

**MANONMANIAM SUNDARANAR UNIVERSITY**

**TIRUNELVELI**

UG COURSES – DD&CE

**B.A. Economics**

(Choice Based Credit System)

(with effect from the academic year 2021-2022 onwards)

**ELIGIBILITY FOR ADMISSION**

Candidate seeking admission to the B.A. Economics course must have passed the Higher Secondary Examination of the Government of Tamil Nadu or any other Examinations accepted by the Syndicate. Preference will be given to those who have taken Economics as a subject in the qualifying examinations. 20% reserved for Vocational stream.

**EXAMINATION**

**Distribution of Marks (Theory)**

Internal Assessment: 25 marks.

External Assessment: 75 marks.

Passing minimum: 40% (Overall components)

**Scheme of Internal Assessment: 25 Marks.**

Test: 20 Marks (Average of the best two tests)

Assignment: 5 Marks.

**External Assessment: Maximum Marks: 75, Time: 3 Hours**

**Pattern of Question Paper:**

Part A- Two Multiple Choice Questions from each Unit (10 x 1 = 10 marks).

Part B- One Internal Choice Question from each Unit (5 x 5 = 25 marks).

Part C- One Internal Choice Question from each Unit (5 x 8 = 40 marks).

**Group Project**

Project Report: 50 marks

Viva-voce : 50 marks.

### I SEMESTER

<b>PART</b>	<b>SUBJECT STATUS</b>	<b>SUBJECT</b>	<b>HRS</b>	<b>CREDIT</b>
I	Language	Tamil	6	4
II	Language	Communicative English	6	4
III	Core – 1	Microeconomics - I	5	4
	Core – 2	Statistics for Economics - I	4	4
	Add on Major (Compulsory)	Professional English for Arts and Social Sciences- I	4	4
	Allied – 1	Consumer Rights and Awareness	3	3
IV	Common 1	Environmental Studies	2	2
		<b>TOTAL</b>	<b>30</b>	<b>25</b>

## II SEMESTER

PART	SUBJECT STATUS	SUBJECT	HRS	CREDIT
I	Language	Tamil	6	4
II	Language	Communicative English	6	4
III	Core – 3	Microeconomics - II	5	4
	Core – 4	Statistics for Economics - II	4	4
	Add on Major (Compulsory)	Professional English for Arts and Social Sciences – II	4	4
	Allied – 2	Economics of Marketing	3	3
IV	Common 2	Value Based Education	2	2
		<b>TOTAL</b>	<b>30</b>	<b>25</b>

## III SEMESTER

PART	SUBJECT STATUS	SUBJECT	HRS	CREDIT
I	Language	Tamil	6	4
II	Language	Communicative English	6	4
III	Core – 5	Basic Mathematics for Economics - I	5	4
	Core – 6	International economics –I	4	4
	Allied - 3	Entrepreneurship Development	3	3
	Skill Based Core - 1	Rural Economics	4	4
IV	Non Major Elective - 1	Economics for Competitive Examinations - I / Basics of Economics	2	2
	Common 3	Yoga		2
		<b>TOTAL</b>	<b>30</b>	<b>27</b>

### IV SEMESTER

<b>PART</b>	<b>SUBJECT STATUS</b>	<b>SUBJECT</b>	<b>HRS</b>	<b>CREDIT</b>
I	Language	Tamil	6	4
II	Language	Communicative English	6	4
III	Core – 7	Basic Mathematics for Economics - II	5	4
	Core – 8	International Economics -II	4	4
	Allied - 4	Agricultural Economics	3	3
	Skill Based Core - 2	Human Resource Management	4	4
IV	Non Major Elective - 2	Economics for Competitive Examinations –II / Economic Development of India	2	2
	Common 4	Computers for Digital Era		2
		<b>TOTAL</b>	<b>30</b>	<b>27</b>

### V SEMESTER

<b>PART</b>	<b>SUBJECT STATUS</b>	<b>SUBJECT</b>	<b>HRS</b>	<b>CREDIT</b>
III	Core - 9	Macroeconomics - I	6	4
	Core - 10	Public Finance –I	6	4
	Core – 11	Economic Thought	6	4
	Core – 12	Tamil Nadu Economy	6	4
IV	Major Elective -1	Labour Economics/ Health Economics	4	4
	Skill Based Common - 1	Personality Development	2	2
		<b>TOTAL</b>	<b>30</b>	<b>22</b>

## VI SEMESTER

<b>PART</b>	<b>SUBJECT STATUS</b>	<b>SUBJECT</b>	<b>HRS</b>	<b>CREDIT</b>
III	Core – 13	Macroeconomics - II	5	4
	Core – 14	Public Finance –II	5	4
	Core – 15	Money and Banking	5	4
	Core – 16	Indian Economy	4	4
	Major Elective - 2	Planning and Growth/ Industrial Economics	4	4
		Group Project	7	7
		<b>TOTAL</b>	<b>30</b>	<b>27</b>

Total Hours : 180

Total Credits : 154

Core Subjects : 16

Allied Subjects : 4

Skill Based Core : 2

Common : 4

Non-Major Elective : 2

Extension Activities : 1

Major Electives : 2

Skill Based Common : 1

Major Project : 1

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5	0	0	4

## MICROECONOMICS – I

**Objective:** To make the students to know about the basic concepts in Economics and also the various theoretical frame work.

### Unit I: Introduction

Definition of Economics – Main Divisions of Economics – Micro Economics – Importance and Limitations – Distinction between Micro and Macro Economics – Economic Laws – Basic Concepts.

### Unit II: Consumption

Human wants – Law of Diminishing Marginal Utility – Law of Equi-Marginal Utility – Law of Demand – Reasons for downward sloping demand curve– Exceptions - Consumer's Surplus.

### Unit III: Elasticity of Demand and Indifference Curve Analysis

Elasticity of Demand – Meaning – Types – Factors determining Elasticity of Demand – Measurement – Indifference Curve – Meaning – Properties – Marginal Rate of Substitution – Price effect – Income effect – Substitution effect.

### Unit IV: Production

Meaning of Production – Factors of production – Characteristics – Theories of Population – Capital formation – Factors governing Capital formation– Functions

of Entrepreneurs – Division of Labour – Merits and Demerits – Large and Small scale Production – Merits and Demerits.

### **Unit V: Production Function**

Production Function – Types of Production Functions – Law of Variable proportion – Laws of Returns.

#### **References:**

1. K.P.M.Sundaram & M.C.Vaish, Principles of Economics, Vikas Publishing House Pvt.Ltd., 1982.
2. M.L.Seth, Principles of Economics, Lakshmi Narain Agarwal, 2017.
3. M.L.Jhingan, Micro Economic Theory, Vrinda Publications Pvt.Ltd., 2014.
4. H.L.Ahuja, Principles of Microeconomics, A New-Look Text Book of Microeconomic Theory, S Chand Company Ltd., 2020
5. D.Bose & A.Marimuthu, An Introduction to Micro Economics, Himalaya Publishing House, 2015.

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## STATISTICS FOR ECONOMICS-I

**Objective:** To demonstrate the ability to collect, process and interpret data including statistical inference and to enable the use of statistical techniques wherever possible.

### Unit I: Introduction of Statistics and Collection of Data

Definition – Functions - Importance and limitations of Statistics - Primary and Secondary data - Methods of collecting primary data - Sources of secondary data - Census and Sampling Methods.

### Unit II: Classification, Tabulation, Diagrams and Graphs

Meaning and Types of Classification and Tabulation - General rules for drawing Diagrams - Types of Diagram - Merits and Demerits of Diagram.

General rules for drawing Graphs - Types of Graph - Merits and Demerits of Graph.

### Unit III: Measures of Central Tendency

Definition - Characteristics of a good Average - Types of Averages : a)Arithmetic Mean b)Median c)Mode d)Geometric Mean e)Harmonic Mean - Merits and Demerits of different Types of Averages.

### Unit IV: Dispersion



Meaning - Measures of Dispersion: a)Range b)Quartile Deviation c)Mean Deviation d)Standard Deviation e)Lorenz Curve f) Co-efficient of Variation - Merits and Demerits of different methods of dispersion.

### **Unit V: Skewness and Kurtosis**

Meaning - Measures of Skewness: a)Karl Pearson's Co-efficient of Skewness b) Bowley's Co-efficient of Skewness - Kurtosis - Measures of Kurtosis.

### **References:**

1. S.P.Gupta, Statistical Methods, Sultan Chand & Sons, 2012.
2. R.S.N.Pillai, & Bagavathi, Statistics:Theory & Practice, S.Chand & Company Ltd., 2019.
3. M.Wilson,Business Statistics, Himalaya Publishing House, 2020.
4. S.Sachdeva, Quantitative Techniques, Lakshmi Narain Agarwal Educational Publishers, 2017.
5. Mohan Singhal, Elements of Statistics-Theory and Practice, Lakshmi Narain Agarwal Educational Publishers, Agra.

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## CONSUMER RIGHTS AND AWARENESS

**Objective:** To familiarize the students to the various forms of consumer exploitations and create awareness regarding consumer.

### Unit I: Consumerism

Consumer – Complainant – Consumer Dispute – Complaint - Restrictive Trade Practices – Meaning of Consumerism - Objectives – Origin - Growth of Consumerism in India.

### Unit II: Exploitation of Consumer and Consumer Rights

Meaning of exploitation – Various forms of exploitation: Underweight and under-measurement - Sub-standard quality - High prices - Adulteration, Duplication, - Hoarding and artificial demand - False and incomplete information - poor after sales service - not honouring terms and conditions.

Consumer Rights : Right to safety - Right to information - Right to choose - Right to be heard – Right to seek redressal - Right to consumer education.

### Unit III: Consumer Protection Act

Need for Consumer Protection- Legal Measures - Consumer Protection Act 1986 – Objectives - Salient Features – Amendments.

### Unit IV: Consumer Disputes Redressal Agencies

Consumer court - District Forum – State Commission – National Commission – Power of Jurisdiction – Complaints – Manners – Procedure for complaint– Time Limit for filing an appeal – Enforcement of Orders – Penalties under the Act.

### **Unit V: Consumer Organisation**

Meaning – Objectives – Requirements – Benefits – Voluntary Consumer Organisation – IOCU (International Organisation of Consumer Union) - FEDCOT (Federation of Consumer Organisations of Tamil Nadu).

### **References:**

1. Mohamed Nazer, Consumer Rights and Awareness, , Repro Books Limited, 2016.
2. Mohammed Kamalun Nabi, Mohammed Irshadun Nabi & Kishore C.Raut, Consumer Rights and Protection in India, New Century Publications, 2015.
3. Garima Tiwari, Understanding Laws– Consumer Rights, Lexis Nexis Publishers,2014.
4. Mohini Sethi, Consumerism: A Growing Concept, Phoenix Publishing House, 1994.
5. M.J.Antony , Consumer Rights, Clarion book,1990.

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## MICRO ECONOMICS – II

**Objective:** To enable the students to understand the basic concepts of Cost, Revenue, Market Structure and Distribution Theories.

### Unit I: Cost and Revenue

Cost concepts – Fixed Cost and Variable Cost – Average Cost and Marginal Cost – Short-Run Cost Curves – Long Run curves - Reason for ‘U’ Shaped Curve – Revenue concepts.

### Unit II: Market Theories

Perfect Competition: Features – Price determination – Equilibrium of Firm and Industry. Monopoly: Types – Features – Price Determination. Monopolistic Competition: Features – Price determination (General).

### Unit III: Distribution Theory

The Marginal Productivity Theory of Distribution – Rent – Ricardian Theory of Rent – Quasi-Rent – Modern Theory of Rent – Situation Rent – Scarcity Rent.

### Unit IV: Wages

Wages – Money Wage – Real Wage – Causes for difference in wage – Theories of Wages – Subsistence Theory of Wages – Standard of living Theory – Wage fund Theory – Residual Claimant Theory – Trade Union and Wages.

## **Unit V: Interest and Profit**

Interest – Net Interest – Gross Interest – Theories of Interest: Liquidity Preference Theory – Loanable Fund Theory – Profit – Net Profit – Gross Profit – Theories of Profit: Risk Theory - Uncertainty Theory – Dynamic Theory – Innovation Theory.

### **References:**

1. K.P.M.Sundaram & M.C.Vaish, Principles of Economics, Vikas Publishing House Pvt.Ltd., 1982.
2. M.L.Seth, Principles of Economics, Lakshmi Narain Agarwal, 2017.
3. M.L.Jhingan, Micro Economic Theory, Vrinda Publications Pvt.Ltd., 2014.
4. H.L.Ahuja, Principles of Microeconomics, A New-Look Text Book of Microeconomic Theory, S Chand Company Ltd., 2020
5. D.Bose & A.Marimuthu, An Introduction to Micro Economics, Himalaya Publishing House, 2015.

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## STATISTICS FOR ECONOMICS-II

**Objective:** To learn the use of statistical concepts with greater precision and have a proper understanding of statistical applications in Economics.

### Unit I: Correlation

Meaning – Types - Methods of Measuring Correlation: a)Karl Pearson's Co-efficient of Correlation b)Spearman's Rank Correlation - Uses and Limitations of Correlation.

### Unit II: Regression

Definition - Difference between Correlation and Regression - Estimation of Regression Equations - Uses of Regression.

### Unit III: Analysis of Time Series

Meaning – Components - Measurement of Trend: a) Graphic Method b) Method of Semi Averages c) Method of Moving Averages d) Method of Least Squares - Uses of Time Series.

### Unit IV: Index Number

Definition – Types - Problems in the construction of Index Numbers - Methods of Weighted Aggregate Index Number: a)Laspeyre's Method b)Paasche's Method c)Fisher's Method - Test of Consistency of Index Numbers: a) Time Reversal Test

b) Factor Reversal Test - Consumer Price Index - Uses and Limitations of Index Numbers.

### **Unit V: Probability and Association of Attributes**

Probability: Meaning - Types of Events - Theorems of Probability: a) Addition Theorem b) Multiplication Theorem -Simple Problems - Association of Attributes: Meaning - Types of Association - Yule's Co-efficient of Association.

### **References:**

6. S.P.Gupta, Statistical Methods, Sultan Chand & Sons, 2012.
7. R.S.N.Pillai, & Bagavathi, Statistics:Theory & Practice, S.Chand & Company Ltd., 2019.
8. M.Wilson,Business Statistics, Himalaya Publishing House, 2020.
9. S.Sachdeva, Quantitative Techniques, Lakshmi Narain Agarwal Educational Publishers, 2017.
- 10.Mohan Singhal, Elements of Statistics-Theory and Practice, Lakshmi Narain Agarwal Educational Publishers, Agra.

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## ECONOMICS OF MARKETING

**Objective:** Train the students to understand the basic marketing concepts and apply their knowledge and skill in the Marketing field.

### Unit I: Marketing

Meaning – Evolution - Classification – Features – Objectives of Marketing – Importance of Marketing – Marketing and selling – Modern Marketing – Role of Marketing in Economic Development.

### Unit II: Functions of Marketing

Buying – Classes of Buyers - Problems of Buying – Elements of Buying - Purchasing Methods – Assembling: Advantages and Problems – Selling: Elements – Kinds.

### Unit III: Product Planning

Features - Classification - Product line —Product life cycle - Product Differentiation - Product Mix strategies.

### Unit IV: Standardization

Meaning - Types of Standards – Grading – Types of Grading – Methods of Grading – Significance – Control of Standard – ISI – AGMARK.



## **Unit V: Storage and Channels of Distribution**

Storage: Meaning - Essentials of a Good Storage. Channels of Distribution: Types of Channels of Distribution – Middlemen – Functions of Middlemen – Wholesaler – Functions of Wholesaler – Retailer – Functions of Retailer - Recent trends in marketing –Online marketing.

### **References:**

1. R.S.N Pillai & Bhagavathi, Modern Marketing Principles and Practices, S. Chand Publishing, 2018.
2. Philip Kotler, Marketing Management Practice, Hall of India Pvt Ltd., NewDelhi.
3. Marketing by Dr. N. Rajan Nair & Sanjith R Nair, Sultan Chand & Sons, 2016.
4. Sundar K, Essentials of Marketing, Vijay Nicole Imprints Private Limited, Chennai, 2016.