

VEER NARMAD SOUTH GUJARAT UNIVERSITY

F.Y.B.B.A.

Semester - II

2001

Paper – V Managerial Economics

Paper – VI Communication Skills- II

Paper – VII Financial Accounting

Paper – VIII Quantitative Methods- I

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Paper - V

Managerial Economics

1. Definition – Nature & Scope of Managerial Economics : (20%)

Definition of Managerial Economics – Nature of Managerial Economics – Characteristics of Managerial Economics – Significance of Managerial Economics – Scope of Managerial Economics – Relationship of Managerial Economics with Economics & also with other disciplines – Fundamental tools in Managerial Economics – Decision Making & Forward Planning – Importance in Business Decision – Role of a Managerial Economist in Business – Responsibilities of Managerial Economist in Business

2. Production Analysis : (20%)

Meaning of factors of production – Total Product, Average Product & Managerial Product – Production Function – Linear homogeneous Production function – Short run and long run Production Function – Cobb Douglas Production Function – Constant Elasticity of substitution Production Function – Iso Quants – Marginal rates of technical substitution – Law of variable proportions – Returns to Scale – Iso Cost line – Least cost combination of factors of production – Expansion path – Ridge lines.

3. Elasticity of Demand : (15%)

Price elasticity, Income elasticity, Cross elasticity – Their definitions, Types, Methods of calculation – Importance in Managerial decisions – Advertisement elasticity – Elasticity of Substitution – [Problems on Elasticity]

4. Market Structure Analysis : (20%)

Meaning – Feature – Classification – factors affecting size of a Market – Features of Perfect competition – Price determination under perfect competition – Demand curve facing the firm & industry under perfect competition in short run and long run – Features of Monopoly – Price determination under monopoly – Causes of monopoly – Nature & shape of demand curve and marginal revenue curves under monopoly – Pricing & Output decision under monopoly in short run & long run – Price discrimination – Meaning , Degrees of Price discrimination- Possibility & profitability – Effects of Price discrimination - Dumping – Meaning and Motives of dumping – Price determination under monopolistic competition – Nature of Demand

curve – Concept of group equilibrium – Price and output determination in short run and long run under monopolistic competition – Selling Cost – Meaning of Selling cost and Production cost – It's effects on demand. Wastage's on monopolistic competition – Meaning – Features of Oligopoly Market – Pricing under Oligopoly – Problems in Oligopoly – Classification of Oligopoly – Kinky demand curve – Price leadership.

5. Profit Planning and Investment analysis : (15%)

Profit Planning – Gross profit, Net profit, Normal Profit, Characteristics of Profit – Theories of Profit Francis Walker, F.B.Hawley, J B Clark , F N Knight, J A Schumpeter. Prof. Taussing – Profit Management & Profit policy – Profit forecasting - Concept of Risk & Uncertainty – Meaning of capital Budgeting – Methods of evaluating investment proposals – Net Present Value criterion (NPV) Profitability Index criterion (PI) , Internal Rate of Return criterion (IRR) Pay back period method, Average Rate of Return (ARR) methods- Project appraisal for private sector- Cost Benefit ratio-Net terminal Value(NTV) – Demand for & supply of capital – Capital Rationing.

6. Case Studies : (10%)

Meaning & Nature of Case study – Usefulness & Limitation of case study method – some cases for discussion on Capital budgeting & Production Analysis.

Reference :

1. S.M. Joshi, Rajendra Joshi, “Micro Economic Theory An Analytical approach, Wishwa Prakashan.
2. Baumol Willam’s “Economic Theory and Operation Analysis”
3. A Lauja , “Economic Theory”
4. Willemsen Oliver, “ The Economic of Discretionary Behaviour : Management objectives theory of firm”

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Paper - VI

Communication Skills - II

I (Text – 1) ENGLISH ONLINE : COMMUNICATION FOR INFORMATION TECHNOLOGY

All the reading texts are supposed to be taught with special emphasis on the following (The skills and items covered during the 1st semester are to be overlooked)

- Introduction
- Content of the texts
- Grammar, Usage, Punctuation, Capitalization and spelling.
- Abbreviations, Acronyms, Numerals, Vocabulary.
- Dictionary Skills, Reference Skills.
- Note-taking/Note – making Skills
- Editing and Proof reading.
- Notices/Agenda/Minutes, Reports.
- Reading Skills (S Q 3 Methods)
- Presentation Skills
- Oral Presentation
- Using Visuals in Presentations
- Presentation through written text
- Using multimedia in Presentation.
- Presenting Yourself in an Interview.
- Writing Application with CV/RESUME'.

II (Text-2) EFFECTIVE BUSINESS COMMUNICATION

- Asha Kaul. Prentice- Hall of India (PHI), New Delhi-2000
(Only Ch.II Prescribed for theory)

Oral Communication

- Introduction.
- Noise
- Barriers to communication.
- Listening
- Feedback
- Telephonic message
- Dialogue/Conversation.
- Presentation/Speech.

(Ref. Book – LET's TALK ENGLISH , M.I.JOSHI , GURJAR Ahemdabad,1996)

III Written Communication

- Notice, Agenda, Minutes.
- Reports (Individual & committee Reports fitting to Business situations only.)
- Applying for a Job with Resume'/CV/Biodata.

- Interview Letters
- Resignation Letters.

For specimen Reports, Presentations, Speeches, Applications, Interview and Resignation letters refer to :

- (1) **ESSENTIALS OF BUSINESS COMMUNICATION**
Rajendra Pal & J.S.Korlahalli, Sultan Chand & Sons,2000
- (2) **Text Nos. 1 & 2**

DISTRIBUTION OF MARKS

| | <u>Marks</u> |
|--|---------------------|
| 1. Grammar , Usage, Punctuation, Capitalization, Spelling, Abbreviation, Acronyms, Numerals, Vocabulary. (7 out of 7 to be attempted) | 7 |
| 2. Text Content (Text No. 1) short-Answer type questions. (3 out of 5 to be attempted) | 9 |
| 3. Short notes/Short answer type questions (Answer in about one page) on Theoretical tips and various Skills covered in Text 1 & 2.(3 out of 5 to be attempted) | 18 |
| 4. Agenda/Minutes, Report(Business Situations only) | 9 |
| 5. Presentation/Speech (written form) in seminar/conference/ meeting (Business situations only) | 9 |
| 6. Job Application with Resume/Interview Letter/ Resignation Letter | 9 |
| 7. Dialogue/Conversation/Telephone Conversation (Based on M.I.Joshi book) | <u>9</u> |
| Total | <u>70</u> |

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Paper - VII

Financial Accounting

Objectives :

1. To train and converse the students with the basic Principles of Accounting, Concepts, Theories Leading to preparation of Final Accounts.
2. To imparts knowledge of the basic concept of computer relating to accounting.

1) Introduction to Accounting (5%)

Meaning, Functions and Limitations of Accounting .

1) Accounting Concepts : (10%)

- (a) Meaning of Accounting Concepts and Conventions
- (b) Basic Accounting Concepts and Conventions
- (c) Fundamental Accounting Assumptions

3) Book-keeping and Accounting : (20%)

- (a) Preparation of Journal , various Subsidiary Books
- (b) Preparation of Final Accounts –Trial Balance and Final Accounts of only Sole Proprietorship.
- (c) Structure of Balance Sheet (including structure of company's Balance Sheet as per schedule VI. Horizontal and Vertical form of Balance Sheet.

4) Preparation of Bank Reconciliation Statement. (10%)

5) Depreciation : (15%)

Meaning ,Objectives for Providing Depreciation, Methods of Depreciation (theory only), Examples only on Straight Line Methods and Diminishing Balance Method.

6) Accounting of Non-Trading Concerns. (20%)

Salient feature, Distinction between Receipt and Payment Account, Income and Expenditure Accounts.

Examples on preparation of Income and Expenditure Accounts and Balance Sheet from the Receipt and Payment Account only.

7) Computer Accounting : (20%)

- 1) Introduction and framework of Computer Accounting.
- 2) Accounting Packages (Tally only)

Note : Problems carrying not less than 70% of marks shall be asked.
Practical in the point no. 7 is prescribed. One period per week.
Practical Exam of Accounting Packages is recommended.

Reference Books :

- 1) Introduction to Accounting T.S.Grewal , Sultan Chand & CO.
- 2) Principles of Accounting Rupram Gupta , Sultan Chand & CO.
- 3) Modern Accountancy Hanif & Mukharjee, Tata Me'Grill
- 4) Financial Accounting Shukla & Grewal
- 5) Advanced Accountancy S.N.Maheshwari
- 6) Accounting with Tally K.K.Nadhani , B.P.B. Publication, Delhi
- 7) How to Use Tally Snajiv Garg , Mashbra Industries P. Ltd.
& B.M. Agarwal (Publication Division) Delhi
- 8) Tally Tutorial Accountancy Vol-I K.K.Nadhani , B.P.B. Publication, Delhi
A.K.Nadhani

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Paper - VIII

Quantitative Methods - I

- 1) (10%)
Sets, Subsets, equality of two sets, Null set, Universal set, complement of a set, Union and intersection of sets, difference of two sets, Venn diagram, laws of algebra of sets, Demorgans laws & Cartesian product of two sets. Natural numbers, Integers, Rational numbers., Real numbers absolute value and its properties.
- 2) (10%)
Relation, function and their graphs, constant functions, polynomial functions, rational functions, exponential functions, logarithmic functions, functions in economic theory (demand, supply, consumption, revenue & cost function) ,equilibrium price.
- 3) (20%)
Matrices, addition subtraction, scalar multiplication and multiplication of matrices, Null matrix, identity matrix, transpose conjugate matrix, symmetric & skew symmetric orthogonal matrices, determinants and their basic properties (without proof), Singular & nonsingular matrixes, inverse of a matrix , ad joint of a matrix, solution of a system of linear equations using matrix theory.
- 4) (35%)
I) Limits of functions, limits of sum, product, quotient of time-functions, their uses in Evaluating limits
$$\lim_{n \rightarrow \infty} (1+1/n)^n$$
 , $\lim_{x \rightarrow 0} \frac{a^x-1}{x}$, $\lim_{x \rightarrow a} \frac{X^n - a^n}{x - a}$
II) Derivative of explicit, composite and implicate function, derivatives of exponential and logarithmic functions, Rules of differentiation (without proof). Higher order derivatives, maxima & minima.
III) Indefinites integrals, antiderivative , standard integrals, Basic rules of integrals, integration by parts. Integration by substitution, definite integrals, Simple properties of definite integrals . Total revenue from marginal revenue & Total cost from marginal cost.
- 5) **Linear Programming :** (25%)
Graphical Method , Transportation Problems (without degeneracy resolution), Assignment problems, N-W corner rule, Vogel's method, modified distribution method, simple Assignment problems in production function of management.

Reference Books :

1. Business Mathematics : D C Sancheti & V.K.Kapoor
Sultanchand & Sons
2. Mathematics for Business Studies : J.K.Thakral
Mayoor Paper Books.
3. Mathematics for Management : M Raghavachari ,
Tata-Mcgraw Hill
4. Operations Research : Goyal & Mittal
5. Operations Research : J.K.Sharma