

Class - F.Y.B.Com.

SEMESTER - II

Course- Business Economics – II

Module No	Topic	No of Lectures
1	Revenue Concepts Total Revenue- Average revenue and Marginal Revenue under Perfect Competition and Monopoly-Relationship between Average Revenue, Marginal Revenue and Elasticity of Demand- Objectives of a Firm: Profit, Sales and Growth Maximization - Break- Even Analysis- Case Studies.	15
2	Markets Equilibrium under Perfect Competition and Monopoly in Long Run - Monopolistic Competition: Features- Oligopoly: Features-Case Studies.	15
3	Pricing Methods A) Marginal cost, Full Cost Discriminatory, Dumping, Marginal Cost, Full Cost Discriminatory, Multi-Product and Transfer Pricing, B) Capital Budgeting-Meaning and Importance- Investment Criteria: Pay Back Period Method, Net Present Value Method, and Internal Rate of Return Method-Case Studies.	15

QUESTION PAPER PATTERN

Question Paper shall be of 60 Marks

Duration- 2 Hours

No. of Questions to be Set- SIX

No. of Questions to be Answered- FOUR

All Questions shall be of 15 Marks each

Q-1 Compulsory – Objective Type

Q-2 Core Questions may be Divided into Sub-Questions A and B
to

Q-6

Minimum two case studies shall be asked in 'B' part of questions 2 to 6
