RANI CHANNAMMA UNIVERSITY BELAGAVI

REVISED CURRICULUM FRAMEWORK FOR UNDER GRADUATE COURSE

STRUCTURE & SYLLABUS OF BACHELOR OF ARTS

AGRICULTURE MARKETING

1ST TO 2ND Semesters

w.e.f.

Academic Year 2024-25 and Onwards

Submitted by

Chairman,
Board of Studies (UG),
Bachelor of Arts,
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B.A. Program with Agricultural Marketing Subject

B.A. Agricultural Marketing as one of the optional subject syllabus (w.e.f. 2024-25 and onwards)								
Sem.	**Part**	**Paper**	**Title of Paper**	**Hours/ Week**	**Marks**			**Subject Credits**
					IA	**Exam**	**Total**	
I	**DSC**	**Theory**	**Micro Economics**	**4**	**20**	**80**	**100**	**3**
		Practical		**4**	**10**	**40**	**50**	**2**
		Total: Hours / Credits		**8**			**150**	**5**
II	**DSC**	**Theory**	**Macro Economics**	**4**	**20**	**80**	**100**	**3**
		Practical		**4**	**10**	**40**	**50**	**2**
		Total: Hours / Credits		**8**			**150**	**5**

B.A. AGRICULTURAL MARKETING
FIRST SEMESTER

Paper No. 1 (DSC 1): Micro Economics

Objectives:

The objectives of this paper are to familiarize the students with economic behavior of consumers and producers, and production, cost and revenue functions and the determination of price and output in different markets, and to theories relating to rent and profits.

Unit-I: Introduction to Micro Economics **07 Hours**

Nature and Scope of Economics - Basic Economic Problems, Production Possibility Curve. Methods of Economics: Deductive & Inductive. Microeconomics vs Macroeconomics.

Unit-II: Theory of Consumer's Behaviour **15 Hours**

Demand-Meaning, Determinants, Law of Demand and its Exceptions; Elasticity of Demand - Demand Forecasting; Supply-Meaning, Determinants and Law of Supply; Elasticity of Supply; Movement along a Demand & Supply Curve; Theory of Consumer Behaviour- The law of diminishing marginal utility; Water-Diamond Paradox-Theory of Indifference Curve and Its Properties; Consumer Equilibrium; Consumers' Price Effect, Income Effect and Substitution Effect.

Unit-III: Production Theory & Costs **15 Hours**

Production Function- Short-run and Long-run; Law of Variable Proportions; Returns to scale; Characteristics of Isoquants and Isocost line; Cost Function- Different Concepts of Costs, Short-run and Long run Cost Analysis; Least cost combination of factors, Break-even-analysis.

Unit-IV: Market Structure and Pricing **15 Hours**

Concepts of Total, Average and Marginal Revenue; Perfect Competition-Equilibrium of the Firm and Industry; Monopoly-Equilibrium of the firm, Price discrimination; Monopolistic Competition-, Short-run and Long-run Equilibrium of the Firm and Group Equilibrium; Oligopoly- Features, Types of Oligopoly.

Unit-V: Factor Pricing and Distribution **08 Hours**

Marginal Productivity Theory of Distribution; Ricardian and Modern Theories of Rent, Quasi-rents, Wage Determinants. Theories of Profit - Dynamic Theory, Risk and Uncertainty Theory and Schumpeterian Theory of Profit. Marxian theory of distribution.

Practical Syllabus:

1. Construction of Demand Curve.
2. Construction of Supply Curve.
3. Visit to Local Markets.
4. Study and Different Types of Market.
5. Visit to Super Market and Bigbazar

References:

1) Mankiw, G. N., "Principles of Microeconomics", Cengage Learning India Pvt Ltd, 7th ed 2015 Company, 8th Edition, 2010

2) Ahuja, H.L. (2017): Modern Micro Economics, S. Chand & Company Ltd New Delhi

3) Dwivedi, D. N. (2016): Micro Economics Theory and Applications, 3rd Edition, Vikas Publishing.

4) Jhingan, M. L. (2017): Micro Economic Theory, Vrinda Publication, Pvt, Delhi.

5) Koutsoyiannis A. (2003): Modern Micro Economics, 2nd Edition, Macmillan London

6) Pindyck, R. S. and D.L. ubinfeld (2000): Microeconomics, 3rd Edition, Prentice Hall, India.

7) Seth, M.L. (1985): Micro Economics, Lakshmi Narain Agrawal Publisher, Agra.

8) Varian, Hal R. (2010): Micro Economic Analysis, W.W. No ton & Company, New York.

B.A. AGRICULTURAL MARKETING
SECOND SEMESTER

Paper No. 2 (DSC 2): Macro Economics

Objectives:

The objectives of this paper are to acquaint the students with the behaviour of macro economics variables; to provide knowledge of national income accounts, classical macro economics, the Keynesian economics, business cycles and inflation.

Unit - I: Introduction to Macro Economics 10 Hours

Meaning, Scope and Importance of Macro Economics; Circular Flow of Income in Simple, Closed and Open Economy. National Income Accounting: Concepts of National Income- GDP, GNP, NNP, National Income at Factor Cost, PI, DPI, PCI; Methods and Difficulties in Measuring National Income.

Unit - II: Classical Macroeconomic Model 10 Hours

Classical Theory of Employment-Assumptions and Full-employment Equilibrium: Say's Law of Market; Wage Price Flexibility, A.C. Pigou's Reformulation, Classical Theory of Rate of Interest. Labour Market behavior: aggregate labour supply and aggregate labour demand.

Unit - III: Keynesian Macroeconomic Model 15 Hours

Keynesian Theory of Employment- Concept of Effective Demand and its Determinants; Consumption Function - Average Propensity to Consume and Marginal Propensity to Consume and factors determining consumption function, Saving Function - Investment Function - Marginal Efficiency of Capital and Factors Influencing the MEC.

Unit-IV: Theory of Multiplier and Accelerator 10 Hours

Multiplier- Meaning, Working and leakages in multiplier; Relevance of multiplier for developing countries. Accelerator- Meaning, Working and Limitations.

Unit- V: Business Cycles, Inflation and Policies 15 Hours

Business Cycles- Meaning, types of the business cycle, phases of business cycle; monetary theory of business cycle; measures to control business Cycles. Definitions of Inflation, Causes of Inflation, Types of Inflation-demand push inflation and cost push inflation; inflationary gap; Effects of Inflation, Measures to control Inflation. Concept of stagflation. Philip curve. Monetary policy of the RBI.

Practical Syllabus:

1. Study of different concepts of national income.
2. Study of effective demand.
3. Study of different concepts of investments function.
4. Calculation of multiplier.
5. Study of phases of business cycles.

References:

1) Ahuja, H. L. (2013): Macro Economics Theory & Policy, 19th Edition, S. Chand & Company Ltd, New Delhi

2) Chopra, P. N. (2016): Macro Economics, Kalyani Publishers, New Delhi

3) Dornbusch, R. and F. Stanley (1997): Macro Economics, McGraw Hill, New York.

4) Shapiro, Edward (1995): Macro Economic Analysis, Galge ia Publications, New Delhi.

5) Gupta, R. D. (1983): Keynesian Economics an Introduction Second Revised Edition, Kalyan Publishers, New Delhi.

6) Jhingan, M. L. (2017): Macro Economic Theory, Vrinda Publications (P) Ltd. Delhi.

7) Rana, K. C. and K. N. Verma (2014): Macro Economic Analysis, 10th Reprint, Vishal Publishing Co., Daryaganj, Delhi.

8) Seth, M. L. (2006): Macro Economics, Laxmi Narain Agarwal, Educational Publishers, Agra.

Question Paper Pattern for UG Semester

Paper Code:		**Paper Title:**			
Duration of Exam	**3 Hours**			Max Marks	**80 Marks**
Instruction:	**Answer all the sections**				

Section-A

1. Answer **ANY TEN** the following questions in or two sentences.	(10X2=20)
A. **B.** **C.** **D.** . **L.**	

Section-B

Answer any **FOUR** of the following questions.	(4X5=20)
2. **3.** **4.** **5.** **6.** **7.** **8.**	

Section-C

Answer any **TWO** of the following questions.	(2X15=30)
9. **10.** **11.** **12.**	

Section-D

13. Caselet A. Or B.	(1X10=10)