

FACULTY OF ECONOMICS & BUSINESS

Syllabus

For

MBE (Master of Business Economics)

(Semester I– IV)

(For Colleges)

Session: 2015–16



GURU NANAK DEV UNIVERSITY
AMRITSAR

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MBE (Master of Business Economics)

First Semester:

Paper	Title	Theory	Practical	Max. Marks
MBE-101	Economic Analysis for Business Decisions-I	100	–	100
MBE-102	Quantitative Techniques for Business	100	–	100
MBE-103	Computer Applications for Business	80	20	100
MBE-104	Business Finance & Accounting	100	–	100
MBE-105	Organizational Principles and Behaviour	100	–	100
MBE-106	Seminar (on a topic based on any paper in Semester Ist)	–	–	–

Second Semester

Paper	Title	Theory	Practical	Viva-Voce	Max. Marks
MBE-201	Economic Analysis for Business Decisions-II	100	–	–	100
MBE-202	Operations Research	100	–	–	100
MBE-203	Banking and Foreign Exchange Management	100	–	–	100
MBE-204	Industrial Structure, Organization and Policy	100	–	–	100
MBE-205	Consumer Behaviour and Marketing Management	100	–	–	100
MBE-206	Comprehensive Viva-Voce (based on paper taught in Semester I & II)		–	50	50

MBE (Master of Business Economics)

Third Semester:

Paper	Title	Theory	Practical	Max. Marks
MBE–301	International Trade and Business Procedures	100	–	100
MBE–302	Advertising and Sales Management	100	–	100
MBE–303	Investment Theory and Portfolio Management	100	–	100
MBE–304	Indian and Global Economics Environment	100	–	100
MBE–305	Any one of the following:–			
	305A– Management Information System	80	20	100
	305B– Econometric Techniques	100	–	100

Fourth Semester:

Paper	Title	Theory	Practical	Max. Marks
MBE–401	Project Appraisal and Investment Planning	100	–	100
MBE–402	Labour Economics and Industrial Relations	100	–	100
MBE–403	Business Policy and Strategy	100	–	100
MBE–404	Any one of the following: –			
	404 (A) Information Technology (for those who opted for 305 (A) in Semester – III)	80	20	100
	404 (B) Forecasting and Business Planning (for those who opted for 305 (B) in Semester – III)	100	–	100
MBE–405	Project Report (Titles will be allocated in Semester III).	–	–	
MBE–406	Comprehensive Viva – Voce (based on papers taught in Semester III and IV).	–	–	

Summer Training:

1. The M.B.E. Programme requires the students to undergo 6 – 8 weeks of compulsory Summer Training at the end of second semester.
2. Seminar / comprehensive Viva–Voce in each semester will be of 50 marks and shall be conducted by a committee comprising the Head, one external examiner and a member to be appointed by the B.O.C.

MBE (Master of Business Economics) Semester-I

MBE – 101: Economic Analysis for Business Decisions – I

Time Allowed: 3 Hours

Max. Marks: 100

Note: Candidates are allowed to use the simple (non – scientific) calculator.

Instructions for the paper–setters/examiners:–

- (i) First question consisting of 10 short answer type based upon the entire syllabus, (each carrying 2 marks) will be compulsory.
- (ii) Students will attempt 1 out of 2 questions from each of four units (20 marks each).

Unit – I

Introduction to economic analysis and business decisions.

Process of theory formulation & role of assumptions.

Demand decisions – concept of demand and types, cardinal utility, Indifference curves & revealed preference approaches, choice under risk and uncertainty, Recent developments in theory of demand. Elasticity of demand – types, measurement and empirical estimation. Demand forecasting methods.

Unit – II

Input Output Decisions – Production function, isoquants, optimum factor combination, law of variable proportions, returns to scale, economies of scale, optimum product mix, technical progress, elasticity of factor substitution, estimation of production functions. Costs – concepts, traditional and modern theories of costs, cost functions and their estimation, derivation of cost function from production function. Equilibrium of the firm – revenue curves and marginal analysis.

Unit – III

Price output decision – market environment, price determination under perfect competition, monopoly and discriminating monopoly, monopolistic competition, oligopoly and bilateral monopoly.

Critique of economic theory, managerial theories (Baumol, Marris & Williamson), Behavioural theory, limit pricing, mark – up pricing).

MBE (Master of Business Economics) Semester-I

Unit – IV

Pricing strategies, limit pricing, market pricing, Factor Pricing – marginal productivity theory, determination of rent, wages, interest and profit.

Note: – Applications of economic analysis to business decisions may also be asked.

Suggested Readings:

1. Koutsoyiannis A., Modern Micro Economics, Macmillan, 1979.
2. Dean, J., Managerial Economics, Prentice Hall, 1976.
3. Mote, Paul & Gupta, Managerial Economics, Tata McGraw Hill, 1977.
4. Thompson, Arthur, A., Economics of Firm, Theory and Practice, Prentice Hall, 1977.
5. Wildsmith, J.R., Managerial Theories of the Firm, Marti, 1972.
6. Deo, K.K., Managerial Economics, Richard D. Irwin, (Indian Reprint, Surjeet Publications, 1988).
7. Brigham, E.F. and J.L. Papas, Managerial Economics, Dryden Press, 1976.
8. Walker, E.W., Essentials of Financial Management, Prentice Hall, 1978.
9. Adhikary, M., Managerial Economics, Khosla Publications, 1987.

MBE (Master of Business Economics) Semester-I

MBE – 102: Quantitative Techniques for Business

Time Allowed: 3 Hours

Max. Marks: 100

Note: Candidates are allowed to use the simple (non – scientific) calculator.

Instructions for the paper–setters/examiners:–

- (i) First question consisting of 10 short answer type based upon the entire syllabus, (each carrying 2 marks) will be compulsory.
- (ii) Students will attempt 1 out of 2 questions from each of four units (20 marks each).

Unit – I

Differential Calculus: Limit of a function; concept of a derivative rules of differentiation; maxima and minima of a function.

Matrix Algebra: Types of matrices; basic operations of matrices; determinant of a matrix and its properties; rank and inverse of a matrix; solution of simultaneous linear equations–Cramer’s rule and matrix inversion, method, application of matrices – National Income model, input –output analysis (Introductory Treatment).

Unit – II

Simple Correlation and Regression Analysis: Assumptions; Pearsons product moment and Spearman’s rank correlation method; least squares technique; properties of correlations and regression coefficients; estimation of semi–log and double–log equations.

Time Series Analysis: Meaning and components of time series; models used for isolating components; methods of estimating trend and seasonal fluctuations, concept of stationarity.

Unit – III

Elementary Probability Theory: Deterministic and non–deterministic experiments; different types of events; a priori and empirical definition of probability, conditional probability, laws of addition and multiplication of probability. Meaning and types of random variables; probability density and mass functions; mathematical expectation, moments, moments generating function.

MBE (Master of Business Economics) Semester-I

Unit – IV

Characteristic properties of binomial, Poisson and normal distributions. Elements of Statistical Inference: Concept of sampling and sampling distribution of a statistic; statistical hypothesis null and alternative hypothesis; two types of errors; elementary tests of significance for means and proportions.

Suggested Readings:

1. Chiang A.C., Fundamental Methods of Mathematical Economics, McGraw Hill, Kogakusha, 1974.
2. Hopfe, M.M., Mathematics – Foundations for Business Science, Research Association, Inc. 1980.
3. Mizrahi, A. and Sullivan M., Mathematics for Business and Social Sciences, John Wiley and Sons, Inc. 1976.
4. Raghawachari, M., Mathematics for Management – An Introduction, Tata McGraw Hill, New Delhi.
5. Webber, J.E., Mathematical Analysis: Business and Economic Applications, Harper & Row, 1982. Yamuna, T., Mathematics for Economics – An Elements Survey, Prentice Hall of India Pvt. Ltd., New Delhi, 1995.
6. Chou, Y. Statistical Analysis : Holt, Rinehart and Winston, New York, 1975.
7. Croxton, F.E., Cowden, D.J. and Klien, S., Applied General Statistics, Prentice Hall of India Pvt. Ltd., 1973.
8. Karmel, P.H. and Polar, K.M., Applied Statistics for Economists, Pitman London, 1970.
9. Wetherill, G.B., Elementary Statistical Methods, Chapman and Hall, London.
10. Wannacott, T.H. and Wonnacott, R.J., Introductory Statistics for Business and Economics, 2nd ed., John Wiley and Sons, New York.

MBE (Master of Business Economics) Semester-I

MBE – 103: Computer Applications for Business

Time Allowed: 3 Hours

Total Marks: 100

Theory: 80

Practical: 20

Note: Candidates are allowed to use the simple (non – scientific) calculator.

Instructions for the paper–setters/examiners:–

- (i) First question consisting of 10 short answer type based upon the entire syllabus, (each carrying 2 marks) will be compulsory.
- (ii) Students will attempt 1 out of 2 questions from each of four units (15 marks each).

Objective: The objective of this course is to acquaint the management students about the computing resources of an organisation and their usage to enhance their personal efficiency so that they can contribute efficiently towards the organisational effectiveness.

Unit – I

1. **Introduction to Computers:** Purpose and meaning of data, information and knowledge for business organisations. Information technology, its definition, scope and related technologies. Relationship of information technology with management.
2. **Types of Computers:** Digital, Analog and Hybrid computers, general model of computers, sizewise organization of computers – Mini, Micro, Desktop, Workstation and Supercomputers.
3. **Computing Resources of the Organization:**
 - (a) **Hardware:** General model of a digital computer – concepts of motherboard, bus, microprocessor, Purpose of different types of memory – Primary memory (RAM, ROM) and Secondary memory devices (Floppy Disk, Hard Disk & CDROMs), adaptor cards and basic I/O devices. Disk concepts – formatting, booting, partitioning, FAT and directory. Latest trends in hardware.
 - (b) **Software:** Classification of software – Systems & Application software, System software–Operating System, assembler, compiler and interpreter, drivers and communication software, Application software – General purpose, integrated and special purpose application packages for business, DBMS & RDBMS and ERP packages. Latest trends in software.

Unit – II

4. **Introduction to Database Concepts:** Data, information, knowledge, Data Systems, RDBMS Terminologies – Relation, Records, Fields, Key Attributes and Constraints.
5. **Computing Environment for Business:** Organising computing resources of an organisation centralisation versus decentralisation. Single user, multiprogramming & timesharing concepts.
Organising transaction processing – batch and real time processing. Enterprise-wide Computing – fundamentals of networking, client–server environment.

MBE (Master of Business Economics) Semester-I

6. **Basic Networking Concepts:** Fundamentals of networking – its terminology and topology. Basics of LAN, MAN & WAN; and Intranet, Extranet and Internet.

Unit – III

7. **Various Network Components:** Repeaters, Bridges, Routers, Gateways, ISDN services and their characteristics.
8. **Internet as a Business Resource:** Structure of Internet. Connecting methods. Internet services – E-mail, www, Mailing List, Search Engines, Usenet, Chatting, Conferencing, Telephony; their applications in business.
9. **Computer Security:** Physical and logical security of data at individual PC level – virus management.
10. **Hands on Practice:** Internet, Windows 2000 and Office 2000.

Unit – IV

11. **Lab. would be based on following MS Office Components:**

MS Word: Overview, creating, saving, opening, importing, exporing and inserting files Formatting pages, paragraphs and section. Creating lists and numbering. Headings, styles, font and font size. Finding, Editing and Replacing texts. Using tables, header, footer and printing. Mail merging.

MS Excel: Worksheet overview, entering and editing information, formula writing, formatting numbers and texts. Copying and protecting cells, producing charts and graphs.

MS Power Point: Overview of power point, using various slide layouts, creating slide shows, adding animation effects. Preparing a power point presentation.

MS Access: Introduction, understanding database, creating tables, queries, forms, reports and filtering records.

Suggested Readings:

1. Gurvinder Singh, PC Computing.
2. Peter Norton, Introduction to Computers, Tata McGraw Hill.
3. Peter Norton, Inside the JPC, Techmedia
4. Young, Internet Complete Reference, Tata McGraw Hill.
5. Henry, F.Korth, Database System Concepts, McGraw Hill.
6. Tannenbaum, A.S., Computer Networks, PHI.
7. Korth, H.F. & Abraham S., Database System Concepts, McGraw Hill.
8. Alex Leon and Mathew Leon, Introduction to Computers with MS Office 2000, Tata McGraw Hill.

MBE (Master of Business Economics) Semester-I

MBE – 104: Business Finance and Accounting

Time Allowed: 3 Hours

Max. Marks: 100

Note: Candidates are allowed to use the simple (non – scientific) calculator.

Instructions for the paper–setters/examiners:–

- (i) First question consisting of 10 short answer type based upon the entire syllabus, (each carrying 2 marks) will be compulsory.
- (ii) Students will attempt 1 out of 2 questions from each of four units (20 marks each).

Unit – I

Accounting as Information System: Concepts, conventions and principles of accounting. Branches of Accounting Financial, Cost and Management accounting and their inter relationship. Accounting cycle, understanding the financial statements of an organization with special reference to companies (requirements of schedule VI of Companies Act.)

Unit – II

Financial Analysis: Concept and Objectives: Tools of financial analysis – Ratio Analysis, Trend Analysis, Common size Financial statements, Funds Flow and cash flow statements.

Unit – III

Scope and Objectives of Business Finance. Sources of Business Finance – long term and short term sources of finance. Lease financing. Capital structure Planning designing the optimum capital structure. Analysis of operating and financial leverage.

Unit – IV

Capital Budgeting: Concept and techniques, analysis of risk and uncertainty. Concept and measurement of cost of capital of different sources of finance. Assessment of working capital requirements and lending norms. Determinants of Dividend policy.

Suggested Readings:

1. Bhattacharys, S.K. & Dearden, Accounting for Management, Vikas, New Delhi.
2. Jawaharlal, Management Accounting, Himalya, New Delhi.
3. Pandey, I.M., Financial Management, Vikas, New Delhi.
4. Van Harne, James C., Financial Management & Policy, Prentice Hall of India, New Delhi.
5. Pandey, I.M., Management Accounting, Vikas, New Delhi.

MBE (Master of Business Economics) Semester-I

MBE – 105: Organizational Principles & Behaviour

Time Allowed: 3 Hours

Max. Marks: 100

Note: Candidates are allowed to use the simple (non – scientific) calculator.

Instructions for the paper–setters/examiners:–

- (i) First question consisting of 10 short answer type based upon the entire syllabus, (each carrying 2 marks) will be compulsory.
- (ii) Students will attempt 1 out of 2 questions from each of four units (20 marks each).

Unit – I

Management: Meaning, importance, functions, Evaluation of Management. Various approaches of management.

Planning: Nature of Planning; types of plans, importance of planning; steps in planning.

Unit – II

Management by objectives; meaning, importance, process, Weakness of MBO. Decision Making meaning, process.

Organizing: Nature and purpose of organizing. Formal and informal organization, Department, Organization levels, span of Management, basis of departmentation, Line and staff authority relationship, Delegation and decentralization.

Unit – III

Human Resource Management: Meaning, objectives, scope, Importance and functions. Human resource planning, recruitment, selection, training and departmental performance appraisal.

Motivation: Needs & motivation theories of motivation with special reference to Maslow's need hierarchy, Herzberg's two factor theory, Varoom's Expectancy theory, Porter and Lawler's model of motivation.

Unit – IV

Leadership: Meaning, approaches, leadership styles.

Communication: Meaning, importance, process, channels of communication, communication networks, barriers to communication, enhancing communication effectiveness.

Workgroups: Meaning, group dynamics, group behaviour, group cohesiveness.

MBE (Master of Business Economics) Semester-I

Suggested Readings:

1. Koutz – Harlod & Heinz Weirich, Essentials of Management, McGraw Hill, New Delhi.
2. Luthans, Frennd, Organizational Behaviour, McGraw Hill, New Delhi.
3. Gene Burton & Manab Thakur, Management Today: Principles and Practice, McGraw Hill, New Delhi.
4. Flippo, Edwin Personnel Management, McGraw Hill, New Delhi.
5. Sekaran, Uma. Organizational Behaviour, Text and Cases, Tata McGraw Hill, New Delhi.
6. Hersy, Paul, Bolanchard Kenneth, H., Management of Organizational Behaviour, Prentice Hall, New Delhi.
7. Lyman W. Porter, Edward E. Lawler III and J. Richard Harkman, Behaviour on Organizations, McGraw Hill, New Delhi.
8. Drucker, Peter, F., Management, Allied Publishers Pvt. Ltd., New Delhi.

MBE (Master of Business Economics) Semester-I

MBE-106

SEMINAR

(On a Topic based on any Paper in Ist Semester)

MBE (Master of Business Economics) Semester-II

MBE – 201: Economic Analysis for Business Decisions – II**Time Allowed: 3 Hours****Max. Marks: 100****Note: Candidates are allowed to use the simple (non – scientific) calculator.****Instructions for the paper-setters/examiners:–**

- (i) First question consisting of 10 short answer type based upon the entire syllabus, (each carrying 2 marks) will be compulsory.
- (ii) Students will attempt 1 out of 2 questions from each of four units (20 marks each).

UNIT – I**National Income:** Concept, components and measurement.**National Income in India:** Measurement and problems. Social Accounting and its uses.**Determination of Income and Employment:** Classical and Keynesian Views.**UNIT – II**

Multiplier, Balanced Budget Multiplier, Foreign Trade Multiplier, Super Multiplier.

Consumption: Consumption Function, Various approaches to secular and cyclical consumption function – Absolute, relative, permanent income and life cycle hypothesis.**Investment:** Motivation of Investment.**UNIT – III**

Theories of Investment. Neo-classical (Jorgenson) and Keynesian, accelerator and financial theories. Inventory Investment. Theories of Investment: Neo-Classical (Basic) conditions for Equilibrium growth. Objectives of macro-economics policy, Macro Economic stabilization policies and their co-ordination (Swan-model approach).

UNIT – IV

Money, Definition, Mechanics of Money supply Determination.

Interest rate Determination (classical, loanable funds). Keynesian approaches.

Inflation: Causes, consequences and cures, Inflation unemployment trade – off.**Suggested Readings:**

1. Beckman, W., An Introduction to National Income Analysis, ELBS, London, 1976.
2. Studenski, Paul, A., The Income of Nations: Part – 2, Theory and Methodology, New York University Press, New York, 1958 (Khosla & Co., Delhi – 1977).
3. Choudhary, Uma Datta Roy, National Income Accounting, Macmillan, New Delhi.
4. Ackley, G., Macro Economic Theory, Collier – Macmillan, New York.
5. Dernberg, T.F. & D.M. McDougall, Macro Economics, McGraw Hill, Koga Kusha Ltd., Tokyo, 1972.
6. Branson, W.H., Macro Economic Theory and Policy, Harper & Row, New York, 1972.
7. Evans, M.K., Macro Economic Activity, Harper & Row Publishers, New York, 1969.
8. Derbbusch, R.L. & S. Fisher, Macro Economic McGraw Hill Book Co., New York, 1970.
9. Shapiro, E., Macro Economics Harcourt Brace Jovanovich – Inc. New York, 1972.
10. Grooch, R.L., Macro Economics Harcourt Brace Jovanovich – Inc. New York, 1972.
11. Sayer, S. An Introduction to Macro Economic Policy Butterworth Scientific, London, 1982.
12. Books, J. and Evans R.W. Macro Economic Policy in Theory and Practice George Allen & Unwin, London, 1978.

MBE (Master of Business Economics) Semester–II

MBE – 202: Operations Research**Time Allowed: 3 Hours****Max. Marks: 100****Note: Candidates are allowed to use the simple (non – scientific) calculator.****Instructions for the paper–setters/examiners:–**

- (i) First question consisting of 10 short answer type based upon the entire syllabus, (each carrying 2 marks) will be compulsory.
- (ii) Students will attempt 1 out of 2 questions from each of four units (20 marks each).

Unit – I**Operations Research:** Definition, Scope, limitations.

Transportation Model, Dynamic Programming, assignment problem

Unit – II**Sequencing Models:** ‘n’ job ‘2’ machines, ‘n’ jobs ‘3’ machines, ‘2’ jobs ‘m’ machine, ‘n’ jobs ‘m’ machines.

Replacement Models.

Project Scheduling by PERT and CPM.

Unit – III**Game Theory:** Competitive games, Pure strategy, by dominance, Mixed Strategy (2x2, 2xn, mx2), Two persons zero sum game persons zero sum game, solution of game problem with linear programming.**Unit – IV****Queuing Models:** Characteristics, single channel queuing theory,

Model – I (M/M/I): (FCFS/ 00/00)

Model – II (M/M/I): (SPRO/x/00)

Model – III (M/M/I): (FCFS/N/00) Finite queue

Length model

(M/M/D): (FCFS/n/N) limited source model

multi – channel queuing model

(M/M/C): (FCFS/00/00)

Inventory Models with Deterministic Demand.

Suggested Readings:

1. Wanger, H.M., Principles of Operation Research with Applications to Managerial Decision, Prentice Hall of India, New Delhi, 1989, Second Ed.
2. Levin, R. I. and Kirkpatrick, C.A., Quantitative Research, A Managerial Emphasis.
3. Hardy, A. Taha, Operations Research – An Introduction, Macmillan Publishing Co., New York.
4. Harper, W.M., Operations Research ELBS, London, 1979.
5. Hilier, F.S. & Lieberman, G.J., Introduction to Operations Research Holden Day Inc. San Francisco, 1981.
6. Hartley, R.V., Operation Research: A Managerial Emphasis.

MBE (Master of Business Economics) Semester–II

MBE – 203: Banking and Foreign Exchange Management**Time Allowed: 3 Hours****Max. Marks: 100****Note: Candidates are allowed to use the simple (non – scientific) calculator.****Instructions for the paper–setters/examiners:–**

- (i) First question consisting of 10 short answer type based upon the entire syllabus, (each carrying 2 marks) will be compulsory.
- (ii) Students will attempt 1 out of 2 questions from each of four units (20 marks each).

UNIT – I

Commercial Bank: Meaning and function – primary functions; agency services; general utility services, credit creation process by banks, Asset and liability management by banks. Productivity and Profitability of banks. Banking Reforms in India.

Secured and Unsecured Advances: Modes of security advance; lien pledge, leasing, hypothecation and mortgage.

UNIT – II

Money Market Instruments: Money at call and short notice; treasury bills, bill of exchange, promisory notes, letters of credits, certificate of deposits (CDs), commercial papers (CPs), inter bank participation certificates (IBPCs); insurance of bank deposits with reference to Indian Economy.

UNIT – III

Banker Customer Relationship: Debtor and creditor law of limitation. Banker's right of set – off. Banker's rights and obligations – banker's obligation to honour cheques; Furnished order, order nisi. Banker's clients – general and particular, secrecy of accounts.

UNIT – IV

Foreign Exchange: Exchange banks, exchange rate: theories of determination; spot and forward rates. India's exchange arrangements; management of exchange reserves in India; FERA: FEMA, convertibility of rupee – current account and capital account.

Suggested Readings:

1. Radhaswamy, M., Practical Banking, S. Chand & Co., New Delhi, 1980.
2. Srivastva, P.K., Banking Theory and Practice, Himalya, Bombay, 1981.
3. Ghosh, A. and B. Maitra, Studies in the Fundamentals of Practical Banking, World Press, Calcutta.
4. Bedi, H.L. and V.K. Hrikas, Practical Banking Advances, UBS, New Delhi, 1993, (Selected Chapters only).
5. Indian Bank's Association, IBA Bulletin.
6. Indian Institute of Banker's Mumbai, Journal of the Indian Institute of Banker's.
7. Government of India, Economic Survey.
8. Kane, David.R., Principles of International Finance, Croom Belm, London.
9. Avadhani, V.A., International Finance – Theory and Practice, Himalya, Bombay.

MBE (Master of Business Economics) Semester–II

MBE – 204: Industrial Structure, Organization and Policy

Time Allowed: 3 Hours

Max. Marks: 100

Note: Candidates are allowed to use the simple (non – scientific) calculator.

Instructions for the paper–setters/examiners:–

- (i) First question consisting of 10 short answer type based upon the entire syllabus, (each carrying 2 marks) will be compulsory.
- (ii) Students will attempt 1 out of 2 questions from each of four units (20 marks each).

Unit – I

Scope and methods of industrial economics. Industrial and Market structure – industrial concentration. Structure – conduct performance paradigm. Pricing in practice. Economics of Advertising; the firm and its objectives – non profit maximizing models.

Unit – II

Company Finance – Capital gearing and financial leverage. Sources of Firm’s growth – takeover, mergers and diversification. Constraints on growth – demand, financial and managerial.

Unit – III

Industrialization – rationale, objectives, strategies and policies. Patterns of industrialization. Employment amplifications of industrialization – appropriate technology. Small scale industry. Foreign direct investment.

Unit – IV

Location and regional dispersal of industries. Public sector – organization role, performance and problems. Industrial growth and structural changes in Indian industries.

Suggested Readings:

1. P.J. Devine, et.al., An Introduction to Industrial Economics, George Allen & Unwin Ltd. London, 1974.
2. Donald, A.Hay & Darek J. Merris, Industrial Economics: Theory and Evidence, Oxford University Press Delhi, 1991.
3. Malcolm C. Sawyer, The Economics of Industries and Firms, Croom Helm, London, 1987.
4. G.H. Kirkpatrick, et. al., Industrial Structure and Policy in Less Developed Countries, Heritage Publishers, 1985.
5. R.B. Sutcliffe, Industry and Underdevelopment, Addison Wesley, London, 1971.
6. J.C. Sandersara, Industrial Policy and Planning, 1947 – 91, Sage Publications, New Delhi, 1992.
7. Laxmi Narain, Principles and Practice of Public Enterprise Management, S. Chand & Co., New Delhi, 1986.
8. A.K. Bagchi and N. Banerjee, Changes and Choice in Indian Industry Bagchi, New Delhi, 1981.
9. I.M. Scherer, Industrial Market Structure and Economic Performance, Rand McNally, Chicago.
10. Isher J. Ahluwalia, Productivity and Growth in Indian Manufacturing, Oxford University Press, New Delhi, 1991.
11. J. Tirole The Theory of Industrial Organization, M.I. T. Press Cambridge, 1988.

MBE (Master of Business Economics) Semester–II

MBE – 205: Consumer Behaviour & Marketing Management**Time Allowed: 3 Hours****Max. Marks: 100****Note: Candidates are allowed to use the simple (non – scientific) calculator.****Instructions for the paper–setters/examiners:–**

- (i) First question consisting of 10 short answer type based upon the entire syllabus, (each carrying 2 marks) will be compulsory.
- (ii) Students will attempt 1 out of 2 questions from each of four units (20 marks each).

Unit – I

Marketing concepts, tasks, philosophies and functions. Marketing in Modern context, its relevance to developing countries. Marketing system and environment, concept of marketing mix, market segmentation.

Process of marketing analysis marketing opportunities, developing marketing strategies and planning marketing programme.

Unit – II

Consumer Behaviour: Meaning and importance, buying motives, buying process. Individual, social cultural and economic factors influencing consumer behaviour. Industrial buyer behaviour. Consumer service.

Product Decisions – Product differentiation, product line decisions; new product development, Product life cycle. Positioning and diversification. Branding and Packaging decisions.

Unit – III

Pricing Decisions – Significance and objectives of pricing factors affecting the pricing decisions, pricing methods, Pricing Policies and strategies.

Distribution Decisions – Channels of Distribution, selection of channels, Distribution policies and strategies and their management. Physical distribution and its components. Promotion and its components.

Market organizations. Marketing control. Consumerism and consumer behaviour.

Unit – IV

Marketing Information system – concept and components of a marketing information system.

Marketing Research: Meaning, nature, scope, applications and techniques. Process of marketing research. Role of research agencies, Product research, Advertising research, sales control research.

Suggested Readings:

1. Kotler, Philip, Marketing Management: Analysis, Planning and Control, Prentice Hall of India, New Delhi.
2. Stanton , W. J., Fundamentals of Marketing, Tata McGraw Hill, New Delhi.
3. Ramaswamy and Nama Kumari , Marketing Management, MacMillan, New Delhi.
4. Gandhi J.C., Marketing – A Managerial Introduction, Tata McGraw Hill, New Delhi.
5. Boyd Harper, W. Jr., Ralph Westfall and Standoy P. Starch, Marketing Research – Text and Cases, All Indian Travellers Booksellers, Delhi.
6. Majumdar Ramanuj, Marketing Research – Text Applications and Case Studies, Wiley Eastern Ltd., New Delhi.

Journals:

Journal of Marketing.
Journal of Marketing Research.
Harvard Business Review.
Indian Management.
A & M
Business Today.

MBE (Master of Business Economics) Semester-II

MBE-206: Comprehensive Viva-Voce

Marks: 50

(Based on Paper taught in Semester 1st & 2nd)

MBE (Master of Business Economics) Semester–III

MBE – 301: International Trade and Business Procedures

Time Allowed: 3 Hours

Max. Marks: 100

Note: (Candidates are allowed to use the simple (non – scientific calculator)

Instructions for the paper–setters/examiners:–

- (i) First question consisting of 10 short answer type based upon the entire syllabus, (each carrying 2 marks) will be compulsory.
- (ii) Students will attempt 1 out of 2 questions from each of four units (20 marks each).

Unit – I

Classical theory of comparative Cost Advantage, Factor Endowment Theory of Trade, Linder Trade Hypothesis; Imperfect Markets and Trade Theory; Gains from Trade; Terms of Trade.

Unit – II

Balance of payments – Meaning, concepts. Causes of Disequilibrium in balance of payments; correcting the Disequilibrium in Balance of Payments, Devaluation, Elasticity and Adsorption Approach to Balance of Payments.

Unit – III

International Monetary Systems; Problems of International Liquidity I.M.F., Special Drawing Rights, SDR's; Trade Liberalization – meaning and effects. The New GATT Agreement (W.T.O.)

Unit – IV

Export – Import Procedure and Documents – Letter of credit, Export credit Guarantees, Certificate of Origin.

Export – Import Policy in Recent years – Import – Export Pass Book, Import Licensing, Replenishment Licensing, Cash Assistance, Duty Drawback.

Export Houses / Trading Houses; Pre – shipment Inspection, Quality control, Cargo Insurance, role of clearing and forwarding agents; shipment of Export Cargo.

Suggested Readings:

1. Soderstern, B.O., International Economics (Latest Edition)
2. Meier G.M., International Economics of Developed Theory and Policy, Harper, 1968.
3. Caves, R. and Jones, J., World Trade and Payments, Little Brown Series, Borton, 1973.
4. Stern, R.M., Balance of Payments: Theory & Policy MacMillan, 1973.
5. Bhagwati, J. (Ed.), The New International Economic Order, The North – South Debate, MIT, 1977.
6. Gomes, Leonard, International Economics Problems, Macmillan, 1980.
7. Bhagwati, J. and Srinivasan, T.N. (Ed.), Foreign Exchange Regime and Economic Development: India, MacMillan, 1974.
8. Salvatore, D., International Economics (Latest Edition).
9. Sanjay, Lall, Developing Countries in the International Economy, MacMillan, 1981.
10. Chowdhary, N.K. and Aggarwal, T.C., Dunkek Proposals, Implications for India and the Third World, Shipra Publications, 1994.
11. Heller, Robert, International Trade: Theory and Empirical Evidence.
12. Mahajan, M.I. Export Procedures and Documentation.
13. Mittal, A.C., Export Management in India, Delhi, Omsons Publications, 1991.
14. Kumari, Anita, Export Incentives, Delhi, Anupam Publishers, 1994.
15. Govt. of India, Hand Book of Procedures, Import and Export Promotion, 1992–1997.
16. Ministry of Commerce.

MBE (Master of Business Economics) Semester–III

MBE – 302: Advertising and Sales Management

Time Allowed: 3 Hours

Max. Marks: 100

Note: (Candidates are allowed to use the simple (non – scientific calculator)

Instructions for the paper–setters/examiners:–

- (i) First question consisting of 10 short answer type based upon the entire syllabus, (each carrying 2 marks) will be compulsory.
- (ii) Students will attempt 1 out of 2 questions from each of four units (20 marks each).

Unit – I

Advertising – Meaning, nature, scope and classification, role of advertising and its importance. Advertising as an element of Marketing Mix. Process of marketing communication. Setting advertising objective and contribution of DAGMAR to setting objectives. Role of advertising in India’s Economics Development.

Unit – II

Social, Economic and Legal aspects of Advertising. Ethics in advertising. Productivity of advertising. Effect of advertising on market structure, conduct and performance. Planning and Managing advertising campaigns. Building Advertising Programme: Message, Theme, Copy and Advertising Appeals.

Unit – III

Advertising Media; Different media of advertising, media selection; Media Scheduling; media plan and strategy.

Measuring Advertising Effectiveness: Pre – testing and Post – testing copy. Advertising Budgets – nature and methods. Advertising agencies, their role and importance.

Unit – IV

Nature and objectives of Sales Management. Sales functions and its relationship with other marketing functions. Theories of selling. The selling process. Sales Organization: purpose and basic types of sales organization structures.

Sales forecasting methods, Sales Budget, Sales territories and Quotas.

Sales force management: Recruitment, Selection, Training, motivation and compensation. The evaluation and control of sales force.

Suggested Readings:

1. Aaker, David, A, Rajeev Barra and J.G. Myers: Advertising Management.
2. John S. Wright et al: Advertising
3. Richard R. Still et al: Sales Management: Decisions Strategies and Cases.
4. Manendra Mohan: Advertising Management.
5. Jackson & Hisrich: Sales and Sales Management.

MBE (Master of Business Economics) Semester–III

MBE – 303: Investment Theory and Portfolio Management

Time Allowed: 3 Hours

Max. Marks: 100

Note: (Candidates are allowed to use the simple (non – scientific calculator)

Instructions for the paper–setters/examiners:–

- (i) First question consisting of 10 short answer type based upon the entire syllabus, (each carrying 2 marks) will be compulsory.
- (ii) Students will attempt 1 out of 2 questions from each of four units (20 marks each).

Unit–I

Investment Management: Nature, Scope & Significance. Features of an investment programme. Information available to an investor.

Investment Alternatives available to an investor: Equity shares, preference shares; Non voting shares. Debentures – convertible and non – convertible. Fixed deposits: Mutual funds; Provident Fund, NSS, NSC (Tax Saving Investments).

Risk Return Framework: Types of risks, risk evaluation, risk reduction, hedging and speculation. Evaluation of different investment avenues in terms of risk and return.

Unit–II

Valuation of Investment: Valuation of equity shares, preference shares and debentures. Factors determining valuation of equity shares.

Investment Analysis: Fundamental analysis– economic analysis, industry analysis and company analysis. Financial and non – financial parameters, trend analysis, ratio analysis, cash flow analysis, SWOT analysis.

Unit–III

Technical analysis – tools of technical analysis. Efficient Market Theory – forms and tests. Derivatives; distinction between options and futures, mechanics of options trading, determinants of option values.

Unit–IV

Portfolio Management: Objectives of portfolio management.

Portfolio analysis and selection – Markovitz theory, Sharpe’s Model, Capital Asset Pricing model; Arbitrage – pricing theory.

Suggested Readings:

1. Fischer, Donald E. and Ronald J. Jordan, Security Analysis and Portfolio Management, Prentice Hall of India, New Delhi
2. Bhalla, V.K., Investment Management, Sultan Chand & Co., New Delhi.
3. Singh, Preeti, Investment Management, Himalya Publishers, Bombay.
4. Barua, Raghunathan Verma, Portfolio Management. Tata McGraw, New Delhi.
5. Schwart G. William and Clifford W. Smith, Empirical Research in Capital Markets, McGraw Hill, New York.
6. Gupta, O.P., Stock Market Efficiency and Price Behaviour – The Indian Experience Anmol Publishers, New Delhi.

MBE (Master of Business Economics) Semester–III

MBE – 304: Indian and Global Economic Environment

Time Allowed: 3 Hours
100

Max. Marks:

Note: (Candidates are allowed to use the simple (non – scientific calculator)

Instructions for the paper–setters/examiners:–

- (i) First question consisting of 10 short answer type based upon the entire syllabus, (each carrying 2 marks) will be compulsory.
- (ii) Students will attempt 1 out of 2 questions from each of four units (20 marks each).

Unit – I

Aspects of human development – Education, unemployment, poverty and inequalities of income distribution. Infrastructural development.

Unit – II

Issues in agriculture and rural development, agricultural price policy, agrarian reforms.

Problems of manufacturing industries and service sector, Industrial policy and attitude towards foreign capital. Public enterprises – problems, policies and privatization.

Unit – III

Financial environment – problems of money and capital markets, financial policies. Balance of payment, foreign exchange and external debt. Import and export policies. Structural trends in Indian economy. Policy of structural adjustment and its evaluation. Multilateral financial institutions (IMF, IBRD, IDA & IFC) and India

Unit – IV

WTO and the new international trading regime. Globalization and agricultural, trade in services, intellectual property rights, environment and labour standards. Regional economic groupings. Implications for India.

Suggested Readings:

1. Ahluwalia, I.J. & I.M.D. Little, Indian Economic Reforms and Development (Essays for Manmohan Singh, Oxford, 1998).
2. Ahluwalia, I.J., Productivity and Growth in Indian Manufacturing, Oxford, 1991.
3. Sau, R.K., Indian's Economic Development, Orient Longman, 1981.
4. Ghosh, A., Planning for the Nineties, Sage, 1992.
5. Swamy, D.S., Political Economy of Industrialisation in India: from self-reliance to Globalization, Sage, 1992.
6. World Bank, India: An Industrialising Economy in Transition, Washington, 1989.
7. Ramachandran, K.S., Ruddar Datt & Sundram, Global Trade Challenges & Opportunities, Indian Economy.
8. Chakrawarty, S., Development Planning in India, Oxford, 1989.

MBE (Master of Business Economics) Semester–III

Any one of the following Opts.:

MBE – 305 (A): Management Information System

Time Allowed: 3 Hours

Max. Marks: 100

Theory: 80

Practical: 20

Note: (Candidates are allowed to use the simple (non – scientific calculator)

Instructions for the paper–setters/examiners:–

1. Students will attempt five questions in all. First question is compulsory, shall consist of ten short answer type questions of 2 marks each with a total weightage of 20 marks.
2. Students will attempt 1 out of 2 questions from each of four units (15 marks each).

Unit – I

Information and its role in management. Introduction to Database technology: relational databases, Object – relational database systems.

Unit – II

Objectives of Database Management. Introduction to DBMS software ORACLE. SQL Development of adhoc queries using ORACLE SQL, PL – SQL, writing procedures using PL / SQL.

Unit – III

Introduction to MIS meaning and role, MIS concepts, Management science structure. Information flow in management.

Unit – IV

MIS for management support, Planning with MIS, control with MIS. Problem solving & decision making. Development of MIS, strategic & project planning for MIS,

Suggested Readings:

1. MIS Concepts & Design by Robert C. Murdik. PHI 2nd Ed.
2. Information Systems for Management by Robert C. Murdik. PHI. 2nd ed.
3. Korth, H.F. & Abraham, S., Database System Concepts, McGraw Hill.
4. ORACLE Manuals by Oracle Corporation.

MBE (Master of Business Economics) Semester–III

MBE – 305 (B): Econometric Techniques**Time Allowed: 3 Hours****Max. Marks: 100****Note: (Candidates are allowed to use the simple (non – scientific calculator)****Instructions for the paper–setters/examiners:–**

- (i) First question consisting of 10 short answer type based upon the entire syllabus, (Each carrying 2 marks) will be compulsory.
- (ii) Students will attempt 1 out of 2 questions from each of four units (20 marks each).

Unit – I

Nature and meaning of econometric. Two variables linear regression model: assumption and estimation. Multiple regression analysis: estimation of the three variable model. General Linear Model assumptions and estimation of least square estimators – Gauss Markov Theorem.

Unit – II

Tests of significance. GLS method of estimation (Introductory); Pooling of time series – cross – sectional data.

Unit – III

Problems of regression analysis; Problems of multi – collinearity, auto – correlation and heteroscedasticity, Dummy variables and their uses. Introduction to probit analysis and logit analysis. Specification error.

Unit – IV

Simultaneous equations model: Identification problem, rank and order conditions. Indirect least squared (ILS) and two stage least squared (TSLS) methods of estimation. Method of maximum likelihood.

Suggested Readings:

1. Johnston, J. : Econometric Methods – (1972)
2. Koutsoyiannis, A. : Theory of Econometrics (1978)
3. Gujarati, D. : Basic Econometric (1978)
4. Chow, G.C. : Econometrics, McGraw Hill.
5. Madala, G.S. : Econometrics.
6. Plolock, Beg : The Algebra of Econometrics.
7. Judge, G.G. et al : Theory and Practice of Econometrics.
8. Intrilligator, M.D. : Econometric Models, Techniques and Applications (1978)

MBE (Master of Business Economics) Semester-IV

MBE – 401: Project Appraisal and Investment Planning**Time Allowed: 3 Hours****Max. Marks: 100****Note: (Candidates are allowed to use the simple (non – scientific calculator)****Instructions for the paper–setters/examiners:–**

- (i) First question consisting of 10 short answer type based upon the entire syllabus, (each carrying 2 marks) will be compulsory.
- (ii) (ii) Students will attempt 1 out of 2 questions from each of four units (20 marks each).

UNIT – I

Project identification and analysis – Concept, screening and identification and project idea; market and demand analysis; technical analysis and financial analysis.

Project selection criteria – The not present value and the internal rate of return criterion; Risk Analysis.

UNIT – II

Project Planning; implementation and control – Organization, Planning and control management through network techniques. Management information system for control of projects.

UNIT – III

Social cost benefit Analysis – Concept of shadow pricing, UNIDO guidelines for practical project appraisal, Little – Mirrlae’s approach, Social Cost Benefit analysis by Indian Financial Institutions, Public Sector investment decisions in India.

UNIT – IV

Project Financing in India – Financial Institutions, Norms and policies of financial institutions. Financial assistance relating to special scheme, SEBI guidelines in this regard.

Suggested Readings:

1. Little, IM.D. and Merrless, J.A., Project Appraisal and Planning for Development Countries, Heineman, 1974.
2. Das Gupta, m. Marglin S. and Sen, A.K., Guidelines for Project Evaluation, United Nations, 1972.
3. Yotopolus, Pan. A. and Nugent, Jeffery, B., Economics of Development – Empirical Investigations, Harper & Row Publishers, 1980, Chapter, 7.
4. Meier, G.M., Leading Issues in Economic Development (Latest Edition).
5. United Nations Industrial Development Organization (UNIDO), Guide to Practical Project Appraisal Social Cost – Benefit Analysis and IBH Publishing Company, Chapters 2, 3, 4.
6. Nishan, E.J., Cost Benefit Analysis, George Allen and Unwin Ltd., 1985, Chapters 13, 16–19.
7. Sen, A.K., Choice of Techniques.
8. Bhatia, R. and Sinha, B., Economic Appraisal of Irrigation Projects in India, Social Cost– Benefit Analysis of Aurngabad Project in Agrical, New Delhi, 1982.
9. Chandra, Prassana, Project Planning, Analysis Selection, Implementation and Review, Tata McGraw Hill, New Delhi, 1995.
10. Chandra, Prassana, Project Preparation, Appraisal and Implementation, Tata McGraw Hill, 1980.
11. Choudhary, S. Project Management, Tata McGraw Hill, New Delhi, 1995.
12. Harrison, F.L., Advance Project Management, Gower Publishing Company, London, 1981.
13. Taylor, W.T. and Walting, T.F., Practical Project Management, Business Books, London, 1973.

MBE (Master of Business Economics) Semester–IV

MBE – 402: Labour Economics and Industrial Relations

Time Allowed: 3 Hours

Max. Marks: 100

Note: (Candidates are allowed to use the simple (non – scientific calculator)

Instructions for the paper–setters/examiners:–

- (i) First question consisting of 10 short answer type based upon the entire syllabus, (each carrying 2 marks) will be compulsory.
- (ii) Students will attempt 1 out of 2 questions from each of four units (20 marks each).

Unit–I

Labour Market: Concept and characteristics, Labour Markets in India

Theories of Labour Market: Classical, Neo–Classical and Theories of Dual Labour Markets.

Unit–II

Functions and Role of Trade Unions, Problems of Trade Unions in India, Measures to strengthen trade union movement in India, Trade Union Act 1926.

The Concept of Wages: Theories of Wages – Classical, Neo–Classical, Bargaining, Minimum, Fair and Living Wages, Minimum Wages Act, Problems in Application, Payment of Wages Act.

Unit–III

Industrial Relations: Constitutional framework, plans and industrial relations.

Industrial Disputes: Causes and consequences, Industrial Disputes act 1947, various provisions; Work Committees conciliation, Court of Enquiry, Adjudication and Voluntary arbitration.

Unit–IV

Collective Bargaining : Concept and salient features, welfare ; statutory and voluntary welfare measures, social security ; aims of social security, concepts of social assistance and social insurance. Factories Act 1948, Workmen Compensation Act 1923, Employees State Insurance Act, 1948.

Suggested Readings:

1. Charles, A. Mayers & Kanappan, S., Industrial Relations in India.
2. Dobb, Marrirs, Wages.
3. Dunlop, J.T., The Theory of Wage Determination.
4. Dunlop, J.T., Industrial Relations System.
5. Reynolds, L.G., Labour Economics and Labour Relations.
6. Srivastava, S.C., Industrial Relations and Labour Law.
7. G.A. Ramaswamy and Uma Ramaswamy : Industry and Labour
8. S.D.Tripathi and P.P.Aryas : Trade Union Management Relations in India.
9. ILO : Collective Bargaining – A Worker's Education Manual, Geneva.
10. Allen Flanders : Collective Bargaining.
11. Papola, T.S., P.P.Ghosh and A.N.Sharma (eds) (1993) : Labour Employment and Industrial Relations in India, B.R.Publishing Corp., New Delhi.

MBE (Master of Business Economics) Semester–IV

MBE – 403: Business Policy & Strategy**Max. Marks: 100****Time Allowed: 3 Hours****Note: (Candidates are allowed to use the simple (non – scientific) calculator)****Instructions for the paper–setters/examiners:–**

- (i) First question consisting of 10 short answer type based upon the entire syllabus, (each carrying 2 marks) will be compulsory.
- (ii) Students will attempt 1 out of 2 questions from each of four units (20 marks each).

Unit – I

Socio Economic setup of Business in India; internal and external perceptions.

Enterprise objectives: Multiple objectives. Managerial objectives. Interaction of Government and Enterprise objectives. Enterprise Ethos and Management styles.**Strategic Management Decisions :** Nature characteristics**Unit – II**

Process of strategic management decisions.

Strategy Formulation: Defining company mission and goals. Assessing external environment, Industry analysis, Internal Analysis of the firm.**Unit – III****Policy Alternatives and Grand Strategies:** Concentration, market development; product development, innovation. Interpretation Joint Ventures. Diversification, Retrenchment. Divestiture and Liquidation.**Unit – IV****Strategic Analysis and Control Corporate Level:** BCG Growth / Share Matrix. The GE Nine Cell Planning Grid, Swot analysis. Behavioural characteristics affecting strategic choice.**Strategy Interpretation:** Operationalising and Institutionalising the strategy. Strategic central.**Suggested Readings:**

1. Glirock, William, F., Business Policy and Strategic Management, McGraw Hill, New York.
2. John, A. Pearce II, Richard B. Robinson, J.R., Strategic Management: Strategy Formulation and Implementation, Richard D. Irwin Inc.
3. Ansaff, M.I., Dedrek and Hayes, R.I., From Strategic Planning to Strategic Management, Wiley, New York.
4. Davidson, W.H., Global Strategic Management, John Wiley, New York.
5. Roger David, Business Policy and Planning, Prentice Hall, New York.

MBE (Master of Business Economics) Semester–IV

Any one of the following Opts.:

MBE – 404 (A): Information Technology

Time Allowed: 3 Hours

Max. Marks: 100

Theory: 80

Practical: 20

Note: (Candidates are allowed to use the simple (non – scientific) calculator)

Instructions for the paper–setters/examiners:–

- (i) Students will attempt five questions in all. First question is compulsory, shall consist of ten short answer type questions of 2 marks each with a total weightage of 20 marks.
- (ii) Students will attempt 1 out of 2 questions from each of four units (15 marks each).

Unit – I

Computer system architecture, Types of Computers, Bus Architectures. Components of digital computers; Main Board, Main memory, FDDs, HDD, add on cards, controller cards and power supply equipments.

Unit – II

Introduction to Networking: Network goals; application networks, network structure; ISO Model, LAN, MAN & WAN networks and their objectives. Transmission mediums, network topologies, IEEE standards for career allocation. Networks protocols.

Unit – III

Internetworking: Repeaters, Bridges, Routers, Gateways, ISDN services and their characteristics. Introduction to Internet; Internet Services; E–mail, world wide web, Archie, Gopher, WAIS.

Unit – IV

HTML : Introduction to HTML and page designing in HTML.
Introduction to Internet Access tools like MS Internet Explorer, Netscape Navigator.

Suggested Readings:

1. Tanenbaum, A.S., Computer Networks, PHI.
2. Tanenbaum, A.S., Structured Computer Networks, PHI.
3. Campbell, Teach Yourself Dynamic HTML in a week. Techmedia.
4. Estrabrook, Teach Yourself Internet Explorer in 24 hours, Techmedia.

MBE (Master of Business Economics) Semester–IV

MBE – 404 (B): Forecasting & Business Planning

Time Allowed: 3 Hours

Max. Marks: 100

Note: (Candidates are allowed to use the simple (non – scientific) calculator)

Instructions for the paper–setters/examiners:–

- (i) First question consisting of 10 short answer type based upon the entire syllabus, (each carrying 2 marks) will be compulsory.
- (ii) Students will attempt 1 out of 2 questions from each of four units (20 marks each).

Unit – I

Estimation of distributed lag and autoregressive models; Forecasting: concept, types – long – term and short – term; Forecasting based on single equation model and simultaneous equations model.

Unit – II

Time series forecasting methods – based on moving averages, exponential smoothing, Box – jenkins approach (for autoaggressive, moving average and mixed autoaggressive – moving average models); simulation; measures of forecast errors.

Unit – III

Business applications of forecasting techniques.

Unit – IV

Multivariate methods: Mahalanobis – D^2 , linear determinant and principal component analysis and their applications in Business.

Estimation of production functions, cost functions and demand functions; demand forecasting.

Suggested Readings:

1. Makridakis, S. and Wheelright, S.C., Forecasting and Applications, 1978.
2. Holden, K., Peel, D.A. and Thompson, J.L., Economics Forecasts: An Introduction, 1991.
3. Dovan, Short Term Forecasts: An Introduction to the Box – Jenkins Approach.
4. Pinlyck, R.S. and Bubinfeld, D.L., Econometric Models and Economic Forecasts, 1985.
5. Heathfield, D.F. and Wibe, S., An Introduction to Cost and Prodn. Functions, 1987.
6. Hanke, E.J. and Arthur, G.R., Business Forecasting, Allyn and Balon, 1984.
7. Kmenta, J., Elements of Econometrics, Macmillan, 1971.

MBE (Master of Business Economics) Semester-IV

MBE – 405: Project Report

(Titles will be allocated in Semester – III)

MBE (Master of Business Economics) Semester-IV

MBE – 406: Comprehensive Viva-Voce

(Based on Papers taught in Semester 3rd and 4th)