

B.COM Part I

Paper - I : Business Economics

Paper - II: Indian Banking and Financial System

Part II

Paper - I : Economic Environment In India

Paper – II : Elements of Financial Management


Part III

Paper – I: Business Budgeting

Paper – II: International Trade & Finance

OR

Paper - III : Rural Development In India


अकादमिक प्रभारी
महासना राजमल बृज विश्वविद्यालय
भरतपुर (राज.)

E.A.F.M
B.Com. PART -I

Paper I : Business Economics

Duration: 3 Hrs.

100 Marks

Unit - I

Introduction to Business Economics: Definition, Meaning, Nature and Scope of Business Economics, Business Economics and Economic Theory, Business Economics and Decision Sciences- The Nature & Process of Business Decision Making, The type of Business decision; Market Coordination V/S Business Coordination.

Unit - II

Consumer Behaviour : Cardinal & Ordinal approach, Law of diminishing marginal utility, Law of demand, Elasticity of demand. Indifference curve – meaning, characteristics and consumer equilibrium, Law of supply, Elasticity of Supply.

Unit - III

Production Function – Factors of production, laws of returns, law of variable proportions, Revenue and Cost Analysis : Revenue Analysis, total revenue, marginal revenue and average revenue, various concepts of cost, short and long run cost curves.

Unit - IV

Market Analysis: General Principle of price determination, Time Element in price determination. Price and Output determination under Perfect Competition, Monopoly, Discriminating Monopoly and Imperfect Competition.


Unit - V

National Income and Economic welfare. National Income accounting, Theory of Rent, wages & Interest

Books Recommended:

1. D.M. Mithani : Fundamentals of business and Managerial economics, Himalaya publishing house.
2. Mote and Paul and Gupta : managerial Economics, TA TA McGraw Hill, New Delhi.
3. Ahuja, H.L. Managerial Economixs, S.Chand & Company Ltd., New Delhi.
4. N.D. Mathur: Business-Economics, Shivam Book House (P) Limited , Jaipur.
5. B.P. Gupta: Vyavsayik Arthashastra (Hindi), Malik and Company, Jaipur.
6. Agarwal and Agarwal : Vyavsayik Arthashastra (Hindi), Ramesh book depot, Jaipur.
7. C.M.Chaudhary: Business Economics.
8. M.D. Agarwal and Som Deo: Business Economics, Ramesh Book Depot, Jaipur

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PAPER- II

Indian Banking and Financial System

Time : 3 hours.

Min. Marks: 36

Max. Marks: 100

Unit - I

Bank-Definition and Functions, commercial banks, a study of commercial banks public and private sector, assets and liabilities management of commercial banks. RBI and NABARD. Monetary policy and credit control by RBI, Demonetisation and its impact on Indian economy.

Unit -II

Universal banking, E-banking, mobile and innovations in banking sector.

Relationship between Banker and customer – General and Special. Regulatory Body of stock market of India, SEBI.

Unit - III

Negotiable Instruments – Cheques, Bills of Exchange and promissory notes. A study of Banking regulations act 1949.

Unit – IV

Financial Services : Merchant Banking, Mutual Funds, Credit Rating, Venture Capital Financial sector reforms in India.

Unit - V

Financial Market – Money Market, Capital Market, Bill Market, Foreign Exchange Market and Debt Market, Financial Instruments – Treasury Bills, Certificate of Deposits, Commercial Paper, Currency Options – Credit Card.

Book Recommended:

1. Vasant Desai: Indian Banking Nature and problems, Himalaya Publishing House, Delhi.
2. Natarajan S, Parameshwaran R: "Indian Banking", S. Chand & Company Ltd., New Delhi.
3. Averbach, Robert D; Money, Banking and Financial markets Macmillan, London.
4. Varshney, P.N. : Indian Financial System, Sultan Chand & Sons, New Delhi.
5. Khan, M.Y. : Indian Financial System, Tata McGraw Hill, Delhi.
6. Bhole L.M. : Financial markets and Institutions, Tata McGraw Hill, Delhi.
7. J.K. Tandon and T.N. Mathur – Banking and Finance, Shivam Book Hous (p) Ltd., Jaipur (Hindi and English Version).
8. Vashitha, Swami, Gupta: Banking and Finance, Ramesh Book Depot Jaipur.