



MASTER OF PHILOSOPHY IN ECONOMICS

SYLLABUS - 2007-09

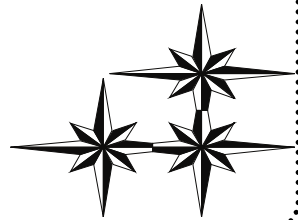
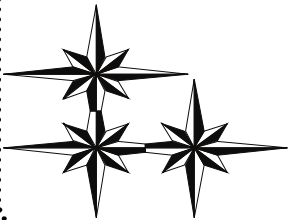


ST. JOSEPH'S COLLEGE (AUTONOMOUS)

(Nationally Reaccredited with A+ Grade / College with Potential for Excellence)

TIRUCHIRAPPALLI - 620 002

TAMIL NADU, INDIA



ST. JOSEPH'S COLLEGE (AUTONOMOUS), TIRUCHIRAPPALLI - 620 002
DEGREE OF MASTER OF PHILOSOPHY (M. PHIL.)
FULL TIME - AUTONOMOUS REGULATIONS

GUIDELINES

1. ELIGIBILITY

- ✧ A Candidate who has qualified for the Master's Degree in any Faculty of this University or of any other University recognized by the University as equivalent there to (including old Regulations of any University) subject to such conditions as may be prescribed therefore shall be eligible to register for the Degree of Master of Philosophy (M.Phil.) and undergo the prescribed course of study in a Department concerned.
- ✧ A candidate who has qualified for Master's degree (through regular study / Distance Education mode / Open University System) with not less than 55% of marks in the concerned subject in any faculty of this university or any other university recognized by Bharathidasan University, shall be eligible to register for M.Phil. SC / ST candidates are exempted by 5% from the prescribed minimum marks.

2. DURATION

The duration of the M.Phil. course shall be of one year consisting of two semesters for the full-time programme.

3. COURSE OF STUDY

The course of study shall consist of

- Part - I : 3 Written Papers
- Part - II : 1 Written Paper and Dissertation.

The three papers under Part I shall be :

- Paper I : Research Methodology
- Paper II : Advanced / General Paper in the Subject
- Paper III : Advanced Paper in the subject

Paper I to III shall be common to all candidates in a course. Paper I, II, III & IV shall consist of 5 units each covering the subject requirements of the course offered. The Board of Studies shall approve the Syllabi for Papers. The syllabus for paper IV shall be prescribed by each Research Advisor, which is also to be approved by the Board of Studies. The number of specialized papers by the research advisor can be more than one.

Question papers for Papers I to III shall be set externally and valued by two examiners, one internal and one external. The concerned HOD will be in the Board of Examiners to pass the results. Paper IV shall be set and valued by the Research Adviser. The Controller of Examinations shall conduct the examinations for all papers and dissertation.

4. SCHEME OF EXAMINATION

4.1 Part-I (First Semester)

- Paper I : Research Methodology
 Paper II : Advanced / General paper in the subject
 Paper III : Advanced paper in the subject

Part-II (Second Semester)

- Paper IV : Field of specialization
 Paper V : Dissertation

4.2 Written Examination

The examinations for Papers-I, II and III shall be taken at the end of the first semester and Paper-IV at the end of the second semester. Each paper shall have 100 marks for the semester examination (written) and 100 marks for Continuous Internal Assessment.

The CIA components are:

Seminar-I	:	15	marks
Mid semester	:	35	marks
Seminar-II	:	15	marks
End semester	:	<u>35</u>	marks
Total	:	<u>100</u>	marks

Both the CIA marks and the external marks should be mentioned separately in the mark sheets. The duration for each semester examination shall be 3 hours. A candidate shall be declared to have passed Part-I & II examinations if he/she secures not less than 50 of the marks each in the CIA and the semester examination respectively. The aggregate of the marks secured in the semester examinations and CIA marks taken together must be 50% in each of the Papers I to IV and Dissertation.

4.3 Credits for Papers I to IV

Paper	Name	Contact Hours	Library Hours	Total Hours	Credits	CIA Marks
I	Research Methodology	6	6	12	10	100
II	Core Subject	6	6	12	10	100
III	Core Subject	6	6	12	10	100
IV	Optional Subject	2	4	6	5	100
	Total			42	35	400

Credits for Dissertation

Internal Examination (the split up for CIA)

Project	Credits	Marks	Total Marks
Seminar on review of related literature	3	30	} 200
Seminar on Data Analysis / Results	2	20	
Dissertation Evaluation	15	150	
Viva - voce	5	100	100
Total	25	300	300

External Examination

	Credits	Marks
Dissertation Evaluation	20	200
Viva-voce	5	100
Total	25	300

4.4 Dissertation

For carrying out the dissertation the mandatory requirement is strictly adhering to the rules of the college as given below:

4.4.1a Requirement

Every student is expected to give two seminars one concerning Review of Related Literature within the four weeks from the beginning of the second semester and the other on Data Analysis / Result just before the submission of the final draft of the dissertation

4.4.1b Submission

Candidates shall submit the Dissertations to the Controller of Examination not earlier than five months but within six months in the full time programme. The above said time limit shall start from 1st of the month which follows after the month in which Part-I examinations are conducted. If a candidate is not able to submit his/her Dissertation within the period stated above, he/she shall be given an extension time of three months in the first instance and another three months in the second instance with penalty fees. If a candidate does not submit his Dissertation even after the two extensions, his registration shall be treated as cancelled and he has to re-register for the course subject to the discretion of the Principal. However the candidate need not write once again the theory papers if he / she has already passed these papers.

4.4.1c Requirement

For the valuation of dissertation the mandatory requirement is a pass in papers I to IV. One external examiner and the Research Adviser shall value the Dissertation. The external examiner should be selected only from outside the college and shall be within the colleges affiliated to Bharathidasan University. In case of non-availability, the panel can include examiners from the other university / colleges in Tamil Nadu. The external examiner shall be selected from a panel of 3 experts suggested by the Research Adviser. However, the Controller of Examination may ask for another panel if he deems it necessary. Both the internal and external examiner will evaluate the Dissertation and allot the marks separately. However the viva-voce will be done by both of them. The average marks will be considered.

4.4.2 Viva-voce

The external examiner who valued the Dissertation and the Research Adviser shall conduct the Viva-Voce for the candidate for a maximum of 100 marks. A Candidate shall be declared to have passed in viva-voce if he secures not less than 50% of the marks prescribed for Dissertation and 50% of the marks in the aggregate of the marks secured in viva-voce test and Dissertation valuation. A student can undertake project in the second semester whether or not he /she has passed the first semester.

5. QUESTION PAPER PATTERN

5.1 Internal (Mid & End)

5.1a For Science

There are two sections A and B:

Section A contains 8 short answer Questions $8 \times 4 = 32$

Section B contains 4 Essay Question $4 \times 17 = \underline{68}$

100

5.1b For Arts

Only one section of Essay type questions $5 \times 20 = 100$

5.2 External Exam (Semester)

5.2a For Science

Section A - 10 short answer Questions $10 \times 3 = 30$

Section B - 5 Essay type Questions either or $5 \times 14 = \underline{70}$

100

5.2b For Arts

Only one section of Essay type questions 5 out of 8 ($5 \times 20 = 100$)

5.2c For the Paper-IV (Optional/Research Adviser's paper)

The Question paper pattern for Paper IV is common for both Science and Arts. The pattern is only one section with Essay type Questions 5 out of 8 ($5 \times 20 = 100$)

There may be two separate mark sheets for the first and second semester respectively. The marks allotted by the guide and that by the External Examiner must be shown in separate columns of the 2nd Semester mark sheet.

6. CLASSIFICATION OF SUCCESSFUL CANDIDATES

6.1 The candidates who pass the Part - I and Part - II examinations in their first attempt shall be classified as follows:

No.	Total Marks secured in Part - I and Part - II Examinations	Classification
1.	80% and above in the case of Science Subjects & 75% and above in the case of Arts and Social Science Subjects	I Class with Distinction
2.	60% to 79% in the case of Science Subjects & 60% to 74% in the case of Arts and Social Science Subjects	I Class
3.	50% to 59% in all the subjects (Mathematics, Statistics and Computer Science / Applications shall be treated as Science Subjects)	II Class

6.2 Candidates who pass the course in more than one attempt shall be declared to have completed the programme under II Class.

7. QUALIFICATIONS OF RESEARCH ADVISER FOR THE M.Phil. COURSE

- 7.1 A person eligible to be a Research Adviser shall be required to possess a Ph.D. Degree or two years of Post-Graduate teaching experience after qualifying for M.Phil. / M.Litt. degree. He / She should have obtained recognition from the University.
- 7.2 In view of the paucity of guides in the newly emerging subjects like Biotechnology, Microbiology, Remote Sensing the research guides in the related areas may be permitted to guide students provided these guides satisfy the qualification requirements.
- 7.3 Normally a person shall be allowed to guide not more than three candidates.
- 7.4 Change of guide may be permitted by the Principal based on the merit of the individual cases.

8. ATTENDANCE

- ✧ Daily attendance for 90 working days should be enforced for the students.
- ✧ Periodical report of a student to the guide concerned should be recorded in the register kept by the guide.

M.PHIL. ECONOMICS - COURSE PATTERN - 2007

Sem	Code	Course	Title of the paper
I	07 MEC 101	I	Research Methodology
	07 MEC 102	II	Quantitative Methods in Economics
	07 MEC 103	III	New Frontiers in Economics
II	07 MEC 204	IV	Industrial Economics
	07 MEC 205	IV	Agricultural Economics
	07 MEC 206	IV	Development Economics
	07 MEC 207	IV	Economics of Social Sector
	07 MEC 208	IV	International Economics
	07 MEC 209	IV	Economics of Marketing

Paper I

RESEARCH METHODOLOGY

Objectives

- ✧ This paper intends to provide scientific fervour in the research process of Economics among researchers and also imparts high degree of sophistication and refinement in their methodologies.

Unit I

Meaning and scope of Social Science Research - Objectives in research - Relationship between theory and facts - Types of Research - Scientific method, Historical method, Survey method - Case study - Experimental method.

Unit II

Research Process - Selection and formulation of research problem - Census and sampling methods - Primary and secondary data - Review of Literature - Analysis and interpretation of data - Research Design - Experimental, exploratory and diagnostic research designing.

Unit III

Formulation of hypothesis - Sources - Types - Testing of hypotheses - Scaling Techniques - Reliability of scale - Validation of scale - Social Distance Scale of Bogardus , Thurstone's Attitude scale - Likert's Summated Scale, Guttman's Scalogram.

Unit IV

Multivariate Analysis Technique - Concepts of Partial and Multiple Correlations and Regression analysis - Discriminate analysis - Factor Analysis - Cluster Analysis - Deterministic model Linear Programming - Simple Algorithm - Interpretation.

Unit V

Report writing - Meaning, Techniques and precautions of Interpretation - Layout of the Research Report - Footnoting - Types of Reports - Management and research Reports - Gaps in Research - Impact Analysis

References

1. Young Pauline, V. 1960. 'Scientific Social Surveys and Research', Indian Edition, Prentice Hall, New Delhi.
2. Popper, K. 1961.' The Logic of Scientific Discovery', Wiley Eastern, New Delhi.
2. Good W. J. and Hatt Paul, K. 1980, 'Methods in Social Research', New York, Mc Graw Hill.
4. Jaspal Singh. 2001. 'Methodology and Techniques of Social Research', New Delhi, Kanishka Publishers.
5. Kothari, C.R. 1995. 'Research Methodology: Methods and Techniques', New Delhi, S. Chand & Co. Ltd.

Paper II

QUANTITATIVE METHODS IN ECONOMICS

Objectives

- ✧ This paper is to provide comprehensive introduction of econometrics to the students of Economics. The highly subjective and relative economics research received scientific precision and analytical vigor with the application of econometric tools.

Unit I

Probability Distribution Binomial - Poisson and Normal distribution - Parametric test, z-test, t-test, F-test, Chi-square test - Non-parametric tests - The Sign test, The Mann Whitney U-test - The One Sample Runs test - The Kruskal Wallis test.

Unit II

Econometrics - Meaning - Specification of Econometric model - Correlation and Regression models - Assumptions of OLS model - Least square estimators - BLUEs - Properties - Dummy variable.

Unit III

Violation of OLS model - Auto correlation - Deduction and control - Multi collinearity - Estimation - Remedial measures - Micro numerosity - Heteroscedasticity - Estimation and control - Errors in Measurement.

Unit IV

The Linear probability model - Logit, Probit and Tobit models - Auto regressive and distributed - Lag models - Simultaneous Equation models (IS-LM model)

Unit V

Application of SPSS - Work Skills.

References

1. Damodar N. Gujarati (1995), 'Basic Econometrics', McGraw Hill International Editions, New Delhi.
2. Singh Parashar Singh (1984), 'Econometrics and Mathematical Economics', S. Chand and Company Ltd., New Delhi.
3. Gupta, S. P. (2006), 'Statistical Methods', Sultan Chand & Sons, New Delhi.
4. Koutsoyiannis, A. (1973). 'Theory of Econometrics', Harper and Row, New York.
5. Johnston, J. (1984). 'Econometric Methods', 3rd ed., McGraw-Hill, New York.
6. Klein, Lawrence, R. (1962). 'An Introduction to Econometrics', Prentice Hall, New Delhi.

Paper III

NEW FRONTIERS IN ECONOMICS

Objectives

- ✧ The objective of this paper is to teach the students with the theoretical concepts and Issues of Modern Economics and make them aware of the Emerging Development Issues in Economics.

Part-A Theoretical Issues

Unit I

N.M. Utility Analysis: Lancaster's Approach – Hirschleifer's analysis of Uncertainty-Asymmetric Information- Principal Agent Problems-Case Studies

Unit II

Buchanan's Public Choice Approach- Stiglitz Private Use of Public Interest- Neo- Classical : Rational Expectations - Sen.'s Approach to Welfare.

Part-B Development Policy Issues

Unit III

India in the Emerging World System - Changing Perceptions about the role of the government-growth and pattern of International Economic Relations: Aid Investment and Trade

Unit IV

Human Face of Development: Components of Human Development Index : Education and Health, Basic Needs Approach-Women Empowerment- Common Minimum Programme.

Unit V

Environmental Issues – Sustainable Development – Waste Management – Natural Disaster Management – Environmental Policies.

References

1. Akerlof, G.A. 1970. 'The Market for Lemons, Quality Uncertainty and the Market Mechanism', Quarterly Journal of Economics, Vol.84, pp 488-500.
2. Akerlof, G.A. 1984. 'An Economic Theorist's Book of Tales', Cambridge: Cambridge University Press.
3. Coase, R. 2001. 'The Problem of Social Cost' Journal of Law and Economics, 3: 144.
4. Hirshleifer, J and Riley, J.G. 1992. 'The Analytics of Uncertainty and Information, Cambridge: Cambridge University Press.
5. North, Douglas, C. 1990. 'Institutions, Institutional Change and Economic Performance' Cambridge: Cambridge University Press.
6. Spencer, M. 1973. 'Job Market signaling' Quarterly Journal of Economics, 87: 355-374.
7. Sengupta, Nirmal. 2001. 'A New Institutional Theory of Production: An Application, Sage Publication, New Delhi.
8. Stiglitz, J.E. 1998. 'The Private Use of Public Interest; Incentives and Institutions', Journal of Economic Perspectives, Vol. 2-12, p-3-22.
9. Shankar, U. 2002. 'Asymmetric Information and Counteracting Institutions', IEA Conference Vol., p.116.
10. UNDP Reports, Current Volumes, Oxford University Press, London
11. World Development Reports, Current Volumes, Oxford University Press, London.

Paper-IV

Optional-1: INDUSTRIAL ECONOMICS

Objective

- ✧ The objective of this paper is to inculcate the concepts and theories.
- ✧ To impart the techniques of Industrial management.
- ✧ This will enable the students to understand the ramification of Management.

Unit-I Development aspects

Meaning of industrial Economics – scope –important phases of Industrialization – Locational aspects – Theories of Weber, Sargent Florence – Factors affecting Industrial location - Industrial Productivity - Factors affecting Industrial productivity –Production and productivity trends

Unit-II Industrial Demand and Pricing

Concepts – functions – Demand forecasting techniques – methods of pricing the products

Unit-III Industrial Costs and Returns

Implicit and explicit costs – Industrial Budget - objectives and techniques – Rate of Returns

Unit-IV Evaluation and Planning

Job evaluation methods – profit planning – forecasting the profits

Unit-V Project profiles / Evaluation methods and principles

PERT and CPM with case studies.

Reference

1. Dhingara, I.C. 1972. '*Indian Industrial Economy*', New Delhi: S.Chand & Co. Ltd.
2. Ghosh, P.K. & Ghorpade, M.B. 1986. '*Industrial Psychology*', Bombay: Himalaya Publishing House.
3. Khanna, O.P. 1999. '*Industrial Engineering and Management*', New Delhi: Dhana Pat Rai Publications (P) Ltd.
4. Kuchal, S.C. 1966. '*Industrial Economy of India*', Allahabad: Graffanya Publishing House, 1st edn.
5. Mahajan, V.S. 1987. '*Studies in Industrial Economy and India*', New Delhi: Deep & Deep Publications.
6. Narayan, B.N. 1998. '*Industrial Economics*', Ammol Publications (P) Ltd., 1st edn, 1997.
7. Sharma, N.K. 1998. '*Industrial Economics*', Jaipur: Surabhi Publications.
8. Sivayya, K.V. and Das, V.B.M. 1972. '*Indian Industrial Economy*', New Delhi: S.Chand & Co. Ltd.

Paper-IV

Optional-2: AGRICULTURAL ECONOMICS

Objectives

- ✧ The Objective of this paper is to understand the structure of agriculture in India and to acquire the Knowledge of various agronomic policies and practices prevailing in Indian farming.

Unit-I

Agriculture – Significance- Relationship between Agriculture and Industry - Agriculture in India (at 2000) – An outline - Land – utilization – various types – cropping pattern irrigation – total water supply – utilization – types of irrigation (to land) – Application of fertilizers – pesticides – results of changing pattern – Agricultural Policy 2000.

Unit-II

Agricultural labour -- conditions – agricultural finance – capital formation – agricultural technology – mechanization

Unit-III

Tamil Nadu agriculture – changing scenario – Agri-Horticulture – Allied activities (detail) – Environmental and problems – deforestation.

Unit-IV

Agricultural farm management – Development of Agriculture – Mono-shifting – Agricultural industry – Agri. Business – a brief history of Principles of Management – Applied in agriculture

Marshall – Diminishing returns – input-output relations

Law of substitution-- input-input relations

Equi-marginal returns – Output-Output relations

Cost principles –opportunity cost – comparative cost – other principles – cost benefit analysis in agricultural crops

Unit-V

Agricultural programme and policies production and marketing – Research – Processing - Storing – Distribution system- Challenges of Genetically modified crops- Bio-Technology- Need for Second Green Revolution.

Reference

1. Mamoria, C.B. 1973, 'Agricultural problems in India', Allahabad: Kitab Mahal,.
2. Kahlon, A.S. & Karamsingh, 1981 'Economics of Farm Management in India, Allahabad: Kitab Mahal.
3. Rajalakshmi, N. 1981, 'Tamil Nadu Economy', Chennai, Business Publishers, 1999.
4. India –2005, Year book.
5. Tamil Nadu – Economic Appraisal Volumes, Chennai.
6. Kisan World, Current Volumes, Coimbatore.
7. Indian Farming, Current Volumes, New Delhi.

Paper-IV

Optional-3: DEVELOPMENT ECONOMICS

Objectives

- ◇ To make students know the social and institutional aspects of development; and,
- ◇ To understand the significance of planning in an economy

Unit I: Economic Growth: Economic growth and development – Factors affecting economic growth: Capital, Labour and Technology: Growth Models – instability of equilibrium; Neo-classical growth models – Two Sector Model – Micro Models.

Unit II: Social and institutional aspects of development: Development and underdevelopment – Perpetuation of underdevelopment; Poverty – Absolute and relative; Measuring development and development gap – Per capita income, inequality of income, Human development index and other indices of development and quality of life – Food security, education, health and nutrition; growth pattern of population.

Unit III: Theories of development: Classical theory of development – contributions of Adam Smith, Ricardo, Malthus and James Mill: Karl Marx and development of capitalistic economy – theory of social change, surplus value and profit; Structural analysis of development; Imperfect market paradigm.

Unit IV: Sectoral aspects of development: Role of agriculture in economic development; Efficiency and productivity in agriculture, New technology and sustainable agriculture; Globalization and agricultural growth; Rationale and pattern of industrialization in developing countries; Terms of trade between agriculture and industry.

Unit V: Trade and Economic Development: International trade as engine of growth; Myrdal thesis vs. free trade: Export-led growth: Balance of payments; Tariffs and effective protection; International economic order; WTO and developing countries.

Books for reference

1. Adelman, I. 1961, *Theories of Economic Growth and Development* (Stanford: Stanford University Press).
2. Brahamananda, P R. and Vakil, C. N. 1956, *Planning for an Expanding Economy* (Bombay: Vora and Co.
3. Grossman, G and Helpman, E. 1991. *Innovation and Growth in the Global Economy* (Cambridge: MIT Press Mass.
4. Gupta, S B., 1988. *Monetary Economics: Institutions, Theory and Policy* (New Delhi: S. Chand and Co.)
5. Kindleberger, C.P. 1977. *Economic Development* (Third Edition) (New York: McGraw Hill).
6. Kuznets, Simon., 1971. *Economic Growth of Nations, Total Output and Production Structure* (Cambridge: Harvard University Press Mass).
7. Myrdal, G., 1957. *Economic Theory and Underdeveloped Regions* (London: Duckworth).
8. Schumpeter, J A., 1949. *The Theory of Economic Development* (Cambridge: Harvard University Press Mass).
9. Sen, A.K., 1990. *Growth Economics* (Ed.) (Penguin, Harmondsworth).
10. Taylor, L. 1979. *Macro Models for Developing Countries* (New York: McGraw Hill).

Paper-IV

Optional-4: ECONOMICS OF SOCIAL SECTOR

Objectives

- ◇ To teach basic concepts of social sector to the students
- ◇ To introduce them to the analytical tools to study some social problems
- ◇ To make them aware of certain social issues viz., Environment, Health & Education

Unit I: Welfare economics, social sectors and environment: Competitive equilibrium; Fundamental theorems of welfare economics; Externalities and market inefficiency –Pareto optimal provision of public goods – Lindahl's equilibrium, common property resources.

Unit II: The theory of environmental policy: Environmental externalities – Pigouvian taxes and subsidies, marketable pollution permits and mixed instruments -The new model of pollution control, Monitoring and enforcement of environmental regulation -Environmental institutions and grass root movements; Global environment –Trade and environment in WTO regime.

Unit III: Natural resource management and sustainable development: Theories of optimal use of exhaustible and renewable resources; Environmental and development trade off and the concept of sustainable development; integrated environmental and economic accounting and the measurement of environmentally corrected GDP; Macroeconomic policies and environment - Environmental laws and their implementation. Social forestry – rationale and benefits.

Unit IV: Economics Of Education: Education as an instrument for economic growth; Human capital - Human capital vs. Physical capital, components of human capital; Cost of Education - expenditure on education, private costs and social costs - Benefits of education - Schultz approach, Education and labour market Economics of educational planning in developing countries with special emphasis on India.

Unit V: Health economics: Health dimensions of development; Determinants of health - poverty, malnutrition and environmental issues; - demand and supply of health care - The concept of human life value; Theory and empirical studies of production of health care; Inequalities in health - class and gender perspectives; Institutional issues in health care delivery.

Books for Reference

1. Mathan, G.R. 2000. Indian Social Problem; New Delhi Sultan Chand & Co.
2. Datt, Rudder and Sundharam, K.P.M. 2005., Indian Economy (Fortieth Revised Edition) (New Delhi: S.Chand and Co Pvt Ltd.).
3. Encyclopedia of Social Science, 2001. (New Delhi: S.Chand and Co Pvt Ltd.).
4. Vidya Bhushan Sachdeva, 2001. Introduction to Sociology New Delhi. Vikas publishers.
5. Indira Gandhi Memorial Trust, 1999. Redefining the Good Society (New Delhi: Wiley Eastern Ltd.).
6. Lutz, Mark and Kenneth Lux, 1999. The Challenge of Humanistic Economics (California The Benjamin/ Cummings publishing Company Inc.
7. Standford, Cedric., 1999. Social Economics (London: Heinemann Educational Books).
8. Le Grand, Julian and Ray Robison 2000. The Economics of Social Problems (London and Basing stoke: The Macmilan Press Ltd.

Paper-IV

Optional-5: INTERNATIONAL ECONOMICS

Objectives

To understand:

- i. Theoretical aspects of International Trade
- ii. The development aspects of international Trade
- iii. Monetary theory of International Trade and
- iv. Policy of Protection and Institutions involved in the International Trade.

Unit-I

Theory of International Trade: Nature and Scope of International Trade -Classical Theory - Hecksher – Ohlin theorem

Unit-II

Trade and Development: Terms of Trade - Gains from Trade -Trade and development

Unit-III

Monetary Theory of International Trade: Balance of Payment -exchange rates determination - International Liquidity and Monetary reforms

Unit-IV

Policy of Protection: Tariffs and non Tariff-quotas - Customs unions

Unit-V

International Financial Institutions: IBRD, IMF, IDA., GATT, WTO, UNCTAD, ECM and Regional integration among developing countries

Reference

1. Mithani, D.M., 1998.: *Introduction to International Economics*. Mumbai: Himalaya Publishing House. 3rd Edn.
2. Francis Cherunilam, 1994. *International Economics*. New Delhi: International Economics. New Delhi: Tata McGraw Hill Co. Ltd., 2nd edn.
3. Gerald M. Meier, 1998: *The International Economics of Development*. New York: Harper & Row Publishers, Rev. edn.
4. Jhingan, M.J. 1998: *International Economics*. Delhi: Virinda Publications (P) Ltd., 4th edn.
5. Kindleberger, C.P. 1996. *International Economics*. Illinois: Richard D Irwin & Inc., 8th edn.

Paper-IV**Optional-6: ECONOMICS OF MARKETING****Objectives**

- To understand the importance of marketing in corporate governance
- To understand the significance of advertising on sales

Unit I

Marketing Function : Marketing Concepts – marketing Systems – Other Functions in the Organizations.

Unit II

Marketing Strategy : Market planning and Market programming – Consume Behavior Modes – marketing Strategies – Marketing Mix – Producer Policy.

Unit III

Marketing Organisation : product Management – Sales Management – Selling Vs Marketing – Salesmanship – Sales Forecasting.

Unit IV

Marketing Research : Marketing Research Process – organizing- Marketing Research Functions – Techniques and Tools of Market Research and Research Design.

Unit V

Advertising : Advertising – Objectives – Preparing Advertisement Plan – Strategy Development – message, Media Decisions and Media decisions and Media selection.

References

1. Philip Kotler, 1995. Marketing Management. 1st edition, Prentice Hall of India Private Ltd, New Delhi.
 2. Beri, G.C. 2000. Marketing Research. 3rd edition. Tata McGraw-Hill Publishing Company Ltd. New Delhi.
 3. Pillai Begavathi, R.S.N. 2000. Modern Marketing: Principles and Practices. S.Chand & Company Ltd, Ram Nagar New Delhi.
 4. Aaker Kumar, 2000. Day Marketing Research- 7th ed. 2000. John Wiley & Sons Inc, New York.
 5. Donald S. Tull, 2000. Deli. Hawkins- Marketing Research Measurement and Method - 6th edition. Prentice Hall of India Private Ltd., New Delhi.
 6. Sharma, D.D. 2001. Marketing Research Principles, Applications and Cases. Sultan Chand & Sons, New Delhi.
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