

BUSINESS ECONOMICS

SEM I

F.Y.B.M.S

ASST. PROF. RADHA IYER, ADMIFMS, UoM.

UNIT-WISE WEIGHTAGE

Unit Number	Topics	Lecture
1.	Introduction	10
2.	Demand and Analysis	10
3.	Supply and Production Decisions and Cost of Production	15
4.	Market Structure: Perfect Competition and Monopoly and Pricing and Output Decisions under Imperfect Competition	15
5.	Pricing Practices	10
	Grand Total	60

Term Work

Sr. No.	Internal marks bifurcation	Marking Scheme
1.	Test	20 Marks
2.	Active Participation	05 Marks
	Total	25 Marks

Note:

1. Term consists of two components: Internal and External (Semester-End) Examination.
2. External consists of 5 questions each carrying 15 marks.
3. Answering all 5 questions is compulsory.
4. Theory questions of 15 marks may be divided into two sub questions of 7/8 and 10/5 marks.
5. Total marks for semester-end examination will be 75 marks.
6. Duration of Examination is 2 1/2 hrs.

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1.	External marks bifurcation	Marking Scheme
2.	Question 1 A. Sub questions to be asked 10 and to be answered 08 B. Sub questions to be asked 10 and to be answered 07	15 marks 08 07
3.	Question 2 Full length (either or pattern)	15 marks
4.	Question 3 Full length (either or pattern)	15 marks
5.	Question 4 Full length (either or pattern)	15 marks
	Question 5 A. Theory Questions B. Theory Questions OR Short Notes To be asked 5 To be answered 3	08 marks 07 marks 15 marks

REFERENCES

- Books

1. Business Economics, Saraswathy Swaminathan, Vipul Prakashan.
2. Business Economics, Johnson et. al ., Manan Prakashan.
3. Managerial Economics In a Global Economy, Dominic Salvatore, Thomson South Western, Singapore.
4. Economics, Samuelson & Nordhas, Tata McGraw Hills.