

B.COM (PART-I)  
LUCKNOW UNIVERSITY.

**MICRO ECONOMICS**

**Unit-I**

**Introduction-** Definition, Nature and Scope of Economics, Adam Smith , Marshall & Robbins Views, Utility of Economics, Micro vs. Macro Economics, Inductive and Deductive Methods of Economic Study, Concept and Types of Equilibrium.

**Unit-II**

**Theory of Consumption-** Consumer's Behaviour- Cardinal vs. Ordinal Approaches, Utility Analysis, Types of Utility, Law of Diminishing Marginal Utility and Law of Equi-marginal Utility.

**Indifference Curve Technique-** Concept & Features, Consumer's Equilibrium, Price, Income & Substitution Effect.

**Theory of Demand-** Meaning, Types, Demand Determinant, Demand Curve, Law of Demand, Change in Demand. Elasticity of Demand- Meaning, Types, Degree & Measurement.

**Unit-III**

**Production-** Concept, Factors of Production, Laws of Production- Law of Variable Proportion, Return to Scale, Equal Production Curves, Producer's Equilibrium.

**Cost-** Concept and Classification, Cost Output Relationship, Cost Curves.

**Exchange-** Market Formats, Product Pricing & Firm's Equilibrium under Perfect Competition, Monopoly and Imperfect Competition.

**Unit-IV**

**Theory of Distribution-** Pricing of Factors of Production, Concept of Marginal Productivity, Theories of Rent, Wages, Theories of Interest and Profit.

**Books Recommended:**

1. Vaishampayan J.V.- Micro Economic Theory
2. Maheshwari R.K. & Singh A.K.- Micro Economics
3. Seth M.L.- Micro Economics
4. Jhingan M.L.- Micro-Economic Theory
5. Dewett K.K. – Modern Economic Theory
6. Madhurima Lall- Micro Economics

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**CURRENCY, BANKING AND EXCHANGE**

**Unit –I**

Functions Significance of Money, Various Forms of Money, Causes, Remedies and Effects of Inflation, Deflation and Reflation Indian Money Market, Principles Methods of Note issues, Monetary Standard – Gold Standard, Bi-metalize and Managed Currency Standard.

**Unit –II**

Meaning and Significance of credit, Factors Influencing the Volume of Credit in Country, Credit Creations of Bank, Credit Control by RBI.

**Unit –III**

Functions of Commercial Bank, Types of Banks, Unit and Branch Banking System, Concept of Mix Banking, Central Bank and its Functions, Reserve Bank of India, State Bank of India, Regional Rural Banks, Progress of Nationalized Banks in India.

**Unit –IV**

Concept of Foreign Exchange and Exchange Rate, Factors Causing Fluctuation in Exchange Control Meaning, Objective and Methods.

**Books Recommended:**

1. Maheshwari R.K. – Currency Banking and Exchange
2. Singh Archana- Currency Banking and Exchange
3. Jaiswal Bimal – Currency Banking and Exchange
4. Seth M.L. - Banking and International Trade