Question (Two questions from each unit)

Part B 5x5=25 Answer all Question (Either or type – Two question from each unit)

Part B 3x10=30 (Answer any three questions one question from each unit)

Credit :5  
Hours / week :6  
Medium of instruction: English

**Semester - I**

Code: RR1PEC3

### **MONETARY THEORY AND POLICES**

- Unit – I** Monetary Theories: Concept – The Role of Money in an Economy – Fisher’s Quantity Theory – Cambridge Cash Balance Approach – Keynesian Theory – Modern Quantity Theory: Friedmen’s Approach – Don Patinkin’s Integration Theory – Tobin’s Portfolio Analysis – Inventory Theory of Money.
- Unit – II** Theory of Money Supply: High Powered Money – Money Multiplier Process – Determinants of Money Multiplier – Factor Affecting H-Reserve Bank Analysis of Money Supply – Credit Creation by Commercial Banks.
- Unit – III** Central Banking System: Role of Central Bank – Development and Promotional Functions – Credit Control Methods – RBI: Role and Functions.
- Unit – IV** Monetary Policy: Role of Monetary Policy in Economics Development – Goals Target and Indicators of Monetary Policy – Lags in Monetary Policy – Inflation.
- Unit – V** Money and Capital Markets: Characteristics of Developed of Undeveloped Money Market – the Indian Money Market – Capital Market: Primary and Secondary Market – Stock Exchanges; Role and their Functions – SEBI.

#### **Reference:**

1. Monetary Theory-H.L.Bhatia First Edition Vikas Publication House Pvt .Ltd New Delhi
2. Monetary and Fiscal Economics-P.R. Krishna Aiyar First Edition Sterling Publication Pvt .Ltd New Delhi
3. Money, Banking International Trade and Public Finance, D.M. Mithani (2004), 5<sup>th</sup> Edition, Meera Pandy for Himalaya Publishing House, Mumbai.

#### **Question Paper Pattern**

Maximum Marks : 75

Exam Duration : 3 Hours

Part A 10x2=20 Answer all Question (Two questions from each unit)

Part B 5x5=25 Answer all Question (Either or type – Two question from each unit)

Part B 3x10=30 (Answer any three questions one question from each unit)

Credit :5  
Hours / week :6  
Medium of instruction: English

Semester - I

Code: RR1PEC4

### MATHEMATICAL METHODS

- Unit – I** Nature and Scope of Mathematical Economics – Real Number System – Set theory – Concepts and operations of sets - Relations and function – constant – Linear, Quadratic, Cubic, Rational, Exponential and Logarithmic functions – Examples in Economics,
- Unit – II** Derivatives – Technique of derivatives – functions of one variable – two variables – application in Economics – Demand, Cost and Revenue functions.
- Unit – III** Optimization - Optimization. Problems involving one or two variables – partial and total differentiation – Application in Economics – Demand , Utility analysis – Profit and revenue maximization – Euler” s theorem.
- Unit – IV** .Linear Algebra – Introduction to linear algebra – vector and matrices – Addition and multiplication – Determinants – Matrix inverse.
- Unit – V** Cramer” s rule – Simultaneous equations – Input – output model – Linear Programming (graphical solution only)

#### **Reference:**

1. Mathematics and Statistics for Economists, G.S. Monga 2004, Second Revised Edition, Vikas Publishing House Pvt. Ltd., New Delhi.
2. Fundamental Methods of Mathematical Economics, Alpha C. Chiang (1998), 3<sup>rd</sup> Edition, McGraw, Hill book Company Pvt. Ltd., Singapore.
3. Quantitative Techniques, C.R.Kothai (2008), 3<sup>rd</sup> Edition, Vikas Publishing House Pvt. Ltd., New Delhi.

#### Question Paper Pattern

Maximum Marks : 75

Exam Duration : 3 Hours

- Part A 10x2=20 Answer all Question (Two questions from each unit)
- Part B 5x5=25 Answer all Question (Either or type – Two question from each unit)
- Part B 3x10=30 (Answer any three questions one question from each unit)

Credit :4  
Hours / week :6

Semester - I

Code: RR1PECEL1

Medium of instruction: English

**ECONOMICS OF GROWTH AND DEVELOPMENT**

- Unit – I Economic Growth and Development – Criteria – Factors Affecting Economic Growth – Vicious – Nurske, Meir and Baldwin – Technological Progress – Production Function Approach to the Economic Growth – Total Factor Productivity and Growth Accounting.
- Unit – II Theories of Development – Classical Theory of Development – Smith, Ricardo, Malthus and Mill – Karl Marx and Development of Capitalistic Economy – Crisis in Capitalism – Schumpeter and Capitalistic Development.
- Unit – III Neo – Classical Theory of Growth – Meade and Solow – Mrs. Joan Robinson's Growth Model – Keynesian Theory of Development – Post – Keynesian Theory of Growth – Harrod and Domar Model .
- Unit – IV Approaches to Development – Partial Theories of Growth and Development – Big Push, Balanced Growth, Unbalanced Growth, Critical Minimum Effort Thesis, Low Income Equilibrium Trap – Dualism – Technical, Behavioural and Social – Ranies and Fei Model.
- Unit – V Social and Institutional Aspects of Development – Development and Under Development – Perpetuation of Underdevelopment – Poverty – Absolute and Relative – Per capita Income, Inequality of Income – Human Development Index – Sen;s Index – Quality of Life – Theory of Demographic Transition – Population, Poverty and Environment – Economic Development And Institutions .

Reference:

1. Economic Growth Problems, Polices, D. Bright Singh, 1<sup>st</sup> Edition ,1998, The Centre for Research on New International Economic Order, New Delhi.
2. Economics of Development and Planning, Taneja Myer , Second Edition, Himalaya Publishing House, New Delhi
3. Economics Planning and Policy, Desai & Bhalerao, 1986, Himalaya Publishing House, New Delhi

Question Paper Pattern

Maximum Marks : 75

Exam Duration : 3 Hours

Part A 10x2=20 Answer all Question (Two questions from each unit)

Part B 5x5=25 Answer all Question (Either or type – Two question from each unit)

Part B 3x10=30 (Answer any three questions one question from each unit)

Credit :5  
Hours / week :6  
Medium of instruction: English

**Semester - II**

Code: RR2PEC5

**MICRO ECONOMIC ANALYSIS – II**

- Unit – I      Distribution: Neo – Classical Approach – Functional vs Personal Distribution – Marginal Productivity theory Clark’s Marshall – Hicks – Evolution of Marginal Productivity theory – Macro theories of distribution – Ricardian theory of income distribution – Keynesian theory of distribution.
- Unit – II      Factor Pricing: Factor Pricing in Perfectly Competitive Market Factor Pricing under Monopolistic Power in the Market. Product Exhaustion Theorem.
- Unit – III     Welfare Economics: Criteria of a Social Welfare – Growth of GNP as a Welfare Criterion Bentham’s Criterion – A Cardinalist Criterion the Pareto Optimality Criterion – New Welfare Economics.
- Unit – IV     General Equilibrium: The Walrasian System Existence, uniqueness and Stability of an Equilibrium – two consumer General Equilibrium system (2x2x2 model) static properties of General Equilibrium: Equilibrium of Production – Equilibrium of Consumption. Simultaneous Equilibrium of Production and Consumption.
- Unit – V     Economics of Uncertainty: The Petersburg Paradox and Bernoullis Hypothesis – Neuman – Morgentern methods of Construction Utility Index under Risky Situation – Attitude towards risk -0 Risk Averter vs Risk Lover – Risk Lover and Gambling.

Reference:

1. Modern Micro Economics – Theory and Applications, Dr.H.L. Ahuja, EdgWorth & S.Chanda (2014), Revised Edition, Chanda Publications, New Delhi.
2. Advanced Economic Theory, M.L.Jhingan (2011), 8<sup>th</sup> Revised Edition, Konarad Publications Pvt. Ltd., New Delhi.
3. Economic Analysis, K.P.M. Sundram (2005), Fifth Edition, Sulthan Chand & Sons Ltd., New Delhi.

**Question Paper Pattern**

Maximum Marks : 75

Exam Duration : 3 Hours

Part A 10x2=20      Answer all Question (Two questions from each unit)

Part B 5x5=25 Answer all Question (Either or type – Two question from each unit)

Part B 3x10=30      (Answer any three questions one question from each unit)

Credit :5  
Hours / week :6  
Medium of instruction: English

**Semester - II**

Code: RR2PEC6

### **MACRO ECONOMICS – II**

- Unit – I** Neo Classical and Keynesian Synthesis: Neo Classical and Keynesian views on Interest Macro Economic Policy – Monetary and Fiscal Policies – Delegated of IS & CM Curves
- Unit – II** Growth Models: The Harrod Domar Models “s - Neo Classical Model of Economic Growth - The solow Model of long Run Growth – Kallor ’s Model of Growth.
- Unit – III** Macro Economics in an open Economy : Flemiy Model - Asset Markets – Expectations and Exchange Rates – Monetary approach ‘s to Balance of Payments.
- Unit – IV** Theories of Inflation : Classical , Keynesian and Monetary Approaches – Structural Theory of Inflation – Philips Curve Analysis - Samuel and Solow - The National Rate of Unemployment Hypothesis – Tokin’s Modified Philips – Policies to Control Inflation.
- Unit – V** New Classical macro Economics: Principles – Policy implications if New Classical Approach Evidence .

#### **Reference:**

1. Macro Economic Theory and Policy, D.N. Dwivedi (2007), 3<sup>rd</sup> Edition, McGraw, Hill book Company Pvt. Ltd., Singapore.
2. Macro Economic Theory and Policy, Dr. H.L. Ahuja (2009), S.Chand And Company Pvt. Ltd., New Delhi.
3. Macro Economics, M.L.Jhingan (2011), 8<sup>th</sup> Revised Edition, Konarad Publications Pvt. Ltd., New Delhi.

#### **Question Paper Pattern**

Maximum Marks : 75

Exam Duration : 3 Hours

Part A 10x2=20 Answer all Question (Two questions from each unit)

Part B 5x5=25 Answer all Question (Either or type – Two question from each unit)

Part B 3x10=30 (Answer any three questions one question from each unit)

Credit :5  
Hours / week :6  
Medium of instruction: English

**Semester - II**

Code: RR2PEC7

**FISCAL ECONOMICS**

- Unit – I**      **Theory of Public Goods and Public Choice** .      The Economic role of Government - Allocation, Growth and Stabilization – Private goods, public Goods and Merit Goods ; Market Failure Imperfection - Private and Public Mechanism for Allocation Resources – Problems of Allocating Resources – Voting Systems.
- Unit – II**      **Public Expenditure** Wagner ‘s Law of Increasing State Activities - Structure and Growth of Public Expenditure - Criteria for Public Investment - Social Cost Benefit Analysis – Project Evaluation – Estimation of Costs , Discount Rate - Reforms in Expenditure Budgeting - Programme Budgeting and Zero Base Budgeting .
- Unit – III**      **Taxation and Public Debt** Theory of Incidence – Alternative Concepts of Incidence – Allocative and Equity aspects of Individual Taxes – Benefit and Ability Approaches – Theory of Optimal Taxation - The Rational behind VAT – Indian Tax Structure and Trends .Theory of Public debt - Classical view – Sources of Public debt – Burden of Public debt Principles of debt Management and repayment.
- Unit – IV**      **Fiscal Policy Objectives of Fiscal Policy** – Inter Dependence of Fiscal and Monetary Policies – Budget Deficit and its Implications – Fiscal Policy of Stabilization – Automates vs Discretionary Stabilization – Alternatives Measures of Resource Mobilization – Their Impact on Growth, Distribution and Price Balanced Budget.
- Unit – V**      **Fiscal Federalism** Fiscal Federalism in India – Assignment of Functions and Sources of Revenue - Constitutional Provisions – Finance Commission – Theory of Grants – Resource Transfer from Union to State’s Criteria for Transfer of Resources – Centre – States Financial Relationship in India

**Reference:**

1. Public Finance in Theory and Practice, Richard A. Musgrave and Peggy B. Musgrav (1984), McGraw, Hill book Company Pvt. Ltd., New Delhi.
2. Public Finance, Dr.B.P.Tyagi (1984), Jai Prakash Publications, Meerut.
3. Public Finance (Fiscal Policy), R.Cauvery, V.K.Sudha Nayar, M.Girija, N.Kruparam & R. Meenakshi (2003), S. Chand and Company Pvt. Ltd., New Delhi.

**Question Paper Pattern**

Maximum Marks : 75

Exam Duration : 3 Hours

Part A 10x2=20      Answer all Question (Two questions from each unit)

Part B 5x5=25 Answer all Question (Either or type – Two question from each unit)

Part B 3x10=30      (Answer any three questions one question from each unit)



Credit :4  
Hours / week :6  
Medium of instruction: English

**Semester - II**

Code: RR2PECEL2

**FINANCIAL REGULATIONS AND BANKING SUPERVISION**

- Unit –I A Symmetric information and the ?rationale for Regulation of Securities Market, Financial Market Fragility, Review of Regulatory policies in Indian Emerging Markets.
- Unit – II Structure of Primary and Secondary Markets, Dematerialization, Depositories, Credit Rating, Financial Institutions, Development Financial Institutions, Non-Banking Financial Intermediaries, LIC of India and UTI, Mutual Funds, Venture Capital, Bank – Assurance.
- Unit – III Indian Capital Market Integration, foreign Institutional Investor, Impact of Exchange Rate Variability in a Liberalized Regime, GDRs, ADRs.
- Unit – IV Banking Regulation Act 1949, Financial Stability, Basics of Public Debt Management Issue of Government Securities Conduct of Monetary Policy – Role of Gilt Market.
- Unit – V Capitals Adequacy Regulation Basel Accord I & II. Accounting Standard Disclosure and Relationship Banking Mark – to – Market Accounting, Liquidity Risk and Contagion Market.

Reference:

1. Financial Accounting for Management, Paresh Shah (2010), Oxford University, New Delhi.
2. Financial Services, Tripathy Nainai Prava (2007), PHI, New Delhi.
3. Investment Banking, Subramaniyam (2005), Tata McGraw Hill Education, New Delhi.

**Question Paper Pattern**

Maximum Marks : 75

Exam Duration : 3 Hours

Part A 10x2=20 Answer all Question (Two questions from each unit)

Part B 5x5=25 Answer all Question (Either or type – Two question from each unit)

Part B 3x10=30 (Answer any three questions one question from each unit)

Credit :5  
Hours / week :6

**Semester - III**

Code: RR3PEC9

Medium of instruction: English

### **RESEARCH METHODOLOGY**

**Unit – I**      **Introductory aspects of Research**      Science – its Meaning and Characteristics – The Meaning of Research – Specific Features of Research in Social Sciences as Opposed to Physical and Natural Sciences – Objectivity in Research – Basic Categories in Scientific Method – Facts – Concepts – Causality – Uncertainty – Probability – Dialectical and Historical Materialism.

**Unit – II**      **Methods of Research**      Methods of Research – Deductive and Inductive Reasoning – Steps of Scientific Method – Historical Methods – Case study – Sample Surveys – Various Sampling Methods – Importance of Proper Sampling Design.

**Unit – III**      **Steps in Research**      Steps in Research – Formulation of a Research Problem – Guiding Principles in The Choice of a Research Topic – Role of Review of Literature – Formulation of Research Design – Model Building – Hypothesis: Concept, Definition, Formulation and Testing.

**Unit – IV**      **Sources of Data & its preparation**      Secondary Data – Some Importance Sources: NSSO, CSO, Economic Survey, Annual Survey of Industries, RBI Reports, Primary Data Collection – Tools – Observation, Schedule, Questionnaire, Projective Techniques – Principles Underlying Construction of a Questionnaire – Preparation of Master Table – Data Processing – Analytical Tables.

**Unit – V**      Report Writing – Structure and General Format – Style – Use of Footnotes – Citations – Presentation of Tables, Diagrams, Charts and Maps – Bibliography.

Reference:

1. Research Methodology, P. Raviloehanan (2003), 2<sup>nd</sup> Revised Edition, Margham Publications, Chennai.
2. Research Methodology in Commerce and Management, K.V. Rao (1993), 1<sup>st</sup> Edition, Sterling Publisher Pvt. Ltd., New Delhi.
3. Research Methodology, P. Saravanel (2014), 16<sup>th</sup> Fully Revised and Enlarged Edition, Kitab Mahal Agencies, Allahabad. G

Question Paper Pattern

Maximum Marks 75

Exam Duration : 3 Hours

Part A 10x2=20      Answer all Question (Two questions from each unit)

Part B 5x5=25 Answer all Question (Either or type – Two question from each unit)

Part B 3x10=30      (Answer any three questions one question from each unit)

Credit :5  
Hours / week :6

Semester - III

Code: RR3PEC10

Medium of instruction: English

### INTERNATIONAL ECONOMICS

- Unit – I      **Theories of International Trade** Distinguishing Features of International Trade – Theories of absolute and Comparative Cost Advantages , Theory of Opportunity Costs – Hecksher – Ohlin Theory of Trade, Leontief Paradox, Krams and Linder Theory of Trade – Role of Dynamic Factor in Trade – Rybczynski Theorem.
- Unit – II      **Terms of trade and measurement of gains from Trade** Concept of Terms of Trade, their uses and limitations, Hypothesis of Secular Detarioration of Therms of Trade its Imnprirical evidence and policy implications for less developed counties, Theory of Interventions – Tariffs, Quotas and Non-Tariff Barriers – Economic Effect of Tariffs, Quotas and Non-Tariff Barriers, Effect of Tariffs, Quotas and Non Tariff Basiers – Nominal, Effective and Optimum rates of Tariff.
- Unit – III      **Balance of Payment** Meaning and Components of Balance of Payment – Disequilibrium in the Balance of Payment – Process of Adjustment and Gold Standard, Fixed and Flexible Exchange Rates, Foreign Trade Multiplier, Relative Merits and Demerits of Fixed and Flexible Exchange Rates in the Context of Growth and Development in Developing Countries.
- Unit – IV      **Globalization – Trade and Implications** Rise and Fall of Gold Standard, Brettonwoods system, IMF and Emerging International Monetary System – International Trade and Financial Institutions – GATT/WTO, UNCTAD, World Bank and Asian Development Bank – WTO, World Bank and India.
- Unit – V      **Trade Policies in India** Trade problems ands trade policies in India – Recent Changes in the direction and Comporition of Trade, Ralionale and Input of Trade Reforms Since 1991 on Indian’s Balance of Payments, Employment and Grwoth – Instrument of Export Promotion – Recnet Import and Export Policies and Agenda for Future – Working and Regulation of Multi National Corporations in India.

Reference:

1. International Economics, M.L. Jhingan (2009), 6<sup>th</sup> Revised Edition, VRIND Publications, New Delhi.
2. International Economics, D.M. Mithani (2005), 3<sup>rd</sup> Revised Edition, Himalaya Publishing House, New Delhi.
3. International Economics, H.G. Mannur (2006), 2<sup>nd</sup> Edition, Vikas Publishing House Pvt. Ltd., New Delhi.

#### Question Paper Pattern

Maximum Marks : 75

Exam Duration : 3 Hours

Part A 10x2=20

Answer all Question (Two questions from each unit)

Part B 5x5=25

Answer all Question (Either or type – Two question from each unit)

Part B 3x10=30

(Answer any three questions one question from each unit)

Credit :5  
Hours / week :6  
Medium of instruction: English

**Semester - III**

Code: RR3PEC11

**INDUSTRIAL ECONOMICS**

- Unit – I      Patterns and Structure** Process and Pattern of industrialization, Industrial structure and change – Economics of Scale – Market Structure and Profitability – Industrialisation in Planned Economics – H.B. Chenery's pattern of Industrial Change.
- Unit – II      Industrial Location** Theories of Industrial Location – Weber – Losuch and Sargent Florance – Hoffman's Hypothesis of Market Economics – Simon Kurznet's Interpretation of Secular Change in Industrial Development – Factors affecting Location.
- Unit – III      Industrial Finance** External and Internal sources of funding to an Industrial unit – Nature, Volume and types of institutional finance, Role of IDBI, IFCI, SFCS, Commercial Banks – Finance statement – Balance sheet, Profit and Loss Account Assessment of financial soundness – ratio analysis.
- Unit – IV      Industrial Policy and Economic Reforms** Industrial Policy resolutions: 1948, 1956 Economic Reforms and their infect on Indian Industry – Privalisation and disinvestment; a Pricing of Public utilizes in India.
- Unit – V      Project Planning and Appraisal** Cost Benefit Analysis, net present Value, Internal Rate of return criteria – Balancing Private and social returns.

**Reference:**

1. Industrial Economics, R.R.Barathwal (2010), New Age Internationbal Pvt. Ltd., New Delhi.
2. Entrepreneurship Development, Jayashree Suresh (2006), 4<sup>th</sup> Edition, Margham Publications, Chennai.
3. India Development Report, D.M.Nachane (2011), Indira Gandhi Institute of Development Research, Oxford University Press, New Delhi.

Question Paper Pattern

Maximum Marks: 75

Exam Duration : 3 Hours

- Part A 10x2=20      Answer all Question (Two questions from each unit)  
Part B 5x5=25      Answer all Question (Either or type – Two question from each unit)  
Part B 3x10=30      (Answer any three questions one question from each unit)

Credit :5  
Hours / week :6  
Medium of instruction: English

**Semester - III**

Code: RR3PEC12

### **FOREIGN INVESTMENT IN INDIA**

- Unit – I** Foreign Investment – Policy Challenge for Developing Countries – Unprecedented changes of the Eighties and Nineties some serious concerns for the Indian Economy – Private Capital Flow – Global Trends – Trends in Foreign Portfolio Equity Investment.
- Unit – II** Foreign Direct Investment – Technology Skill – Knowledge Base – Export Competition – Employment Generations – Skill Base – Role of FDI in Developing Countries.
- Unit – III** Foreign Capital – India’s Policy – Prevailing Policies of Foreign Investment – Operating Environment – Foreign Trade – Foreign Exchange Policy – Capital and Credit Movement – Property Right – Protection Investment Incentives – Return Investment - Taxation – Repatriation Income – Capital .
- Unit – IV** Non - Resident Indians Investment – investment Facilities - Deposits Schemes – Inflow of Deposits – NRI Deposits and Monetary Management – Interest Rate – Compositional Shifts External Debt – FII Trends – Stock Markets in India.
- Unit – V** Foreign Direct Investment in India – Theoretical Exposition – FDI inflow in Indian Economy – Export performance – Foreign Exchange inflows – FDI and TRIMS – TRIPS – implications Future Strategy.

#### **Reference:**

1. Foreign Investment in India, Ananthiv & Niti Bhasin (2008), 1<sup>st</sup> Edition, New Century Publications, New Delhi.
2. Foreign Collaboration Legal Parameters, Rajiv Jain (1999), 8<sup>th</sup> Edition, Indian Investment Publications, New Delhi.
3. Fundamentals of Investment Management, V.K. Bhalle (2006), 1<sup>st</sup> Edition, S.Chand Company Pvt. Ltd., New Delhi.
4. Foreign Direct Investment Contemporary Issues, Usha Bhati (2006), 1<sup>st</sup> Edition, Deep & Deep Publications Pvt. Ltd., New Delhi.

#### Question Paper Pattern

Maximum Marks : 75

Exam Duration : 3 Hours

- Part A 10x2=20 Answer all Question (Two questions from each unit)  
Part B 5x5=25 Answer all Question (Either or type – Two question from each unit)  
Part B 3x10=30 (Answer any three questions one question from each unit)

Credit :4  
Hours / week :6  
Medium of instruction: English

**Semester - III**

Code: RR3PECEL3

### **ENTREPRENEURSHIP DEVELOPMENT**

- Unit – I Concept – Meaning – Distinction between an Entrepreneurial and Manager – Nature and Characteristics of Entrepreneurial – Qualities – Types – Functions – Role of Entrepreneurial in “Economic Development.
- Unit – II Project Management – Project formulation – Project Identification – Evolution – Feasibility analysis – Project Report.
- Unit – III Entrepreneurial Development – Agencies – Commercial Banks – DIC – NSICO – SID – SISI – All India Financial Institutions – IDBI – IFCI – ICICI – IRDBI
- Unit – IV Woman Entrepreneurship – concept – Role – Growth – Problems – Selection of in our toy – suggestion for Development – Role of Woman Associations
- Unit – V EDP in India – Concept – Need – Phases – Contents Target Groups – Special Agencies of Schemes, Institutions Conducting Programmes – Problems – Evaluating Development Programmes.

Reference:

1. Entrepreneurship Development in india –Dr.C.B.Gupta Dr.N.P.Saravasan Revised Edition(2007) Sultan chand&sons New Delhi
2. Entrepreneurial Development -Dr.Radha Revised Edition(2010) Prasana Publication Chennai.
3. Entrepreneurial Development- Jeya shree suresh Revised Edition(2009) Margham Publication chennai

#### Question Paper Pattern

Maximum Marks : 75

Exam Duration : 3 Hours

- Part A 10x2=20 Answer all Question (Two questions from each unit)  
Part B 5x5=25 Answer all Question (Either or type – Two question from each unit)  
Part B 3x10=30 (Answer any three questions one question from each unit)

Credit :5  
Hours / week :6

**Semester - IV**

Code: RR4PEC13

Medium of instruction: English

**INDIAN ECONOMIC DEVELOPMENT AND POLICY**

- Unit – I **Human Resource and Economic Development:** Size and Growth Rate of Population in India – Sex, Age Composition and Density. The Theory of Demographic Transition – Urbanization – Population as a Retarding Factor – Family Planning – Population Policy - National Population Policy 2000 – The Quality of Population – National Human Development Report (2001).
- Unit – II **The Agriculture Sector** Role of Agriculture in the National Economy – Causes of Low Productivity – Concept of Food Security – Tenth Plan and Food Security – Agriculture Under Ninth Plan – Green Revolution – National Agricultural Policy (2000) – Agricultural Credit – Marketing and Warehousing.
- Unit – III The Industrial Sector Problems of Large Scale Industry – Iron & Steel, Sugar, Cement and Petrochemical Industries – Prospects of IT Industry – Outsourcing and Globalization – the Cases for Small Scale Industry of X plan – Causes of Industrial Disputes in India – Its Settlement – Social Security Measures. The Right to Strike and Supreme Court Judgment – Sickness in India Industry
- Unit – IV Planning in India Performance of Public Sector Enterprises – Disinvestment of Public Enterprises – Privatization: its Meaning and Scope – Tenth Plan – its Objectives, Target and Strategy – The Five Years Plans and removal of Poverty – Parallel Economy and Objectives of Planning
- Unit – V Economic Reforms Economic Reforms in India Globalization and its impact in India – WTO, Subsidies and Agriculture – Impact of WTO on various aspect of Indian Economy – Geneva Framework of WTO and India.

Reference:

1. Indian Economy, Ashwani Mahajan & Ganrav Datt, 67<sup>th</sup> Edition, S.Chand & Company Pvt. Ltd., New Delhi.
2. Indian Economy, Ruddar Datt, K.P.M. Sundharam, 48<sup>th</sup> new Edition, S.Chand & Company Pvt. Ltd., New Delhi
3. Indian Economy, S.Sankaran, 13<sup>th</sup> Edition, Margham Publications, Chennai.

**Question Paper Pattern**

Maximum Marks : 75

Exam Duration : 3 Hours

- Part A 10x2=20 Answer all Question (Two questions from each unit)  
Part B 5x5=25 Answer all Question (Either or type – Two question from each unit)  
Part B 3x10=30 (Answer any three questions one question from each unit)

Credit :4  
Hours / week :6

**Semester - IV**

Code: RR4PECEL4

Medium of instruction: English

**MARKETING MANAGEMENT**

- Unit – I Marketing Management and Problems Meaning – Evolution of Marketing Management – Role of Marketing in Economic Development – Objectives – Marketing Functions at Micro and Macro Levels – Market Planning Process – Marketing Strategy – Marketing Problems – Marketing Risks – Causes – Methods of dealing with risks.
- Unit – II Sales Promotion and Advertising Importance of Sales Promotion – Salesmanship and techniques of Sales Promotion – Advertising – Objectives – Types and Function – Advertising for Rural Markets.
- Unit – III Pricing Policies Objectives of Pricing – Price Determination Procedure – Discount and Allowances in Pricing – Product line Pricing – Legal Restrictions on Pricing – Marketing Information System – Need – Uses – Components of marketing information system.
- Unit – IV Media Selection Indoor Media: News Paper Magazines – Radio / Broadcast – Television Films – Out Door Posters – Printed Display – Travelling Display – Factor Influencing Selection of Media – Difficulties in Selection.
- Unit – V Marketing Research Nature and Technique of Marketing Research – Trends in Marketing Research – Marketing Plan for Exports – Scope for Rural Marketing in India – Future of Marketing Research – Ethics in Treatment of Buyers.

Reference:

1. Marketing management Rajan sayena Fifth Edition(2001)Tata McGraw- hill publication company Ltd Newdelhi
2. Dr.N.rajan Nair,Sanjith R.Nair Seventh Edition(1993)Sultan chand&sons New Delhi
3. Marketing management in a Developing Economy P.K.Srivastava First edition(1991)Sterling publications Pvt Ltd. New Delhi

**Question Paper Pattern**

Maximum Marks : 75

Exam Duration : 3 Hours

- Part A 10x2=20 Answer all Question (Two questions from each unit)  
Part B 5x5=25 Answer all Question (Either or type – Two question from each unit)  
Part B 3x10=30 (Answer any three questions one question from each unit)



Credit :4  
Hours / week :6  
Medium of instruction: English

**Semester - IV**

Code: RR4PECEL5

### **MANAGERIAL ECONOMICS**

- Unit – I Nature and Scope – Applications of Economics to Managerial decisions – Role and Responsibilities of Managerial Economists in the Emerging corporate scenario.
- Unit – II Demand Forecasting – Interview and Survey Approach – Projections – Short term forecasting – Forecasting demand for new product – forecasting method: Survey, Time series, Delphi methods.
- Unit – III Types of Pricing – Transfer pricing – Full cost pricing – Odd number pricing – peak –m load pricing of multi – product firm – Skimming vs Penetration. Price Discrimination – sticky prices – going – rate pricing – customary pricing – Mark – up, Mark – down pricing.
- Unit – IV Capital Budgeting – the process – Cash flows and out flows – Valuation of future cash flows – present value – cost of Capital – methods of ranking alternative investment – project appraisal – NPV, IRR Techniques – inventory management – Profit – Measurement – Break even Analysis – Profit Policy, Planning and Forecasting.
- Unit – V International Business environment, WTO and Small business, changes in overall macroeconomic environment for business liberalization and deregulation – implications for managers.

#### Reference:

1. Managerial economics, Dr.H.L. Ahuja Eight Revised Edition(2014),S.Chand&company pvt,ltd.new delhi.
2. S.Sankaran Ninth Edition (2010) Printed and published by Margham publication,Chennai.
3. R.L.Varshney K.L.Maheswari Fifteenth Edition(1995) Sultan Chand&sons, New delhi.

#### Question Paper Pattern

Maximum Marks : 75

Exam Duration : 3 Hours

- Part A 10x2=20 Answer all Question (Two questions from each unit)  
Part B 5x5=25 Answer all Question (Either or type – Two question from each unit)  
Part B 3x10=30 (Answer any three questions one question from each unit)