



KRISHNA UNIVERSITY

MACHILIPATNAM

BORAD OF STUDIES 2024-25

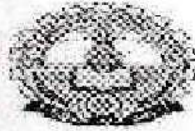
**B.A Honours (Economics) SEMESTER –
V to VIII & Skill Enhancement Courses**

MEETING HELD ON

19-04-2025

(ONLINE)

Through Google Meet

**KRISHNA UNIVERSITY****MACHILIPATNAM**

No.KRU/AAC/UG BOS Meetings/to finalise V to VIII semester syllabus/2024-25 Dt:13-03-2025

PROCEEDINGS OF THE VICE – CHANCELLOR**Present: Prof. K. Ranji****Sub: - UG BOS meetings for finalising syllabus for V to VIII semesters in various UG Programs - orders -- Issued.****Ref: - 1. The Vice-Chancellors Note Orders Dt:11.03.2025, Computer. No.:2726469
2726469, File No.:SCHB-KRU/122/2025-KU-EHE73 SCHE-KRU/122/2025-KU-EHE73.****-oOo-****ORDER:**

The Vice-Chancellor is pleased to issue orders for conducting BOS meetings with the members of the Board of studies for various UG programs such as BA, B.Sc, B.Com, BCA, BBA etc., so as to finalise the resolutions, syllabus, model question papers and any other related matters for all UG Programmes, from V to VIII semesters, along with the Skill Enhancement Courses (SECs) in the VII & VIII semesters.

The director, Academic Audit Cell, Krishna University is authorized to communicate with the said BOS members to hold the BOS meetings, in the **online mode** to finalise the resolutions, syllabus, model question papers and any other related matters. The chairpersons of the board of studies may facilitate the BOS meetings by communicating and coordinating with the other members of BOS. After the meeting is over, all the relevant documents with signatures are to be submitted to the office of the academic audit cell, in both hard and soft forms for further processing, along with the filled-in claim forms within **30 days** from the date of this order.

The Vice-Chancellor has also permitted to pay sitting allowance, through online/NEFT payment for all the members of the BOS attending online BOS meeting, from the "Affiliation Account" for the financial year 2024-25.

(BY ORDER)

S/d

REGISTRAR (I/C)

Copy to:

1. PA to the Vice Chancellor
2. PA to the Registrar
3. To the Dean of Law
4. File

Digitally signed by
Nekkalepudi Usha
Date: 13-03-2025
16:10:09

S/d

REGISTRAR (LC)

Copy to:

1. PA to the Vice Chancellor
2. PA to the Registrar
3. To the Dean of Law
4. File

Digitally signed by
Nekkalapudi Usha
Date: 13-03-2025
16:10:09

KRISHNA UNIVERSITY

Prof. N. Usha
REGISTRAR (I/C)
 Rudravaram
 Machilipatnam-521004.
 Mobile: 9440130569
 Email: registrar@krishna.ac



No.KRU/AAC/Board of Studies/Economics/2025

Dated:01-04-2025

Subj: KU – Academic Audit – The constitution of the UG Board of Studies (BoS) members in Economics for the approval of the Under Graduation (UG) CBCS syllabus w.e.f 2023-24 (APSCHE-AC-Revision of syllabus under CBCS with effect from 2023-24 syllabus) – Reg.

Read: Note order's of the Vice-Chancellor, dt: 27-03-2025

-oOo-

ORDER:

In accordance with the provisions contained by the Krishna University act No.29 of 2008 of A.P. Govt., Hon'ble Vice-Chancellor is pleased to partially modify the UG Board of Studies in Faculty of Economics with the following members.

| UG BOARD OF STUDIES FOR ECONOMICS | | |
|--|--|--------------------|
| S.No. | Name of the Faculty | Designation |
| 1 | Dr. P. Subhasini TSR&ERR GOVT Degree college, Pannuru, Mobile: 9499113805, E-Mail: psubhasini06@gmail.com | Chairman |
| 2 | Dr. Sk Karimulla Dr.Lakshmidayathinreddy Government Degree College, Mylavaram Mobile: 9182674292, E-Mail: karimpadug@gmail.com | Member |
| 3 | N John Sukumar SRK & CVR Government Degree College (A), Vijayawada Mobile: 9440506282, E-Mail: sckumar03@gmail.com | Member |
| 4 | Dr. Ch Surya Prakash Rao P. B. Siddhartha College of Arts & Science Mobile: 9306229847, E-Mail: suryaprakashao1966@gmail.com | Member |
| 5 | Dr.A Venka Kumar Lecturer in Economics Govt.Degree College, Avanigadda Mobile: 8955049790, E-Mail: venakumar895@gmail.com | Member |
| 6 | B Raghavendra Rao Boudada Group of Industries Pvt. Ltd Mobile: 9966365050 | Industrialist |
| 7 | T. Meghana Class: HBA Dr.LHR Government Degree College Mylavaram Mobile: 7283975539, Email: meghanaashubashini@gmail.com | Student Member-1 |
| 8 | Sankar Nayak Class: HBA Dr. LHR Government Degree College, Mylavaram Mobile: 8186952063 | Student Member-2 |

The term of office of all the members including the chairman of Board of studies until further orders with effect from the date of the order or until the new boards of studies constituted.

These orders shall come in to force with immediate effect.

(BY ORDER)

Sd/
REGISTRAR (I/C)

Copy to:

The Chairperson & all members of UG Board of Studies of the above
 All Directors and Principals of the University and Constituent Colleges/Units
 P.A.'s to Vice-Chancellor/Registrar KRU
 Accounts Section/Establishment Section
 File.




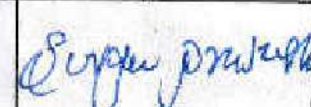
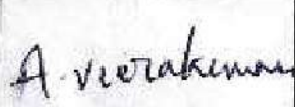



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Krishna University, Machilipatnam
Board of Studies Meeting

Minutes of the Meeting of the UG Board of Studies in the Subject of B.A.
Honors in Economics Courses Semester V to VIII Syllabus

As per the Proceedings of the Vice Chancellor Krishna University, Machilipatnam The Department of Economics was conducted the meeting of the UG Board of Studies in the Subject of Economics under B.A., Honors single major along with the skill enhancement courses (SEC) with effect from 2023-24 Revision of syllabus under CBCS held at 10.45 A.M. on 19-04-2025 through zoom meeting (online).

The following Members attended the meeting:

| UG BOARD OF STUDIES FOR B.A. HONOURS ECONOMICS COURSES | | |
|--|--|---|
| MEMBER | NAME & DESIGNATION | SIGNATURE |
| CHAIRMAN | Dr. P. Srinivasulu TSR & FRR Government Degree College, Pamaru Mobile: 9490113805, E-Mail: sreddyapalagulla@gmail.com |  |
| MEMBER | Dr. Sk Karimulla Dr. Lakireddy Janimireddy Government Degree College, Mylavaram Mobile: 9182674292, E-Mail: karimpach@gmail.com |  |
| MEMBER | N John Sukumar SRR & CVR Government Degree College (A), Vijayawada Mobile: 9440506282, E-Mail: sukumamj@gmail.com |  |
| MEMBER | Dr. Ch Surya Prakash Rao P. B. Siddhartha College of Arts & Science Mobile: 9346229847, E-Mail: suryaprakashrao1966@gmail.com |  |
| MEMBER | Dr. A. Veera Kumari Lecturer in Economics Government Degree College, Avanigadda Mobile: 8985059796, Email: veerakumari898@gmail.com |  |
| INDUSTRIALIST | B Ragavendra Rao Bondada Group of Industries Pvt. Ltd Mobile: 9966365050 |  |
| STUDENT MEMBER 1 | T. Meghana Class: II BA Dr. LHR Government Degree College, Mylavaram Mobile: 7288975539, E-Mail: megghanaditadi@gmail.com |  |
| STUDENT MEMBER 2 | Sankar Nayak Class: II BA Dr. LHR Government Degree College, Mylavaram |  |




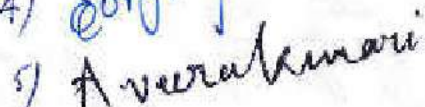
Agenda:

- Item 1: Approval of Syllabus for Semester V to VIII for the Academic Year 2025-2026
- Item 2: Approval of blue print and model question papers
- Item 3: Approval of division of marks for internal assessment.
- Item 4: Any other item with the approval of the Chair.

Resolutions:

The members of the Board of Studies for B.A. Honors with effect from 2023-2024 in Economics Semester- V to VIII Courses of Krishna University held its meeting at 10.45 A.M on 19.04.2025 through Zoom meeting (online) and made the following resolutions unanimously.

1. It is resolved to adopt and implement the syllabi for the core subjects as appended hereunder for the V to VIII semesters along with skill enhancement courses only.
2. The Board of Studies unanimously resolved to have 30 Marks allocated for the Continuous Internal Assessment (CIA) in the colleges and 70 Marks allocated for semester end examinations to be held by Krishna University.
3. The Board of Studies Unanimously resolved the model question paper with its scheme of distribution of marks as laid down hereunder.
4. The BoS also came out with a model question paper 4 Marks & Essay Questions for 10 Marks as envisaged in the attached blueprint of the question papers attached herewith.

- 1) P. S. A.
- 2) 
- 3) 
- 4)  Sangeeta Prasad
- 5)  A. V. Lakshmi

ONLINE MEETING PHOTOS



Meet

hsh-zhiv-xqt
meet.google.com

BOS MEETING FOR V-VIII
SEMESTER SYLLABUS APPROVAL

Saturday, April 19 - 10:45 -
11:45pm

Time zone: Asia/Kolkata

Google Meet joining info

Video call link: <https://meet.google.com/hsh-zhiv-xqt>

Or dial: (US) +1 541-797-0379 PIN
199 196 913#

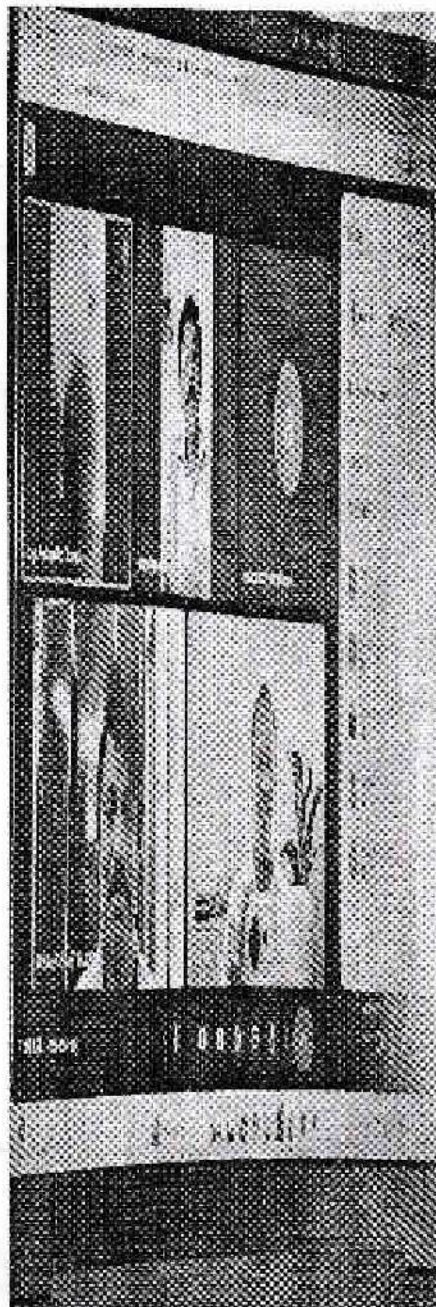
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Sir/Madam

As per the proceedings of Vice chancellor there will be online meeting on 19.04.2025 for preparing and finalising the UG single Major subjects in Economics for V Semester to VIII Semester along with SEC (Skill Enhancement Courses)

In this connection I request all the BOS members kindly to attend the meeting without fail.

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ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

Programme: B.A. Honours in Economics (Major)

w.e.f. AY 2023-24

COURSE STRUCTURE

| Semester | Course Number | Course Name | No. of Hrs/Week | No. of Credits |
|--------------|---------------|--|-----------------|----------------|
| Semester-I | 1 | Fundamentals of Social Sciences | 4 | 4 |
| | 2 | Perspectives on Indian Society | 4 | 4 |
| Semester-II | 3 | Microeconomics | 4 | 4 |
| | 4 | Mathematical Methods for Economics | 4 | 4 |
| Semester-III | 5 | Macroeconomics | 4 | 4 |
| | 6 | Economic Thought and Political Economy | 4 | 4 |
| | 7 | Development Economics | 4 | 4 |
| | 8 | Public Economics | 4 | 4 |
| Semester-IV | 9 | India and A.P Economy | 4 | 4 |
| | 10 | Statistical Methods for Economics | 4 | 4 |
| | 11 | International Economics | 4 | 4 |
| Semester-V | 12 | Entrepreneurship and MSMEs | 4 | 4 |
| | 13 | Insurance Services | 4 | 4 |
| | 14 A | Retail and Digital Marketing (OR) | 4 | 4 |
| | 14 B | Inferential Statistics and Software Packages | 4 | 4 |
| | 15 A | Farmer Producer Organizations (OR) | 4 | 4 |
| | 15 B | Project Designing and Report Writing | 4 | 4 |
| Semester-VI | Internship | | | |
| Semester-VII | 16 A | Advanced Microeconomics (OR) | 4 | 4 |
| | 16 B | Industrial and Infrastructural Economics | 4 | 4 |
| | 17 A | Advanced Macroeconomics (OR) | 4 | 4 |

| | | | | |
|---------------|------|--|---|---|
| | 17 B | Agricultural Economics | 4 | 4 |
| | 18 A | Environmental Economics (OR) | 4 | 4 |
| | 18 B | Economics of Education and Health | 4 | 4 |
| | SEC | | | |
| | 19 A | Econometrics (OR) | 4 | 4 |
| | 19 B | Social Entrepreneurship | 4 | 4 |
| | 20 A | Computer Application for Economic Analysis (OR) | 4 | 4 |
| | 20 B | Marketing Research | 4 | 4 |
| Semester-VIII | 21 A | Advanced Theories in Development Economics (OR) | 4 | 4 |
| | 21 B | Gender and Social Economics | 4 | 4 |
| | 22 A | Contemporary Developmental Issues in Indian Economy (OR) | 4 | 4 |
| | 22 B | Constitutional Economics | 4 | 4 |
| | 23 A | Contemporary Developmental Issues in Andhra Pradesh Economy (OR) | 4 | 4 |
| | 23 B | Behavioral Economics | 4 | 4 |
| | SEC | | | |
| | 24 A | Investment Analysis and Portfolio Management (OR) | 4 | 4 |
| | 24 B | Cooperative Economics | 4 | 4 |
| | 25 A | Experimental Economics (OR) | 4 | 4 |
| | 25 B | Corporate Social Responsibility | 4 | 4 |

Program Objective: This program is to impart the knowledge and skills among the students in the field of economics as major along with skills in languages and selected minor subject.

Program Outcomes:

PO 1: Learn basic concepts, principles and theories in economics

PO 2: Analyse issues in current economy at different levels

PO 3: Acquire employability and research skills in the field of economics

PO 4: Gain knowledge to understand the society around

PO 5: Learn soft and life skills for effective communication and personality development

1) P.L.

2) Gabe

3) G

4) Gorge pr...

5)

6) GRR

7)

SEMESTER-V

COURSE 12: ENTREPRENEURSHIP AND MSMEs

Theory

Credits: 4

4 hrs/week

Course Objective: To equip the students with knowledge and understanding on Concepts/theories of entrepreneurship and provide needy skills through various appropriate concepts to establish and promote enterprises.

Course Learning Outcomes:

Upon completion of this course, students shall be able to achieve the following outcomes:

CO1: Explain the basic theories and essentials of entrepreneurship

CO2: Apply the theories of entrepreneurship to the conditions of local areas and formulate appropriate business ideas.

CO3: Identify and analyze the entrepreneurship opportunities available in local area

CO4: Demonstrate practical skills that will enable them to identify various funding sources

CO5: Identify and evaluate the performance of local case studies by understanding the role of various supporting institutions under the existing regulations

Unit-I: Entrepreneurship: Concept and Theories

- Concept and Importance of Entrepreneurship
- Theories of Entrepreneurship: Innovations, X-Efficiency, Risk Bearing
- Women Entrepreneurship
- ECOPRENEURSHIP.

Unit-2: Entrepreneurship and Business Planning

- Entrepreneurial Ecosystem: Factors, Problems and Challenges
- Process of Identification of new Entrepreneurship Opportunities
- Formulation of Business Planning for Entrepreneurship.
- Entrepreneurship Opportunities in Rural and Urban Areas

Unit 3: MSMEs and new Entrepreneurship Opportunities

- Features of Micro Small Medium Enterprises (MSMEs)
- Cluster Development Approach and Leveraging Technology for MSMEs
- Problems and Challenges of MSMEs
- New Entrepreneurial Opportunities : Organic Farm Products, Food and Beverages, Sanitary and Health Products, Craft Products, Tourism and Hospitality Services, Consultancy Services and Event Management, Logistic services

Unit- 4: Financing and Marketing

- Importance and Sources of Financing the Entrepreneurship and MSMEs; Procedures to obtain formal loans from Banks and other Institutions
- New avenues of Finance: Crowd Funding and Venture Capital; Preparation of Detailed Project Report for obtain Loan
- Marketing of products: Market Survey, Demand Forecasting, Marketing Strategies, Branding, Planning and Promotion, Digital and Social Media Marketing
- Public Procurement Policy to purchase MSME Products

Unit 5: Institutional Support and Case Studies

- Institutions and Programmes of Skill training; Government Schemes for promotion of Entrepreneurship and MSMEs
- Government Schemes for promotion of Entrepreneurship and MSMEs: STARTUP INDIA, STANDUP INDIA, PMKVY, PLI etc.
- Rules and Procedures to start Entrepreneurship Firm
- Discussion of two different types of Case Studies related to Entrepreneurship/MSME with local relevance.

References:

1. Gordona, E and N. Natarajan: *Entrepreneurship Development*, Himalaya Publishing House Pvt Ltd, Mumbai, 2017.
2. Sharma Sudhir, Singh Balraj, Singhal Sandeep, *Entrepreneurship Development*, Wisdom Publications, Delhi, 2005.
3. NITI Aayog: *Report of Expert Committee on Innovation and Entrepreneurship*, New Delhi, 2015. https://niti.gov.in/writereaddata/files/new_initiatives/report-of-the-expert-committee.pdf
4. VardhamanMahavir Open University, *Entrepreneurship Development & Small Scale Business*, Kota. <http://assets.vmoou.ac.in/BBA12.pdf>
5. IGNOU: *Marketing for Managers*, New Delhi. <http://egyanankosh.ac.in/handle/123456789/4271>
6. Reserve Bank of India: *Report of Expert Committee on Marginal, Small, Medium Enterprises*, Mumbai, 2019. <https://www.rbi.org.in/Scripts/PublicationReportDetails.aspx?UrlPage=&ID=924>
7. <https://nimsmo.org>
8. MANAGE: *Agri-Business and Entrepreneurship Development*, Course Material AEM-202, 2013. <https://www.manage.gov.in/pgdaem/studymaterial/aem202.pdf>
9. NABARD: *Model Bankable Farming on Hi-Tech Agriculture, Green Farming*, 2015. [https://www.nabard.org/demo/auth/writereaddata/ModelBankProject/1612162301Precision_farming_for_vegetable_cultivation_in_Kerala_\(E\).pdf](https://www.nabard.org/demo/auth/writereaddata/ModelBankProject/1612162301Precision_farming_for_vegetable_cultivation_in_Kerala_(E).pdf)

Co-Curricular Activities:

a) Mandatory (*Training of students in the related skills by the teacher for a total 10 Hours*)

1) For Teacher: Training of students by teacher in the classroom and in the field for a total of not less than 10 hours on skills and hands on experience like identification business product, making business plan, preparing DPR for loan, application for bank loan, marketing survey, marketing a product etc pertaining to any type of urban entrepreneurship of local relevance and make a field visit to any one such unit. The expertise of practicing rural entrepreneurs can be utilized for this purposes.

2) For Student: Students shall visit and understand the functioning of urban entrepreneurship of their interest in the local area. They shall write their individual observations in the given format, not exceeding 10 pages, and submit to the teacher, as Fieldwork Report.

3) Suggested Fieldwork Format (*Report shall not exceed 10 pages*):

Title Page, Student Details, Acknowledgments, Index page, Objectives, Step-wise process, Findings, Conclusion & References.

4) Max Marks for Fieldwork Report: 05

5) Unit Tests/Internal Examinations.

Suggested Activities:

Unit-1: Invited Lecture on women entrepreneurship and note making deliberation made from the lecture

Unit-2: Field trip to local industry and report submission

Unit-3 Assignment on problems and challenges of MSMEs

Unit-4: Group discussion on crowd funding

Unit-5: Seminar on various government schemes for promotion of entrepreneurship

Note: For the latest topics which have no formal material available, the teacher is expected to prepare own material by using multiple latest sources and practical knowledge.

1) *[Signature]*

2) *[Signature]*

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SEMESTER-V

COURSE 13: INSURANCE SERVICES

Theory

Credits: 4

4 hrs/week

Course Objective: This course aims to enlighten the students with the fundamental Concepts of insurance services and practical dynamics, skills needed to work in Insurance sector.

Course Learning Outcomes:

Upon completion of this course, the students shall be able to achieve the following learning outcomes

CO1: Explain the concept and principles of insurance service and functioning of insurance service agencies.

CO2: Understand different life insurance products.

CO3: Identify the need for general Insurance and different general insurance products.

CO4: Demonstrate practical skills to enable them to start insurance service agency or earn wage employment in it.

CO5: Evaluate the performance of local case studies by understanding customer mindset and the role of various supporting institutions under the existing regulations

Unit 1: Insurance Concept and Principles

- Concept of Risk and Uncertainty, Risk Classification
- Insurance: Concept, Importance and Types
- Principles of Insurance
- Insurance Regulations in India, Role of IRDA; Scope for Insurance Business in India

Unit 2: Life Insurance and Products

- Life Insurance: Nature and Features
- Major Life Insurance Companies in India
- Important Life Insurance Products/policies and their Features: Conventional, Unit Linked, Annuities, Group Policies, Micro Insurance

Unit 3: General and Health Insurances and Products

- General Insurance: Nature, Features and Types
- Major General Insurance Companies in India: Important General Insurance Products/Policies and their Features; Role of Surveyor
- Health Insurance: Nature and Features; Role of Medical Examiner in issuing Insurance policy
- Health Insurance Companies in India; Major Health Insurance Products/policies and their Features: Individual, Family, Group

Unit 4: Practicing as an Insurant Agent

- Insurance Contract and Terms of Insurance Policy
- Registration of Insurance Agent/Agency with the Company
- Procedure to issue a Policy: Application and Acceptance; Policy Lapse and Revival; Premium Payment, Assignment, Nomination and Surrender of Policy, Policy Claim
- Important Websites and Apps of Insurance in India

Unit 5: Understanding the Customer and Case Studies

- Insurance Customer and Categories
- Understanding Customer Mindset and Satisfaction
- Addressing the Grievances of the Customer, Ethical Behavior in Insurance, Moral Hazard
- Discussion of two different Case Studies related to Life or General or Health Insurance Services

References:

1. Insurance Institute of India; *Principles of Insurance (IC-01)*, Mumbai, 2011.
2. Insurance Institute of India; *Practice of Life Insurance (IC-02)*, Mumbai, 2011.
3. Insurance Institute of India; *Practice of General Insurance (IC-11)*, Mumbai, 2011
4. G. Dionne and S.H. Harrington (Eds.): *Foundations of Insurance Economics*, Kluwer Academic Publishers, Boston, 1997.
5. <https://www.irdai.gov.in>

Co-Curricular Activities:

a) Mandatory (*Training of students in the related skills by the teacher for a total 10 Hours*)

1) For Teacher: Training of students by teacher in the classroom and in the field for a total of not less than 10 hours on skills and hands on experience like explaining the details of an insurance policy to a customer – life, health and general policy, filling up application for a policy, calculation of premium and claim, make use of important websites and apps etc. pertaining to insurance and make a field visit to any insurance organization in local area. The expertise of practicing insurance agent or trainer can be utilized for this purposes.

2) For Student: Students shall visit and understand the functioning of insurance agency of their interest in the local area. They shall write their individual observations in the given format, not exceeding 10 pages, and submit to the teacher, as Fieldwork Report

3) Suggested Fieldwork Format (*Report shall not exceed 10 pages*):

Title Page, Student Details, Acknowledgments, Index page, Objectives, Step-wise process, Findings, Conclusion & References.

4) Max Marks for Fieldwork Report: 05

5) Unit Tests/Internal Examinations.

Suggested Activities:

Unit-1: Assignment on importance of insurance in India

Unit-2: Seminars on types of life insurance products

Unit-3: Quiz on concepts covered till unit 3

Unit-4: Role play on being an insurance agent

Unit-5: Case studies / Article reading activity on issues of insurance sector

Note: For the latest topics which have no formal material available, the teacher is expected to prepare own material by using multiple latest sources and practical knowledge.

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SEMESTER-V

COURSE 14 A: RETAIL AND DIGITAL MARKETING

Theory

Credits: 4

4 hrs/week

Course Objective: This course is aimed to give a complete view of the retail marketing and a comprehensive examination of the retail environment in both physical and digital arena.

Course Learning Outcomes:

Upon completion of this course, the students shall be able to achieve the following outcomes:

- CO1: Explain the concepts and principles about the retail and digital marketing
- CO2: Identify and analyse the opportunities related to retail and digital marketing available in the local area
- CO3: Examine the strategies in retail marketing
- CO4: Demonstrate the practical skills in applying digital marketing strategies
- CO5: Evaluate different marketing models

Unit- 1: Concept Of Marketing

- Marketing: Concept and Types; Marketing Mix; Marketing Strategies
- Marketing Segmentation; Marketing Organizations; Marketing Research
- Pricing Policies and Practices
- Major Players in Retail and Digital Market in India

Unit- 2: Understanding Product and Consumer

- Product Marketing Types; Product Decisions and Strategies
- Product Life Cycle; Factors of Consumer Behaviour
- Understanding Indian Consumer, Strategies of persuading the Consumer
- Sale Promotion: Advertisement, Branding and Packaging

Unit- 3: Retail Marketing

- Concept and Types of Retail Marketing
Big and Small Retail Markets, Retail Marketing Mix
- Retail Marketing Strategies; Essentials of Successful Retail Marketing
Multichannel Retailing
- Store Management
- Shopping Market Dynamics

Unit -4: Digital Marketing

- Digital Marketing: Concept and Types: Telemarketing, Online or e-tailing; Essentials of Digital Marketing
- Difference between Physical Retail and Digital Marketing; Digital Marketing Channels
- Major players in Digital Marketing and their Marketing Strategies; Customer Behaviour in Digital Marketing
- Tools and Apps of Digital Marketing

Unit- 5: Marketing Models and Case Studies

- Marketing Models of Retail and Digital Market Companies/Shops: Global, National and Local levels
- Discussion of two different types of Case Studies related to physical Retail Marketing.
- Discussion of two different types of Case Studies related to Digital Marketing

References:

1. Venkatesh Ganapathy: *Modern Day Retail Marketing Management*, Bookboon Company, 2017. <https://mmimert.edu.in/images/books/modern-day-retail-marketing-management.pdf>
2. Prashant Chaudary: *Retail Marketing in the Modern Age*, Sage Publication, 2019
3. Jerny Kagan and Siddarth Shekar Singh: *Digital Marketing & Tactics*, Wiely Publishers, 2020.
4. Digitalmarketer: The Ultimate Guide to Digital Marketing. <https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf>
5. NITI Aayog: *Connected Commerce: Creating a Roadmap for Digitally Inclusive Bharat*, 2021. <https://niti.gov.in/writereaddata/files/Connected-Commerce-Full-Report.pdf>

Co-Curricular Activities:

a) Mandatory (*Training of students in the related skills by the teacher for a total 10 Hours*)

1) For Teacher: Training of students by teacher in the classroom and in the field for a total of not less than 10 hours on skills and hands on experience like marketing research, product life cycle analysis, preparing marketing model, behavior with customer, store management, use of important digital marketing websites and apps etc. pertaining to retail and digital marketing organization and make a field visit to any one such unit in local area. The expertise of practicing marketing persons can be utilized for this purposes.

2) For Student: Students shall visit and understand the functioning of retail and digital marketing organization in their local area. They shall write their individual observations in the given format, not exceeding 10 pages, and submit to the teacher, as Fieldwork Report

3) Suggested Fieldwork Format (*Report shall not exceed 10 pages*):

Title Page, Student Details, Acknowledgments, Index page, Objectives, Step-wise process, Findings, Conclusion & References.

4) Max Marks for Fieldwork Report: 05

5) Unit Tests/Internal Examinations.

Suggested Activities:

Unit-1: Invited Lectures with academic experts and practicing marketing persons

Unit-2: Hands on experience by field experts on digital marketing

Unit-3: Assignments on physical retail marketing

Unit-4: Debates on related topics ex. Case studies of local relevance

Unit-5: Seminars, Group discussions, Quiz, etc. on related topics

Note: For the latest topics which have no formal material available, the teacher is expected to prepare own material by using multiple latest sources and practical knowledge.

1) *Plan*

2) *Do*

3) *Check*

4)

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SEMESTER-V

COURSE 14 B: INFERENCE STATISTICS AND SOFTWARE PACKAGES

Theory

Credits: 4

4 hrs/week

Course Objective: This course provides theoretical knowledge and practical skills about various inferential statistics such as probabilities, test of significance, multiple regression and also skill for using software like MS Excel and SPP for data analysis.

Course Learning Outcomes:

Upon completion of this course, students shall be able to achieve the following outcomes:

- CO1:** Interpret the concept and theory of probability
- CO2:** Analyse and apply the different probability distributions
- CO3:** Learn and Demonstrate the skills on various tests of significance
- CO4:** Learn and use of multiple regression model in economics
- CO5:** Use Excel sheets and SPSS package to analyse the data and derive the results

Unit 1: Concept and Theories of Probability

- Concept and Definitions of Probability: Classical or Mathematical and Empirical or Statistical Axiomatic Approach to Probability
- Theorems of Probability: Addition and Multiplication (without proofs).

Unit 2: Theoretical Probability Distributions

- Binomial Distribution: Constants (without proof) and Properties and Applications
- Poisson Distribution: Constants (without proof) and Properties and Applications
- Normal Distribution: Constants (without proof) and Properties and Applications
- Standard Normal Distribution, Standard Normal Curve and their Applications

Unit 3: Test of Significance - Large and Small Sample Tests

- Steps involved in Testing of Hypotheses; Testing the difference between Means and Proportions
- Large Sample or Z-Test, Small Sample Tests, Difference between them
- Applications of Student's t-test, χ^2 test, F-test
- One way and Two way

Unit 4: Linear Multiple Regression Model

- Three Variable Linear Multiple Regression Model: Notation, Assumptions
- Estimation of Partial Regression Coefficients – Interpretation of Regression coefficients

- Testing the coefficients: t-test, p-value
- Coefficient of Determination: R^2 and adjusted R^2

Unit 5: Excel and SPSS for Data Analysis

- Excel: Worksheet, Creating Tables, Graphs and Charts
- Mathematical and Statistical Functions in Excel and Data Analysis Pack: Descriptive Statistics, Correlation and Regression
- SPSS: Introduction, Opening Excel files in SPSS, Analysis Tools: Descriptive Statistics
- Estimation of Regression Coefficients using SPSS and their interpretation.

References:

1. S. C. Gupta: Fundamentals of Statistics, Himalaya Publishing House, Bombay, 1982.
2. S. P. Gupta: *Statistical Methods*, S. Chand & Company, New Delhi, 2000.
3. K. V. S. Sharma : *Statistics Made Simple: Do it yourself on PC. (Second edn.)* Prentice
4. Hall of India, New Delhi, 2010.
5. తెలుగు అకాడమీ ప్రచురణ "పరిమాణాత్మక పద్ధతులు"
6. B. N. Gupta: *Statistics Theory and Practice*, Sahitya Bhavan, Agra, 1992.
7. Goon A.M., M. K. Gupta and B. Dasgupta: *Fundamentals of Statistics*, Vol.1, The World Press, Ltd, Calcutta, 1975.
8. Nagar, A.L. and R. K. Das: *Basic Statistics*, Oxford University Press, New Delhi, 1996.
9. D N Elhance, Veena Elhance & B M Aggarwal *Foundation of Statistics*, Kitab Mahal, New Delhi, 2018.
10. Relevant web resources suggested by the teacher and college librarian.

Suggested Activities:

Mandatory (Training of students in the related skills by the teacher for a total 10 Hours)

1) **For Teacher:** Training of students by teacher in the classroom and in the field for a total of not less than 10 hours on skills and hands on experience like calculation and interpretation normal curve, Z-values, t-test, χ^2 test, F-test, ANOVA, regression results, t, p and R^2 values using Excel and/or SPSS. The expertise of practicing persons can be utilized for this purposes.

2) **For Student:** Students shall take up a real time data of any economic organisation or firm and calculate the important statistical tests for the data and write the results with interpretations in the given format, not exceeding 10 pages, and submit to the teacher, as Fieldwork Report

3) **Suggested Fieldwork Format** (*Report shall not exceed 10 pages*):

Title Page, Student Details, Acknowledgments, Index page, Objectives, Step-wise process, Findings, Conclusion & References.

4) Max Marks for Fieldwork Report: 05

5) Unit Tests/Internal Examinations.

Suggested Activities

Unit-1: Assignment on concept and theory of probability

Unit-2: Group discussion on comparison of various probability distribution theories

Unit-3: Exercises on solving various tests of significance

Unit-4: Project on application of multiple regression model to given a data set

Unit-5: Practical sessions on use of Excel and SPSS for data analysis.

1) P.L. 4.4

2) 

3) 

SEMESTER-V

COURSE 15 A: FARMER PRODUCER ORGANISATIONS

Theory

Credits: 4

4 hrs/week

Course Objective: This course aims to equip the students with the knowledge and understanding on Concepts/theories of FPOs in Indian context and skills needed to promote and manage FPOs in rural agricultural arena.

Course Learning Outcomes:

Upon completion of this course, the students shall be able to achieve the following outcomes:

- CO1:** Explain the concept and organization of FPO and its economic activities
- CO2:** Identify and analyse the opportunities related to FPO in local rural area
- CO3:** Apply the concepts to the identified FPO related opportunities available in the local area and formulate business ideas.
- CO4:** Demonstrate practical skills that will enable them to identify finance sources and strategies for marketing
- CO5:** Evaluate the performance of local case studies by understanding the role of various supporting institutions under the existing regulation

Unit 1: Concept of FPOs and Importance

- FPO: Concept, importance and Types
- Organizational structure and Functions of FPO; Ecosystem required for FPO
- Role of FPOs in present Indian Agricultural Development
- Factors, Problems and Challenges of FPOs in India.

Unit 2: Establishing FPOs and Collaborations

- Situation Analysis and Mobilizing Farmer Producers for FPO
- Rules and Regulation related to FPOs, Procedures to start FPO, Infrastructure required for FPO
- Collaboration with Other Organizations
- Training and Capacity Building to Persons in FPO; Managing Financial Accounts of FPO

Unit 3: Economic Activities and Business Planning of FPOs

- Economic Activities undertaken by FPO: Input Purchase, Custom Hiring Machines
- Output Business: Procuring, Processing, Storage, Logistics, Marketing, Exporting etc.,
- Product Identification and Value Chain Analysis for FPO
- Business Planning for FPO; Viable Business Models of FPO: Multi-product and Value Added.

Unit 4: Financing and Marketing of FPOs

- Financial Planning in FPO
- Mobilization of Capital from Members, Promoters, Banks and other Funding Agencies
- Marketing of FPO Products: Market Survey, Demand Forecasting, Marketing Strategies, Branding, Planning and Promotion
- Digital and Social Media Marketing

Unit 5: Institutional Support and Case Studies of FPOs

- Institutional Support and Resource Supporting Agencies for FPOs
- Special Roles of NABARD and SFAC
- Government Programmes and Schemes for promotion of FPOs
- Discussion of two important Case Studies related to FPOs with different product or process types of local relevance.

References:

1. NABARD: *Farmer Producer Organisations*, FAQs. Mumbai, 2015. <https://www.nabard.org/demo/auth/writereaddata/File/FARMER%20PRODUCER%20ORGANISATIONS.pdf>
2. NABARD: *FPO e-Learning Module*. https://www.nabard.org/FPO/story_html5.html
3. SFAC: *Formation and Promotion of 10, 000 Farmer Producer Organisations: Operational Guidelines*. New Delhi, 2020. <http://sfacindia.com/UploadFile/Statistics/Formation%20&%20Promotion%20o%2010.000%20FPOs%20Scheme%20Operational%20Guidelines%20in%20English.pdf>
4. FAO: *Course on Agribusiness Management for Producers' Associations*, 2009. <http://www.fao.org/3/i0499e/i0499e00.htm>
5. Richa Govil, Annapurna Neti and Madhushree R. Rao: *Farmer Producer Organisations: Past, Present and Future*. Azim Premji University, Bengaluru, 2020. <http://publications.azimpremjifoundation.org/2268/>

Co-Curricular Activities:

- a) Mandatory (*Training of students in the related skills by the teacher for a total 10 Hours*)
- 1) For Teacher: Training of students by teacher in the classroom and in the field for a total of not less than 10 hours on skills and hands on experience like preparing business model, value chain analysis of any product, application for the support of NABARD, SFAC and any similar supporting organization, financial planning, capacity building form staff and members etc. pertaining to FPO of local relevance and make a field visit to any one such unit. The expertise of practicing FPO persons can be utilized for this purposes.
 - 2) For Student: Students shall visit and understand the functioning of FPO in their local area. They shall write their individual observations in the given format, not exceeding 10 pages, and submit to the teacher, as Fieldwork Report

3) Suggested Fieldwork Format (*Report shall not exceed 10 pages*):

Title Page, Student Details, Acknowledgments, Index page, Objectives, Step-wise process, Findings, Conclusion & References.

4) Max Marks for Fieldwork Report: 05

5) Unit Tests/Internal Examinations.

Suggested Activities:

Unit-1: Group discussion on role of FPOs in agriculture development

Unit-2: Seminars on case studies of successful FPOs

Unit-3: Exercise on Identifying 3 areas of opportunity for FPOs

Unit-4: Field Visit to local FPO and report submission

Unit-5: Quiz on concepts and institutional support for FPO

1) *Field*

2) *Grain*

3) *Grain*

4)

SEMESTER-V

COURSE 15 B: PROJECT DESIGNING AND REPORT WRITING

Theory

Credits: 4

4 hrs/week

Course Objective: This Course is to provide understanding on foundations of research and provide skills in implementing the research project and writing the report.

Course Learning Outcomes:

Upon completion of this course Student shall be able to achieve the following outcomes:

- CO1: Demonstrate the knowledge relating to research, its role in enhancement of Knowledge in social sciences in general and economics in particular
- CO2: Analyse and apply different research methods
- CO3: Formulate a good research design to undertake mini research projects
- CO4: Undertake a field survey by himself/herself to collect relevant data and information
- CO5: Develop capacity to write a simple project report with all relevant components

Unit 1: Foundations of Research

- Meaning and Importance of Research
- Scientific and Social Science Research
- Methods of ensuring Objectivity in Social Science Research
- Limitations of Research in Social Science, Ethics in Research

Unit 2: Methods of Research

- Exploratory and Descriptive Research
- Action Research, Analytical Research
- Evaluation Research, Experimental Research
- Case Study Research, Observational Research
- Participatory Research, Ethnography Research

Unit 3: Planning of Research Project

- Research Problem: Process and Criteria for Selecting a Research Problem
- Review of Theoretical and Related Research Studies
- Choice of Data for Research: Secondary and Primary Data; Census and Sample Data
- Preparation of a Research Proposal; Components of a
- good Research Proposal.

Unit 4: Implementation of a Research Project

- Choice of Schedules and Questionnaire, Pilot Study Field Work and Collection of Data;
- Methods of Qualitative Data collection: Interviews, Observation, Participation
- Group Discussions/Interviews, Projective Techniques
- Editing Data: Graphical and Statistical Analysis of Data using Appropriate Statistical Techniques.

Unit 5: Report Writing

- Types of Research Report; Nature of Language used in Research Report
- Outlines of a good Research Report; Prefatory Items, Body of the Report, References, Bibliography, Appendices
- Ethical values in Research Report, Plagiarism Test
- Components of a good Research Paper

References:

1. C. T. Kurien: *A Guide to Research in Economics*, Sangam Publishers for Madras Institute of Development Studies, Chennai, 1973.
2. O. R. Krishnaswami and M. Ranganatham: *Methodology of Research in Social Sciences*, Himalaya Publishing House, Mumbai, 2018.
3. C. R. Kohari: *Research Methodology: Methods and Techniques*, New Age International (Pvt.) Ltd. Publishers, New Delhi, 2004.
4. K. V. S. Sharma :*Statistics Made Simple: Do it yourself on PC*, (Second edn.) Prentice Hall of India, New Delhi, 2010.
5. John W. Creswell and J. David Creswell :*Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, Sage Publications, New Delhi, 2018.
6. Shanti Bhushan Mishra and ShashiAlok, *Handbook of Research Methodology*, Educreation, Bilaspur, 2017.
7. Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams: *The Craft of Research*, University of Chicago Press, Chicago, 2016.
8. Relevant web resources suggested by the teacher and college librarian.

IV. Co-Curricular Activities:

a) **Mandatory** (Training of students in the related skills by the teacher for a total 10 Hours)

1) **For Teacher:** Training of students by teacher in the classroom and in the field for a total of not less than 10 hours on skills and hands on experience like evaluation of program, selection of research problem, doing literature survey, preparation of research proposal, data editing, graphs and statistics, writing research report and paper etc. and make field visit to study a simple research issue. The expertise of practicing researcher can be utilized for this purposes.

2) **For Student:** Students shall take up small research issue of their interest and visit a field area related to that problem. They shall write their individual observations in the given format, not exceeding 10 pages, and submit to the teacher, as Fieldwork Report

3) **Suggested Fieldwork Format** (*Report shall not exceed 10 pages*):

Title Page, Student Details, Acknowledgments, Index page, Objectives, Step-wise process, Findings, Conclusion & References.

4) Max Marks for Fieldwork Report; 05

5) Unit Tests/Internal Examinations.

Suggested Activities


Unit-1: Group discussion on importance and limitations on social research

Unit-2: Poster presentation or seminar on different types of research methods

Unit-3: Field work in neighborhood on a selected small research topic

Unit-4: Review of a reselcted research thesis or report or paper

Unit-5: Arranging the words in sequence game on parts of report writing

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- 2) 
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SEMESTER-VII

COURSE 16 A: ADVANCED MICROECONOMICS

Theory

Credits: 4

4 hrs/week

Course Objective: The course will cover advanced topics in micro economics where, students will learn about utility and production functions, market models, game theory, and welfare economics.

Course Learning Outcomes:

Upon completion of this course, student shall be able to achieve the following outcomes:

- CO1: Explain advanced concepts and theories related to consumer behaviour, Indifference Curves, risk and uncertainty
- CO2: Analyse advanced concepts and theories of production and distinguish between different production functions
- CO3: Explain different collusive and non-collusive market models.
- CO4: Examine advanced concepts and theories related to distribution
- CO5: Analyse various concepts and theories of equilibrium and welfare.

Unit 1: Consumers Behaviour

- Utility Functions: Direct and Indirect
- Indifference Curves Analysis: Income and substitution effects, Slutsky Theorem, Hicksian Compensated Demand Curve
- Revealed Preference Theory
- Risk and Inter-temporal choice; Decision making under uncertainty: Expected Utility Theory and Prospective Utility Theory in brief

Unit 2: Production

- Production Functions: Cobb-Douglas, CES, Leontief and VES production functions
- Isoquants, Ridge Lines, Isocosts, Least cost combination of inputs
- Technological Progress and the Production function
- Modern Theory of Costs: Saucer shaped, L-shaped and Inverted 'J' shaped cost curves, ; Multi-production firm.

Unit 3: Market

- Non-collusive Oligopoly Market Models: Cournot Model, Chamberlin Models
- Collusive Oligopoly Market Models: Cartels, Mergers, Price Leadership
- Basic Game Theory: Prisoners Dilemma and Non-Cooperative Games
- Managerial Firm Model: Baumol's Sales Revenue Maximization and Marri's Growth Maximisation

Unit 4: Distribution

- Pricing of Factors under Perfect Competition Market
- Pricing of Factors under Imperfect Competition Market
- Euler's Theorem and Product Exhaustion Problem; Hicks-Samuelson Solution to Product Exhaustion Problem in brief
- Pricing of Fixed Factors; Backward Bending Labour Supply Curve; Efficiency Wage Model.

Unit 5: General Equilibrium and Welfare Economics

- Concepts of Partial and General Equilibriums; Pareto Optimality; Market Failures and Externalities
- Fundamental Theorem of Welfare; Social Welfare Function; Kaldor-Hicks Compensation Principle
- Theory of Second Best; Arrow's Impossibility Theorem in brief
- Adverse Selection and Moral Hazard.

References:

1. Sen, A. (1999), *Microeconomics: Theory and Applications*, Oxford University Press, New Delhi. Stigler, G. (1996), *Theory of Price*, (4th Edition), Prentice hall of India, New Delhi.
2. Varian, H. (2000), *Microeconomic Analysis*, W. W. Norton, New York.
3. Mohan, IL (2000), *Microeconomic Analysis*, W. W. Norton, New York.
4. Koutsoyiannis, A. (1979), *Modern Microeconomics*, Macmillan, New Delhi.
5. H.L Ahuja: *Principles of Microeconomics*, S.Chand Publication, New Delhi
6. C. Snyder and W. Nicholson (2010) *Fundamentals of Microeconomics*, Cengage Learning (India), 2010.
7. B. Douglas Bernheim and Michael D. Whinston. (2009) *Microeconomics*, Tata McGrawHill (India).
8. Open-Source Online Materials & Videos: IGNOU, e-PG Pathasala, SWAYM, Khan Academy etc.

Suggested Activities:

Unit 1: Survey to understand consumer preferences and attitudes towards risk, and analyse the results using expected utility theory.

Unit 2: Competitions in diagrammatic explanation of production functions and cost curves

Unit 3: Seminars on different market models

Unit 4: Quiz testing the conceptual understanding of the students relating to pricing of factors.

Unit 5: A group debate on the benefits and drawbacks of government intervention in markets, and analyze the arguments using the concepts of market failures, externalities, and Pareto optimality.

1) P. Singh
2) G. Singh

SEMESTER-VII

COURSE 16 B: INDUSTRIAL AND INFRASTRUCTURAL ECONOMICS

Theory

Credits: 4

4 hrs/week

Course Objective: This course aims to impart knowledge and understanding on applications of economics concepts and theories in industrial and infrastructure sector, new developments in the policy paradigms related to industrial and infrastructure sector.

Course Learning Outcomes:

After completing the course, the student shall be able to achieve the following outcomes:

- CO1: Explain the profile of Indian industry in terms of the growth and modernisation
- CO2: Explain the various theories of industrial location, and labour
- CO3: Analyse the nature and implications of Investment, product pricing, Finance and Policies in Indian industry
- CO4: Examine recent trends in infrastructural development and evaluate their impact on rapid economic development
- CO5: Discuss infrastructural financing models and government policies

Unit-1: Industry and Economic Development

- Factors of Industrialization; Strategies of Industrialization in Developing Countries
- Theory of the Firm: Objectives, Size, Growth of the Firm; Optimum Firm, Factors Determining Optimum Firm
- Forms of Industrial Organization; MSMEs
- Role of Modern Technology in Industrial Development and Industry 4.0 & 5.0.

Unit-2: Theories of Industrial Location and Industrial Labour

- Theories of Industrial Location: Weber and Sargent Florence
- Factors of Industrial Investment
- Industrial Concentration and Measures to Control
- Problems of Industrial Labour, Labour Reforms and New Labour Codes & Implications in India

Unit -3: Industrial Pricing, Finance, Policies & Programmes

- Cost Curves ('U' and 'L' Shape) of Industry and Implications
- New Pricing Strategies of Industry
- Industrial Finance: Types, Sources; Industrial Financial Institutions in India
- New Industrial Policy; National Manufacture Sector Policy in India; Government Programmes for Industrial Development in India

Unit-4: Infrastructure Development: Concept and Models

- Concept of Infrastructure: Types of Infrastructure: Economic, Social and Digital
- Infrastructure and Economic Development
- Infrastructure as a Public Good: Special Characteristics of Public Utilities
- Models of Infrastructure Development: SOC and DPA.

Unit -5 Infrastructural Finance, Policies & Programs




- Infrastructural Finance: Types, Sources and Problems
- PPP Model of Infrastructural Financing: Concept, Importance, Types and Challenges; Special Purpose Vehicle (SPV) Model
- Infrastructural Policies and Programs in India
- Two Case Studies of Best Successful Infrastructural Developmental Projects in India

References:

1. Barthwal, R.R., *Industrial Economics*, Newage International Publishers., New Delhi.
2. Rojer Clarke, *Industrial Economics*, Oxford Publishers.
3. Cherunilam, F.(1994), *Industrial Economics, Indian Perspective* (3rd Edition), Himalaya Publishing House, Mumbai.
4. Economic Surveys
5. Websites of Concern Ministries and Institutions

Suggested Activities:

- Unit-1: Assignments and Student Seminars on theories of Industrial economics
- Unit-2: Web Assignments on industrial concentration
- Unit-3: Poster presentations on industrial development with focus on core industries and MSMEs
- Unit-4: Group projects on growth of industry in the locality/region and its impact on employment and income generation
- Unit-5: Visits to local MSMEs and submission of report on observations.

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SEMESTER-VII

COURSE-17 A: ADVANCED MACROECONOMICS

Theory

Credits: 4

4 hrs/week

Course Objective: This course aims to equip students with knowledge and skills to understand advanced macroeconomic models, consumption and investment theories to analyse their significance in macroeconomic issues and policy responses.

Course Learning Outcomes:

Upon completion of this course, the student shall be able to achieve the following outcomes:

CO1: Compare and contrast different macroeconomic models, consumption theories and explain their significance.

CO2: Explain various theories of investment and interrelation between inflation interest and investment.

CO3: Analyse different post-Keynesian approaches to demand for money

CO4: Critically examine the Neo-classical and Keynesian Synthesis

CO5: Evaluate the Macroeconomic Crises and related Policy Issues.

Unit-1: Macro Economy Models and Consumption

- Micro-foundations of Macroeconomics
- Classical vs Keynesians; New-Classical Theory and New-Keynesians Theory
- Kuznets 's Consumption Puzzle
- Consumption Expenditure Models: Fisher 's Theory of Optimal Inter-temporal Choice, Rational Expectations and Random-walk

Unit-2: Investment

- Theories of Investment: Neo-classical Theory, Keynes Theory, Tobin's 'Q' Theory Finance
- Cost of Capital: Concept, Importance and Components
- Interrelations between Inflation, Interest Rate and Investment
- Policies affecting Investment.

Unit-3: Money and Inflation

- Post-Keynesian approaches to Demand for Money: Patinkin's Real Balance Effect, Baumol Inventory Model, Tobin's Speculative Model, Friedman's Modern Quantity Theory in brief
- Inflation-Unemployment Debate: Theory of Adaptive Expectations, Expectation-Augmented Phillip's Curve, Rational Expectation Model in brief
- Monetary Policy: Objectives, Instruments and Applications
- Lucas' Supply Function; Policy Ineffective Theorem and Lucas' Critique.

Unit-4: Neo-classical and Keynesian Synthesis: IS-LM

- Neo-classical and Keynesian views on Determination and Effects of Interest Rates
- Neo-classical and Keynesian Synthesis: IS-LM Basic Model
- Extension of IS-LM model with government sector, models with labour market and flexible prices
- Fiscal and Monetary Policy in IS-LM Model: Fiscal Policy and Crowding out Effect.

Unit-5: Macroeconomic Policy and Crises

- Macroeconomic Policy: Issues, Target Indicators and Instruments
- Important Macroeconomic Policies: Gradualism vs Shock Therapy Economic Policy, Seingorage Policy and Barro-Ricardo Hypothesis Political Economy of Stabilisation and Adjustment
- Analysis of Economic Crises and Solutions: East Asian Crisis, Global Financial Crises, Sovereign Debt Crisis, Bank Failures, COVID-19 Crisis.

References:

1. D'souza Errol, *Macroeconomics*. Person Publication, New Delhi, 2008.
2. David Romer, *Advanced Macroeconomics*, 4th edition, McGraw-Hill Irwin, 2012.
3. Brian Snowdon and Howard R. Vane. *Modern Macroeconomics: It's Origins, Development and Current State*. Edward Elgar, UK, 2005.
4. Mankiw, N. Gregory, *Principals of Macroeconomics*. Seventh edition, Cengage Learning, 2014.
5. Richard T Froyen, *Macroeconomics - Theories and Policies*, Pearson 2013
6. H.L. Ahuja *Macroeconomics: Theory and Policy Advanced Analysis*, S Chand Publication, New Delhi
7. Open Source Online Materials & Videos: IGNOU, e-PG Pathasala, SWAYM, Khan Academy etc.

Suggested Activities:

- Unit 1: Debate on Classical and Keynesian schools of thought.
- Unit 2: Quiz on theories and concepts of investment
- Unit 3: Poster presentation on post-Keynesian developments on money
- Unit 4: Class room test on shifts in IS-LM curves
- Unit 5: Seminars on different economic crises, such as the East Asian Crisis or the Global Financial Crisis

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2/ P. L. ...

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SEMESTER-VII

COURSE 17 B: AGRICULTURAL ECONOMICS

Theory

Credits: 4

4 hrs/week

Course Objective: This course aims to impart knowledge and understanding on applications of economics concepts in agricultural sector, new developments in the policy paradigms related to agricultural sector, the linkage between agriculture and other sectors of the economy.

Course Learning Outcomes:

On successful completion of the course, the student is expected to perform the following:

- C01: Explain the importance of agriculture in India's economic development with discriminating focus on sub and allied sectors.
- C02: Discuss issues of productivity, production, crop diversification and sustainability in Indian agriculture
- C03: Examine the adequacy of credit and marketing infrastructure in Indian agriculture and suggest improvements
- C04: Justify the need for reforms in agricultural marketing and judge the recent initiatives taken
- C05: Evaluate the national agricultural policy and various programmes for development of agriculture in India

Unit-1: Introduction to Agricultural Economics

- Agricultural Economics: Meaning, Nature and Scope
- Role of Agriculture in Economic Development; Interdependence between Agriculture and Non-Agricultural Sectors
- Agricultural Sub-sectors: Crop Sector & Allied Sectors and their Growing Importance
- Farming Types; Brief Discussion on Emerging Issues of Agricultural Development in India

Unit -2: Agricultural Production in India

- Production Function Analysis in Agriculture & Supply Response
- Agricultural Inputs & Resource Use Efficiency in Agriculture
- Production, Productivity & Growth of Agriculture and Allied Sectors in India; Crop Diversification and its Importance
- Prospects for Sustainable Agriculture: Organic Farming, ZBNF, Precision Farming

Unit -3: Agricultural Credit & Marketing in India

- Agricultural Credit: Types, Problems
- Agricultural Credit Institutions: Role of NABARD in Agricultural Development
- Agricultural Marketing in India: Types & Problems; APMCs; Cooperative Marketing; NAFED & MARKFED
- Emerging Trends in Agricultural Marketing: Aggregators, e-NAM, online platforms, Super Bazar

Unit -4: Agrarian Reforms and New Initiatives in India

- Land Reforms: Green Revolution I, Green Revolution II
- Rainbow Revolution: Green, White, Blue, Yellow, Golden, Silver, Brown, Pink, Grey in brief
- Marketing Reforms: APMCs, e-NAM, Rythu Bazar; Extension Services Reforms;
- Agribusiness; Cooperatives and FPOs.

Unit -5: Agricultural Policy and Programmes, Schemes in India

- National Agricultural Policy; Agricultural Price Policy & MSP
- Programmes and Schemes for Agricultural Development: Public Investment (RKVY, RAFTAAR), Personal Investment DBT: PM KISAN & Rythu Bharosa in AP)
- Programmes and Schemes for Sustainable Agriculture: (PKVY), Irrigation (PMKSY),
- Programmes and Schemes for Crop Insurance: (PMFBY), Soil Health, Extension Services (ICACB, RBKs in AP)

REFERENCES:

1. Sadhu A. Singh Amarjit and Jasbir Singh (2014): Fundamentals of Agricultural Economics, Himalaya Publishing House, Delhi.
2. Bilgrami, S.A.R. (1996), Agricultural Economics, Himalaya Publishing House, Delhi
3. Lekhi R.K. & Joginder Singh: Agricultural Economics, An Indian Perspective, Kalyani Publishers, New Delhi
4. OpenSource Online Materials & Videos: IGNOU, e-PG Pathasala, Economic Surveys, SWAYM, Khan Academy etc.
5. Websites: Ministry of Agriculture and Farmers Welfare, Govt. of India; Department of Agriculture, Govt. of A.P

Suggested Activities:

- Unit-1: Case studies on different aspects of agriculture and allied activities in the local mandal or district.
- Unit-2: Interactive sessions with farming community on practical aspects of theory and policy
- Unit-3: Assignments and Student Seminars on emerging areas of importance in agriculture
- Unit-4: Poster presentations on production and productivity trends in agriculture
- Unit-5: Web Assignments on various revolutions initiated, Debate on Agricultural price policy and scheme

SEMESTER-VII

COURSE 18 A: ENVIRONMENTAL ECONOMICS

Theory

Credits: 4

4 hrs/week

Course Objectives: This course is to equip the skills to analyse and address environmental issues from an economic perspective. Students will learn economic principles and tools to evaluate environmental problems and propose effective policy interventions for environmental sustainability.

Course Learning Outcomes:

Upon completion of this course, the student shall be able to achieve the following outcomes:

CO1: Understand the interconnections between the environment and the economy.

CO2: Explain various environmental issues in global and Indian context.

CO3: Examine the theories that solve the problem of externalities and market failure and ensure optimality in resource allocation

CO4: Use various methods of environmental valuation

CO5: Evaluate policy framework techniques to real-world environmental problem.

Unit 1: Introduction to Environmental Economics:

- Environmental Economics: Definition, Scope and Importance
- Basic Concepts: Nature, Ecology and Environment; Various Environmental Problems
- Environment and Economy linkage; Sustainable Development
- Historical Perspectives of Environmental Economics: Classical, Neo-classical and Modern

Unit 2: Environmental Issues: Global and Indian Context

- Brief review of Literature on Environmental Issues: Silent spring, Limits to Growth
- Environmental Kuznets Curve
- Trade and Environment: Pollution Heavens, Exporting the Pollution
- Environmental Issues in Indian Context

Unit 3: Market Failure and Management of Common Resources

- Pareto Optimality and Market Failures; Externalities
- Types of goods: Public, Private, Club and Common Resources; Tragedy of Commons
- Coase Theorem and Property Rights
- Governing the commons: Production and Management of Common Pool/Property Resources

Unit 4: Environmental Valuation

- Value of Environment: Concept and Types
- Cost Benefit Analysis in Environment Valuation
- Total Economic Valuation Framework; Green Audit

- Techniques of Valuation: Contingent Valuation, Travel Cost Approach, Hedonic Pricing, Replacement Cost method, Benefit Transfer.

Unit 5: Environmental Regulation and Policy measures


- Environmental Protection Instruments: Environmental Ethics & Moral Suasion, Property Rights and Liability Laws
- Environmental Regulations: Direct Command and Control, Market-based Regulation, Pigouvian Tax, Subsidies, Tradable Permits like Quotas & Carbon Trading
- International Treaties on Climate Change: Kyoto Protocol and Paris Agreement in brief; UNFCCC Global Action Plan on Climate Change.
- Environmental Laws and Regulatory Bodies in India; National Action Plan on Climate Change (NAPCC) in India


Reference Books


1. M. Karpagam (2000), *Environmental Economics*, Sterling Publisher Pvt.Ltd, New Delhi.
2. Bromley, D. W. (Ed.), "Handbook of Environmental Economics", Blackwell, 1995.
3. Kolstad, C. D., "Intermediate Environmental Economics", Oxford University Press, 2010.
4. Stern, N., "The Economics of Climate Change: The Stern Review", CUP, 1st Edition, 2007.
5. Charles D. Kolstad (2000), *Environmental Economics*, Oxford University Press, New York.
6. U. Shankar (2000), *Environmental Economics*, Oxford University Press, New Delhi.
7. Hanley, Nick, Shogren, Jason, White, Ben (2007): *Environmental Economics in Theory & Practice*, Pearson.
8. IPCC, "Climate Change 2014: Synthesis Report", IPCC, 2014.
9. Documentary (2017) "Before the Flood" by National Geographic, starring Leonardo DiCaprio
10. Open Source Online Materials & Videos: IGNOU, e-PG Pathasala, Economic Surveys, SWAYM, Khan Academy etc.
11. Websites of UNFCCC, Ministry of Environment, Govt of India, Environment Regulatory Bodies

Suggested Activities:

- Unit-1: Identification of group project on environmental issues in the surrounding area.
- Unit-2: Documentary screening on environmental issues and write up on learnings from it.
- Unit-3: Reading exercise of chapters or articles on environmental issues.
- Unit-4: Conduct surveys using any one environmental valuation techniques to measure the economic value of ecosystem services or environmental damage
- Unit-5: Debates on current environmental issues, such as the effectiveness of carbon taxes
- Group discussions on global issues of environmental concern and India's obligations
- (On COP meetings)

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SEMESTER-VII

COURSE 18 B: ECONOMICS OF EDUCATION AND HEALTH

Theory

Credits: 4

4 hrs/week

Course Objective: This course aims to provide students with understanding of the economic principles, theories, and policy considerations related to the education and health services.

Course Learning Outcomes:

Upon completion of this course, the student shall be able to achieve the following outcomes:

- CO1: Examine the role of social sector in economic development
- CO2: Evaluate the role of education in economic development
- CO3: Understand role of health in economic development
- CO4: Analyse issues in health and education sectors in India
- CO5: Evaluate the government policies for the development of health and education

Unit -1 Social Sector and Economic Development

- Social Sector: Meaning and Components
- Social Sector and Economic Development; Human Capital Theory, Social Overhead Capital, Capability Approach
- Development of Social Sector Pre-Condition for Economic Reforms; East Asian Model
- Market Failure and Role of the State in Providing Social goods: Public and Merit Goods; Importance of Health and Education in Human Development and HDI

Unit -2 Economics of Education

- Status of Education in India: Literacy Rates, Gross Enrolment Ratios, ASER
- Cost-Benefit Analysis in Education: Private, Social Costs; Direct and Indirect Costs and Benefits; Rates of Return on Investment in Education
- Education and Labour Market; Signalling Theory

Unit -3 Economics of Health

- Status of Health: Indicators and Measurements
- Demand for Healthcare Services, Supply of Healthcare Services
- Measurement of Health Benefits
- Financing Health Care

Unit -4: Issues in Education and Health in India

- Inequalities in Access to Education and Measures to control
- Resource and Funding problems in Education and Measures; Learning Crisis and Skill Gap in Education and Measures
- Inequalities in Access to Health Services and Measures to control
- Problems of Infrastructure, Out of Pocket Expenditure, Health Insurance, Health Care Delivery and Measures

Unit – 5: Government Policy and Schemes for Social Sector Development

- Expenditure on Social Sector as Percentage of GDP in India.
- National Education Policy 2020 (NEP 2020): Salient Features and Evaluation
- National Health Policy 2017: Salient Features and Evaluation
- Government programmes and Schemes for Social Sector Development

References:

1. Becker, G. S. (2007). 'Health as Human Capital: Synthesis and Extensions' Oxford Economic Papers 59: 379-410, OUP
2. Theodore W. Schultz (1961). Investment in Human Capital the American Economic Review
3. Haldar, S.K., (2008). 'Effect of Health-Human Capital Expenditure on Economic Growth in India: A State-Level Analysis', Asia-Pacific Social Science Review, 8 (2), 79-97.
4. United Nations Development Programme, (2022). Human Development Report, Oxford University Press, New York.
5. Sen Amartya, "Development as Capability Expansion," in L. Griffin & J. Knight (eds), Human Development and the International Development Strategy for the 1990s, London: Macmillan, 1990.
6. Economic Survey 2022-23, Government of India, Ministry of Finance
7. Socio Economic Survey 2022-23
8. IGNOU material on Economics of Health and Education.

Suggested Activities:

Unit-1: Article/ chapter reading on human capital and writing insights

Unit-2: Quiz on Concepts of and Indicators from chapter 2

Unit-3: Assignment on various indicators of health

Unit-4: Seminars on Problems of health and education in India

Unit-5: Group Discussion on recent policy measures

SEMESTER-VII

COURSE 19 A: ECONOMETRICS

Theory

Credits: 4

4 hrs/week

Course Objectives: The objective of this course is to introduce students to the principles and techniques of econometrics in order to analyse and interpret economic data.

Learning Outcomes:

Upon completion of this course, the student shall be able to achieve the following outcomes:

- CO1:** Understand the fundamental Principles of Econometrics
- CO2:** Apply essential Statistical tools for data analysis in Economics
- CO3:** Design/formulate Simple Linear Regression Model
- CO4:** Contrast Two variable Linear Regression Model with Multiple Linear Regression Model
- CO5:** Investigate the remedies in case Violations of Classical Assumptions

Unit 1: Econometric Model Properties

- Econometrics: Definition, Scope and Methodology
- Mathematical Model vs. Econometric Model: Specification
- Nature and Sources of Data for Econometric analysis: Time Series & Cross Section, Pooled & Panel Data
- Nature of Regression Analysis: Concept of Stochastic Variable

Unit 2: Statistical Concepts for Econometrics

- Types of distribution: Normal, Binomial and Poisson
- Estimation of Parameters; Properties of Good Estimator
- Testing of Hypotheses: Null and Alternative Hypotheses; Type I and Type II Errors, Power of a Test
- Tests of Significance: t, F, Chi-square Distributions and ANOVA.

Unit 3: Simple Linear Regression Model

- Simple Linear Regression Model: Two Variable Case and Assumptions, PRF and SRF
- Properties of OLS estimators (BLUE) :Gauss-Markov Theorem ; Goodness of fit: (r^2)
- Estimation by Method of Ordinary Least Squares (OLS)
- One Tail and Two Tail Tests: Confidence Intervals and Interpretation of Regression Results.

Unit 4: Multiple Linear Regression Model

- Multiple Linear Regression Model: Three Variable Case; estimation and Properties
- Partial Regression Coefficients: Goodness of Fit (R^2) and Adjusted R^2
- Interpretation of Regression Results

Unit- 5: Violations of Classical Assumptions

- Multicollinearity: Consequences, Detection and Remedies
- Heteroscedasticity: Consequences, Detection and Remedies
- Serial (Auto) correlation: Consequences, Detection and Remedies
- Running Regression model in Excel or SPSS Software and Interpretation.

References:

1. Damodar, N Gujarati, Dawn C Porter and Sangeetha Gunasekar (2017), *Basic Econometrics*, Tata McGraw-Hills, New Delhi.
2. J. M. Wooldridge (2013), *Introductory Econometrics: A Modern Approach*, Fifth Edition, Cengage Learning.
3. G.M.K. Madhani (2017), *Introduction to Econometrics: Principles and Applications*, Oxford & Ibh Publishing, New Delhi
4. Koutsoyiannis, A. (2001), *Theory of Econometrics*, Palgrave Macmillan, New Delhi.
5. J. Johnston (1996), *Econometric Methods*, McGraw Hill Education, New Delhi.
6. Sarma K.V.S. (2010), *Statistics Made Simple Do it Yourself on PC*, PHI, New Delhi.
7. Kennedy P. (2008), *A Guide to Econometrics*, Wiley and Blackwell.
8. Roberto Pedace (2013), *Econometrics For Dummies*, John Wiley & Sons Inc
9. Dominick Salvatore and Derriek Reagle (2001) *Schaum's Outline of Statistics and Econometrics*, Schaum's Outlines
10. Open-Source Online Materials & Videos: IGNOU, e-PG Pathasala, SWAYM, Khan Academy etc.

Suggested Activities:

Unit-1: Seminars/ Assignments for the application of Econometric models In Economics




Unit-2 :Exercise on formulating a hypothesis

Unit-3:Model-building exercises: Group Activity on formulating Simple regression Model

Give students a set of economic variables and have them construct a regression model to explain the relationship between them

Unit-4: Reading exercise of research paper with Econometric model.

Unit-5: Quiz on concepts of violation of Classical assumptions.

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SEMESTER-VII

COURSE 19 B: SOCIAL ENTREPRENEURSHIP

Theory

Credits: 4

4 hrs/week

Course Objective: This course aims to provide students with a comprehensive understanding of the concepts and practices of social entrepreneurship by acquiring skills and knowledge of social innovation and design thinking necessary for addressing social and environmental challenges through entrepreneurial approaches.

Course Learning Outcomes:

Upon completion of this course, the student shall be able to achieve the following outcomes:

CO1: Understand various concepts and practices in social entrepreneurship

CO2: Know various business models in social entrepreneurship

CO3: Analyze social innovation and design thinking related to social entrepreneurship

CO4: Examine legal aspects related to social entrepreneurship

CO5: Know marketing and communication strategies for social entrepreneurship

Unit 1: Introduction to Social Entrepreneurship

- Concept of Social entrepreneurship; Types: Community Social Entrepreneur, Non-Profit Social Entrepreneur, Transformational Social Entrepreneur, Global Social Entrepreneur
- Business Entrepreneurship vs Social Entrepreneurship
- Case studies of successful social enterprises: The Grameen Bank, ME to WE, SELCO, IATA Social Enterprise Challenge.
- Key challenges and opportunities in social entrepreneurship; Ethics and values in social entrepreneurship

Unit 2: Business Models for Social Entrepreneurship

- Different Business models: Entrepreneur Support, Market Intermediary, Low Income Client, Service Subsidization.
- Identifying and Securing funding: Equity and Investment, Grants and Donations, Revenue and Fee, Crowdfunding and campaigning
- Evaluating the Social and Financial Impact of Social Enterprises; Scaling and sustaining social enterprises.

Unit 3: Design Thinking and Social Innovation

- Design Thinking: Meaning, Stages and Relevance to Social Entrepreneurship
- Social Innovation: Concept and Need for Social Entrepreneurship
- Sources of Social Innovation: Social Organizations, Social Movements, Politics and Government, Markets, Academia, Philanthropy

Unit 4: Legal and Regulatory Environment for Social Enterprises

- Social Entrepreneurship in India: Legal and Regulatory Frameworks and Barriers
- Different legal forms of Social Entrepreneurship: Non-profit or public charitable organization, For-profit social enterprise under the Companies Act, 2013
- Intellectual Property Rights and Social Entrepreneurship.

Unit 5: Marketing and Communication for Social Enterprises

- Developing Marketing and Communication Strategies for Social Enterprises
- Identifying and Reaching Target Audiences for Social Enterprises: Branding and Storytelling for Social Enterprises
- Promoting Social Enterprises: Using social media and Other Digital Platforms
- Two Case Studies of Successful Social Entrepreneurships in Local Area.

References:

1. David Bornstein and Susan Davis(2016),*Social Entrepreneurship: What Everyone Needs to Know*, Oxford University press
2. Andrew Shea, Bryan Boyer, Jennifer May, Mariana Amatullo (2021), *Design for Social Innovation Case Studies from Around the World*, Taylor & Francis
3. India Consulate General of Switzerland (2015), *Social Entrepreneurship in India Unveiling the unlimited opportunities*
<https://www.indembassybern.gov.in/docs/Social-Entrepreneurship-Report.pdf>
4. Debbie Vigar-Ellis, Nigel Chiweshe (2019), *Strategic Marketing for Social Enterprises in Developing Nations* IGI Global
5. Harsh Bhargava (Sai PrameelaKonduru (2023), *BITS Of Social Impact : A Social Entrepreneurship Primer with Stories of Founders from BITS Pilani* HarperCollins India
6. Elena G. Popkova, Bruno S. Sergi (2021), *Economic Issues of Social Entrepreneurship* Palgrave Macmillan
7. Samapti Guha, Satyajit Majumdar (2021), *In Search of Business Models in Social Entrepreneurship Concepts and Cases*
8. M Durieux (2010), *Social Entrepreneurship For Dummies* John Wiley & Sons Inc
9. Anirudh Agrawal, Payal Kumar, (2018) *Social Entrepreneurship and Sustainable Business Models The Case of India*, Springer International Publishing
10. Carole Carlson (2022), *Social Entrepreneurship and Innovation*, SAGE Publications

Suggested Activities:

Unit-1: Class room Seminars on case studies of successful social entrepreneurship in India

Unit-2: Group assignment on identifying the funding Sources for Social Entrepreneurship

Unit-3: Group design thinking for a social problem identified

Unit-4: Role plays & games on marketing and communication skills being a social entrepreneur

Unit-5: Field Visit to a local social entrepreneur and report writing of observations.

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SEMESTER-VII

COURSE 20 A: COMPUTER APPLICATIONS FOR ECONOMIC ANALYSIS

Theory

Credits: 4

4 hrs/week

Course Objectives: This course aims to equip students with practical skills for conducting economic analysis using computer-based tools and techniques. Course covers a wide range of topics that are essential for any aspiring economist or data analyst.

Course Learning Outcomes:

Upon completion of this course, the student shall be able to achieve the following outcomes:

- CO1: Develop skills in extracting, cleaning and preparing data for analysis
- CO2: Know Basic Software programs for economic analysis
- CO3: Build skills in visualizing data using graphs and charts/ interpreting results and drawing conclusions.
- CO4: Prepare structured reports by using computer-based writing tools
- CO5: Apply Various Online Tools for Economic Research.

Unit 1: Data Extraction and Preparation

- Computer Application in Economics: Importance
- Data: Types, Structures, Data Transformation and Data Merging; Cleaning and Preparing Data for Analysis
- Designing And Conducting Surveys Using Computer-Assisted Methods: Online Surveys
- Accessing Data from Various Sources: Online, Offline; India and World

Unit 2: Introduction to Software Packages for Data Analysis

- MS Excel: User Interface, Uses and Limitations
- SPSS: User Interface, Uses and Limitations
- R: User Interface, Uses and Limitations
- Python: User Interface, Uses and Limitations

Unit 3: Data Visualization and Analysis in Excel

- Tabulation
- Data Visualization Techniques: Graphs and Charts
- Basic Calculations: Auto Sum, Average, Percentages
- Data Analysis: Statistical Functions, T, F, Chi Square, ANOVA, Correlation and Regression Analysis

Unit 4: Writing and Presenting Results

- MS Word: Reporting Essentials: Layout, Reference and Review Tab
- Introduction To Latex: Writing and Presenting Economic Analysis Reports
- Power Point: Effective Presentation of Economic Analysis.

Unit 5: Online Tools for Economic Research

- Google Tools: Advanced Search, Dataset Search, Google Keep, Ngram, Scholar, Lens
- Writing Essentials: Grammar and Paraphrasing Tools
- Copy Right Essentials: Plagiarism Checkers
- Using AI Tools In Academic and Professional Research and Work: Recent Technological Advances and Ethical Considerations

References:

1. <https://www.octoparse.com/blog/data-mining-vs-data-extraction-whats-the-difference>
2. [https://mis.alagappauniversity.ac.in/siteAdmin/ddeadmin/uploads/4/PG_M.A._Economics%20\(English\).pdf](https://mis.alagappauniversity.ac.in/siteAdmin/ddeadmin/uploads/4/PG_M.A._Economics%20(English).pdf)
3. <https://cran.r-project.org/doc/contrib/Farnsworth-EconometricsInR.pdf>
4. <https://towardsdatascience.com/transitioning-from-social-science-to-data-science-7e22501b5a3b>
5. <http://publish.illinois.edu/commonsknowledge/2019/12/05/stata-vs-r-vs-spss-for-data-analysis/>
6. Kristian Lono, (2023), *Data processing in Sas, Spss, Stata, R and Python. A comparison.* Statistics Norway
7. Dr. Sanatan Nayak, *Application of Computer in Economics Course Material Dept. of Economics*, B.B. Ambedkar University
8. N. Matloff (2011) *The Art of R Programming* No Starch Press Inc.
9. J. Adler, O'Reilly (2012) *R in a Nutshell*
10. Leanpub (2020) *Exploratory Data Analysis with R*

Suggested Activities:

A Stepwise research project involving the collection, analysis, and visualization of a real-world dataset could be used throughout the course as follows:

Unit-1: Exercise on extracting data from websites on a particular topic

Unit-2: Assignment / Seminars on uses of Software packages for data Analysis

Unit-3: Ask students to prepare graphs and charts for the data collected in Excel

Unit-4: A brief report to be submitted for the data collected and to be submitted online

Unit-5: Exercise on plagiarism checker and using of paraphrasing tools

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SEMESTER-VII

COURSE 20 B: MARKETING RESEARCH

Theory

Credits: 4

4 hrs/week

Course Objective: This course aims to impart knowledge, understanding and basic skills of Market Research.

Course Learning Outcomes:

Upon completion of the course, the student shall be able to achieve the following outcomes:

- CO 1: Discuss the importance of marketing research
- CO 2: Evaluate various observation techniques
- CO 3: Capable of designing a questionnaire
- CO 4: Proficient of data analysis and interpretation
- CO 5: Able to prepare a report

Unit-1: Introduction

- Importance And Role of Research in Marketing
- The Marketing Research Industry; Approaches to Marketing Intelligence.
- Types of Market Research; Market Research Process
- Problems Encountered by Marketing Research in India
- Marketing Problems and Avenues of SHGs, Women Entrepreneurs, Marginal Farmers, Environmental Goods/Services

Unit-2: Marketing Research Design

- Research Design: Pre-Test, Post-Test, Control Group and Solomon Four Group Design, Causal Research
- Observation Techniques
- Experiments
- Test Markets

Unit-3: Data Collection

- Primary and Secondary Data
- Questionnaire Design
- Comparative and Noncomparative Attitude Measurement Scaling Techniques
- Sampling Design

Unit-4 : Data Analysis and Interpretation

- Analysing Qualitative Data Collected Through Interviews and Open-Ended Questions
- Salient Features of Different Methods of Non-Parametric Tests: One Sample Tests (Chi-Square Test); Two Sample Tests (Wilcoxon Matched-Pairs Signed Rank Test); K Sample Tests (Kruskal-Wallis Test);
- Multidimensional Scaling, Discriminant Analysis.

UNIT-5: Reporting Results

- Preparing Marketing Research Report and Presentation;
- Graphical Presentation of Reports
- Ethical Issues Related Clients, Respondents, Sampling, Questionnaire Design, Reporting

References:

1. Naresh K. Malhotra, Satyabhushan Dash, (2009) Marketing Research- An Applied Orientation, 5/e, Pearson Education, New Delhi.
2. Donald S. Tull, Del I. Hawkins, (2009), Marketing research -Measurement & Method, PHI Private Limited, New Delhi.
3. Donald R. Cooper, Pamela S. Schindler, (2007), Marketing Research-Concepts and Cases, Tata McGraw-Hill Publishing Company Limited, New Delhi.
4. Hair, Bush, Ortinau, (2006), Marketing Research, 3/e, Tata McGraw-Hill Publishing Company
5. Nigel Bradley, (2007), Marketing research -Tools and Techniques, Oxford University Press, New Delhi.

Suggested Activities:

- Unit-1: Assignment on Marketing Research in India
- Unit-2: Seminar on Causal Research
- Unit-3: Class Level Workshop on Sampling Design
- Unit-4: Invited Lecture on Discriminant Analysis
- Unit-5: Webinar on Ethical Issues in Research

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SEMESTER-VIII

COURSE 21 A: ADVANCED THEORIES IN DEVELOPMENT ECONOMICS

Theory

Credits: 4

4 hrs/week

Course Objective: This course is to provide the comprehensive understanding about the advanced concepts, theories and debating issues in development economics with focus on developing countries.

Course Learning Outcomes:

Upon completion of the course, the student shall be able to achieve the following outcomes:

CO1: Explain the concepts and measurements of poverty, inequalities and unemployment as indicators of Development

CO2: Discuss relative merits of various advanced growth models.

CO3: Distinguish between various theoretical models of underdevelopment and development.

CO 4: Explain various growth strategies and appropriateness for developing countries

CO5: Examine the role of international trade in economic development and discuss the role IMF and world bank in economic development with particular reference to India.

Unit 1: Development Concept and Measurement Indicators

- Concept of Economic development and its multi dimensions: Human Development: Concept, Measurement of HDI; Sustainable Development and UN-SDGs
- Poverty: Meaning and Concepts; Poverty Measurements: Head-Count Ratio, HPI, MPI
- Unemployment: Meaning and Concepts; Unemployment Measurements
- Inequalities: Concept and Types; Measurements of Inequalities: Lorenz Curve & Gini Index, Atkinson Index & Palma Ratios

Unit 2: Technical Progress and Growth Models

- Technical Progress: Concept and Types (Embodied & Disembodied; Hicks, Harrod & Solow); Total Factor Productivity
- Growth and Distribution Models: Kalecki's Theory, Kaldor's Model, Pasinetti's Model in brief
- Arrow's Learning by Doing Model; Endogenous Growth Model
- Multi Sector Growth Models: Uzawa and Feldman models.

Unit 3: Theories of Underdevelopment and Development

- Low Level Equilibrium Trap Theory; Models of Dualism: Social and Technological
- Lew's Unlimited Supply of Labour Model and Fei Rains' Dual Economy Model
- Cumulative Causation Model; Neo-Marxist Development Theory

- Indian Development Models: Nehru, Ambedkar, Rao-Mannohan, Amartya Sen in brief

Unit 4: Growth Strategies for Developing Countries

- Investment Criteria in Developing Countries: Social Marginal Productivity Criterion, Capital-Output Ratio Criterion, Marginal Per-capita Reinvestment Quotient Criterion, Time Series Criterion, Leading Sectors Criterion
- Choice of Techniques and Economic Growth; Approaches to Choice of Techniques: Maurice Dobb's Approach, A.K. Sen's Approach in brief

Unit 5: International Trade and Economic Development

- International Trade-as Engine of Growth by James Riedel; Static and Dynamic Gains from Trade
- Prebisch, Singer and Myrdal Thesis of International Trade
- Export-led Growth: Dual Gap Analysis
- International Finance and Development: IMF and World Bank Development Policies in Developing Countries with special reference to India.

Reference Books:

11. Ray, D. (2009), *Development Economics*, Princeton University Press.
12. Todaro M. P. and Stephen, C., Smith (2014), *Economic Development*, Pearson, 12 Ed.
13. Hayami and Godo: *Development Economics*, Oxford Publication.
14. Lokanathan, History of Economic Thought
15. Sen, A., (1999), *Development as Freedom*, Oxford University Press.
16. Thirlwall A. P., (2005), *Growth and Development*, Palgrave Macmillan; 8th Edition.
17. Chenery, Hollis and T. N. Srinivasan, (1998), *Handbook of Development Economics*, Elsevier.
18. Basu, Kaushik (2000), *Analytical Development Economics: The Less developed Economy: Revisited*, Oxford University Press, India.
19. Open Source Online Materials & Videos: IGNOU, e-PG Pathasala, SWAYM, Khan Academy etc.
20. <https://wid.world/>

Suggested Activities:

Unit 1: Assignments on measurement of development indicators

Unit 2: Group discussion on features of different economic growth models

Unit 3: Seminar on various developmental theories for suitable to developing countries like India

Unit 4: Project work on application of growth strategies for Indian economy

Unit 5: Quiz on policies and programs of IMF and World Bank in India

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SEMESTER-VIII

COURSE 21 B: GENDER AND SOCIAL ECONOMICS

Theory

Credits: 4

4 hrs/week

Course Objectives: This course aims to equip students with the knowledge to understand and address gender and social issues in Indian economic development.

Course Learning Outcomes:

After studying this course, the student shall be able to achieve the following outcomes:

- CO1: Analyse and evaluate concepts, approaches, and indices in gender development.
- CO2: Understand demographic trends and labour market dynamics for women in India.
- CO3: Gain a comprehensive understanding of the gender issues prevalent in Indian economic development.
- CO4: Demonstrate a deep understanding of the concepts of social justice and theories of social discrimination.
- CO5: Evaluate the role of the market and the state in promoting social justice.

Module 1: Gender Development Concepts and Approaches & Indices

- Concept of Gender: Patriarchy and its Implications on Gender
- Gender Equality & Empowerment: Concept and Role in Economic Development
- Gender Development Indices: GDI, GII (Inequality) and GEM (Empowerment).
- Gender Development Approaches: WID, WAD, GAD and WED (Entrepreneurship)

Module 2: Demography and Labour Market for Women in India

- Gender-wise Demography in India: Sex Ratio, Fertility Rates, Labour Force Participation; 'U' Hypothesis
- Gender in Ownership: Access to Resources and Decision Making
- Social Security: Safety & Security to Women in India
- Labour Market Barriers for Women in India: Visible & Invisible, Paid & Unpaid work, Time Poverty, Informalisation, Theory of Wage Discrimination and Differentials in brief

Module 3: Gender Issues in Indian Economic Development

- Feminisation of Poverty: Gender Inequalities in Land, Public Services, Entrepreneurship, Education, Health in India
- Women in Access to Finance and Insurance Services
- Role of Micro Finance and Self-Help Groups in Women's Development
- Gender Budget and Women Empowerment Policies & Programs in India

Module 4: Concepts of Social Justice and Theories of Social Discrimination

- Concepts of Social Equality, Social Equity, Social Exclusion and Social Justice
- Social Discrimination: Concept and Types
- Theories of Discrimination: Ambedkar's Theory of Caste and Discrimination & Social Exclusion, George Akerlof's Identity Theory of Discrimination,
- Edmond Phelps' Statistical Theory of Discrimination- Caste, Social Exclusion and Poverty Linkages

Module 5: Social Inequalities and Social Justice Programs in India

- Operation of Caste System in India in brief: Caste Inequalities in India in terms of Land, Income & Wealth, Employment, Entrepreneurship
- Role of Market for Social Justice
- Role of State: Positive Discrimination & Affirmative Action for Social Justice
- Government Programs/Schemes for Social Justice in India

Reference Books:

1. Boserup, E. (1970). *Women's Role in Economic Development*, George Allen and Unwin, London.
2. Seth, M. (2000): *Women and Development: the Indian Experience*, Sage Publications, New Delhi.
3. Seth, M. (2000). *Women and Development, The Indian Experience*, sage publications, New Delhi.
4. Kabeer, N. (1994): *Reversed Realities: Gender Hierarchies in Development Thought*, Kali for Women, New Delhi.
5. Krishnaraj, M., R.M. Sudarshan and A. Shariff (1999), *Gender, Population and Development*, Oxford University Press, New Delhi.
6. Ambedkar, B. R., "*Castes in India: Their Mechanism, Genesis and Development*", Paper Presented at Anthropology Seminar, 1916.
7. Akerlof, G. A. and Kranton, R. E., "*Identity Economics: How Our Identities Shape Our Work, Wages and Well-being*", Princeton University Press, 2011.
8. Becker, G., "*The Economics of Discrimination*", University of Chicago Press, 2nd Edition, 1971.
9. Thorat, S. K., "*Caste System in India: Social and Economic Exclusion and Poverty*", Indian Institute of Dalit Studies, 2004.
10. Thorat, S. K., "*Caste, Social Exclusion and Poverty Linkages: Concept, Measurement and Empirical Evidences*", 2005.
11. Open Source Online Materials & Videos: IGNOU, e-PG Pathasala, Economic Surveys, SWAYM, Khan Academy etc.
12. Websites of Ministry of Women & Child Welfare, Social Justice, Govt of India.

Suggested Activities:

- Unit 1: Assignment on India's ranking in various Gender Development Indices
- Unit 2: Simple comparative survey on labour market conditions for men and women and insights from it
- Unit 3: Power point presentations on any gender issue
- Unit 4: Organize a class debate on caste-based reservation (Affirmative Action)
- Unit 5: Review of article on theories of discrimination/ Book Review on "Annihilation of Caste"

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SEMESTER-VIII

COURSE 22 A: CONTEMPORARY DEVELOPMENTAL ISSUES IN INDIAN ECONOMY

Theory

Credits: 4

4 hrs/week

Course Objective: This course aims to impart knowledge and understanding on various important and widely debated contemporary developmental issues in Indian Economy topic.

Course Learning Outcomes:

After completing this course, the student shall be able to achieve the following outcomes:

- CO1: Evaluate the debate on growth vs distributive justice with reference to prevailing magnitude of poverty, inequalities and unemployment in India.
- CO2: Review the demographic dynamics and critically examine the recent trends and challenges in the agricultural development in India
- CO3: Discuss opportunities and challenges of Industry 4.0 and 5.0 and evaluate policy initiatives and programmes for physical and digital infrastructure.
- CO4: Summarise the trends in the social sector development with focus on challenges and solutions in Education, Health, Banking, Finance and Insurance.
- CO5: Debate and evaluate issues in public finance and trade in India.

Unit-1: Development Debate and Macroeconomic Issues in India

- Development Debate: High Economic Growth vs Distributive Justice and Environmental Sustainability
- Corruption & Crony Capitalism vs Institutional Efficacy; Challenges in Making India as \$5 Trillion Economy
- Controlling of High Inflation and Policy Efficacy Issues; New Types of Unemployment and Measures
- Poverty Reduction Debate; Problems of Growing Income & Wealth Inequalities; Challenges in Raising Human Development

Unit-2: Demography and Agricultural Sector in India

- Demography: Regional Variations in Population Growth and their Implications
- Changes in Age Structure and its Implications; Reaping Demography Dividend and Challenges
- Agricultural Sector: Yield Gaps of Major Crops and Actions; Crop Diversification for Nutritional Food; Sustainable Agriculture and Policy Measures
- Challenges in Doubling Farmers Income; Three Farm Bills and Problems; Resurgence of Cooperatives and FPOs

Unit-3: Industry and Infrastructure in India

- Industrial Sector: Missing Share of Manufacture Sector and Policy Measures
- Opportunities and Challenges in Industry 4.0 & 5.0
- Reviving MSMEs; Problems of Industrial Labour and New Labour Codes; Issues in PSU's Disinvestment
- Infrastructure: Challenges in Building Modern Physical Infrastructure and Programs; Prospects of Digital Infrastructure and Measures

Unit-4: Service Sector in India

- Education Sector: Poor Quality Standards and Measures; EduTech Companies; Challenges in Skill Development and Programs
- Problems in Public Health, Malnutrition and Measures
- Gig Economy and its Opportunities & Challenges; Challenges in Insurance Sector and Measures Banking Sector: Digital Financial Services, FinTech Companies
- Banking Sector: Digital Financial Services, FinTech Companies; Features of IBC

Unit-5: Public Finance and Trade in India

- Development Expenditure vs Welfare Expenditure in India
- Role of DBT in Efficient Public Spending and its Challenges
- Budget Deficits and Controlling Measures; Increasing Public Debt and Ways of Redemption; Dwindling State Government Finances and Measures
- Foreign Trade: CAD Deficits and Controlling Measures, Rupee Depreciation and Measures, New Foreign Trade Policy

References:

1. Gaurav Datt and Ashwani Mahajan (2023), *Datt & Sundharan's Indian Economy*, S. Chand and Co. New Delhi.
2. Agarwal, A. N. (2016). *Indian Economy*, Wiley Eastern Ltd, New Delhi.
3. Ramesh Singh (2021), *Indian Economy*, McGraw Hills, New Delhi.
4. Economic Surveys of India, Other Official Surveys, Committee Reports
5. Open Source Online Materials & Videos: IGNOU, e-PG Pathasala, SWAYM, Khan Academy etc.
6. Websites of Concern Ministries of Govt of India, RBI, NITI Aayog

Suggested Co-curricular Activities:

- Unit-1: Seminars on the causes and remedial measures for the persisting problems of poverty, inequalities and unemployment with reference to various measures taken for development of different sectors
- Unit-2: Field studies on the impact of incentives for MSMEs
- Unit-3: Surveys and Workshops to assess the impact of different government schemes on development, employment and income generation
- Unit-4: Debate on reforms in all sectors
- Unit-5: Workshop on surfing various important websites related to Indian Economy

SEMESTER-VIII

COURSE 22 B: CONSTITUTIONAL ECONOMICS

Theory

Credits: 4

4 hrs/week

Course Objective: This course is to provide basic understanding about the Constitution as the basis for functioning of economy and its development and the interrelationship between these two in Indian context.

Learning Outcomes:

After studying this paper, the student shall be able to achieve the following outcomes.

- CO1:** Identify the relationship between Constitution and Economic Development in India
- CO2:** Explain the role of Directive Principles in economic development
- CO3:** Analyse the financial relations in Indian Constitution
- CO4:** Examine the budget and taxation provisions in Indian Constitution
- CO5:** Explain the role of Judiciary and Decentralisation for the economic development

Unit: 1. Constitution and Economic Development

- Importance of Constitution in Economic Development
- Preamble and its Importance in functioning of Indian Economy
- Fundamental Rights and their importance in functioning of free economy
- Human rights in Indian Constitution and their importance in Economic development

Unit: 2. Directive Principles and Economic Development

- Directive Principles of State Policy (DPSP) in Indian Constitution
- DPSPs and Economic Development
- Fundamental Duties and Economic Development

Unit: 3. Financial Relations in Indian Constitution

- Economic issues in Centre, State and Concurrent List
- Fiscal Federalism and Center-State financial relations; Economic unity of India and Inter-State Trade & Commerce
- Finance commission: Functions and latest Finance commission Report
- Cooperative and Competitive Federalism; Special status for certain States

Unit 4: Taxations Budget and in Indian Constitution

- Concepts of Money Bill, Finance Bill
- Constitution Provisions for Budget; Discussion and Approval of Budget in Legislatures

- Constitutional Provisions for various Taxes
- GST System, GST Council

Unit 5: Judiciary and Decentralisation for Economic Development

- Role of Judiciary and Judicial Activism in Economic Development; Functions and Powers the Supreme Court and High Court
- Power and Functions of Comptroller and Auditor General (CAG) and Its Role in Economic Development
- Role of Decentralization in Economic Development: Important provisions of Decentralization in Indian Constitution under 73rd and 74th Amendments; Local Planning.

References:

1. Basu, D. D., "Commentary on The Constitution Of India", Lexis Nexis, 2nd Ed., Vol 1-2, 2015.
2. Seervai, H. M., "The Indian Constitution", Vol-I, II & III
3. Austin G. S., "The Indian Constitution: Cornerstone of A Nation", Oxford, 1999.
4. Krishnaswamy, S., "Democracy and Constitutionalism in India: A Study of the Basic Structure Doctrine", Oxford University Publication, 2010.
5. Reports of Finance Commission and CAG

Suggested Activities:

- Unit-1: Group Discussion on Role of Fundamental Rights in free functioning of economy
- Unit-2: Seminar on implementation of Directive Principles of State Policy and impact on Economic Development
- Unit-3: Assignments on Centre-State Financial Relations and latest Financial Commission Report
- Unit-4: Study Project on GST and its implementation problem
- Unit-5: Field Visit to nearby Local Body (Village or Town) to observe its function and submit reporter Book review on Indian Constitution related to Economic Aspects.

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SEMESTER-VIII

COURSE 23 A: CONTEMPORARY DEVELOPMENTAL ISSUES IN ANDHRA PRADESH ECONOMY

Theory

Credits: 4

4 hrs/week

Course Objective: To impart knowledge and understanding on various important and widely debated contemporary developmental issues in Andhra Pradesh Economy.

Course Learning Outcomes:

Upon completion of the course, the student shall be able to achieve the following outcomes:

- C01:** Evaluate the debate on impacts of bifurcation on AP economic growth and development
- C02:** Discuss opportunities and challenges of exploring the available natural resources in AP
- C03:** Summarise the trends in the social sector development with focus on challenges
- C04:** Participate in the debate on dynamics of sectoral composition in AP economy
- C05:** Critically examine the recent trends in the various important issues in public finance in AP

Unit 1: Structure, Growth and Development of AP Economy Since 2014

- Structure And Sectoral Composition of AP Economy
- Performance of AP Economy: Trends in GSDP, PCI
- Issues and Challenges in AP Economic Growth and Development
- Impact of Bifurcation and Need for Special Status

Unit- 2: Natural and Human Resource Development In AP

- Use of Natural Resources in AP: Potential and Challenges
- Pricing Policy of Minerals in AP, Importance of Circular Economy in AP
- Features of Population in AP: Progress and Challenges in Realisation of Demographic Dividend
- Human Development, Skill Development in AP

Unit-3: Developmental Issues in AP

- Poverty and Unemployment: Trends, Issues
- Social Welfare Programmes: Impact and Challenges in Implementation
- Problems and Prospects of Rural Development, Urbanisation and Migration
- SDGs: Indicators, Targets, Localising SDGs

Unit-4: Dynamics of Sectoral Composition in AP Economy

- Production Trends, Problems and Programmes for Agriculture Sector
- Production Trends, Problems and Programmes for Agriculture Allied Sectors: Blue Economy, Dairy farming
- Growth of Industrial sector in AP: EODB, Industrial Corridors, Recent Industrial Policy, Port led Development
- IT policy of AP; Exports and Imports in AP

UNIT-5: Public Finance in AP

- Public Revenue: Tax and Nontax Revenue; Central Assistance; External Assistance
- Trends In Public Expenditure; Balancing Public Expenditure between Development and Welfare
- Trends And Challenges in Public Debt and Interest Payments.

References:

1. Text Book On Ap Economy By Telugu Academy
2. AP Socio Economic Survey
3. AP Budgets, Ap Finance Commission, Cag, Niti Ayog, Pre Reports
4. AP Govt. Policies On Agriculture, Industry, Mining, Services Sectors
5. AP Dept. Of Economics And Statistics (Ap Des) [Hups://Aeos.Ap.Gov.In/](https://aeos.ap.gov.in/)
6. APPlanning Development Society [Http://Www.Apsdps.Ap.Gov.In/](http://www.apsdps.ap.gov.in/)

Suggested Activities:

Unit-1: Seminars on the causes and impact of bifurcation on ap economy

Unit-2: Field studies on the importance of natural resources in ap

Unit-3: Workshops to assess HRD in AP

Unit-4: Debate on various economic policies and performance in AP

Unit-5: Poster presentations on status of public finance in AP

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SEMESTER-VIII

COURSE 23 B: BEHAVIOURAL ECONOMICS

Theory

Credits: 4

4 hrs/week

Course Objective: This course aims to provide a comprehensive understanding of how psychological, cognitive and social factors effects the decisions of individuals and implications of these on economic outcomes.

Learning Outcomes:

After completing the course, the student is expected to perform the following:

- CO1: Explain the foundations of Behavioural economics.
- CO2: Apply concepts and theories relating to preferences, choices and decision making.
- CO3: Discuss Heuristics and biases in judgment.
- CO4: Evaluate how social preferences and norms effect decision making.
- CO5: Analyse and apply behavioural economics to real world challenges.

Unit-1: Foundations of Behavioural Economics

- Behavioural Economics: Definition, Nature and scope
- Behaviouralism as deviation from standard economic assumptions; Bounded Rationality
- Evolution of Behavioural Economics: Contributions of Herbert Simon, Akerlof and Thaler
- Behavioural Approaches to Study Economics

Unit-2: Preferences, Choices and Decision Making

- Values, Preferences and Choices
- Choice Under Uncertainty: Standard Model; Neuro-Scientific Basis of Utility
- Risk Concepts: Loss Aversion, Decision Weighting, Probabilistic Judgment
- Decision Making Under Risk and Uncertainty: Prospect Theory and Reference Points

Unit -3: Heuristics, Biases and Revealed Preferences

- Heuristics: Concept, Types and Importance in Behavioural Economics
- Biases in judgements: Self-Evaluation Bias, Projection Bias, Hindsight Bias, Confirmation Bias
- Nature and Components of Mental Accounting: Framing and Editing, Budgeting and Pungibility, Choice Bracketing
- Time Discounting, Time Preferences, Discounted Utility Anomalies

Unit -4: Social Beliefs, Preferences and Norms

- Beliefs; Social Preferences: Altruism, Fairness, and Reciprocity
- Factors affecting Pro-Social and Helping Behaviour
- Impact of beliefs and Social Preferences on Behaviour and Decision-Making

Unit -5: Applications of Behavioural Economics

- Designing Behavioural Experiments: Randomization and Control Groups
- Application of Behavioural Economics in Consumer Behaviour, Financial Markets, and Public Health
- Nudging Theory and its Application in Policy Making in India

References:

1. Morris, A. Contemporary Behavioral Economics: Foundations and Developments. M E Sharpe, 2006.
2. Erik, A. A Course in Behavioural Economics. Palgrave Macmillan, 2012.
3. Peter, D & Variainen. Behavioural Economics and its applications. PUP, 2007.
4. David, J. R., Introduction to Behavioral Economics. Wiley, 2014.
5. Wilkinson N and Hales M. An Introduction to Behavioural Economics. Palgrave, 2012.
6. Camerer, Colin F. and George Loewenstein, & Matthew Rabin: (2003): *Advances in Behavioral Economics*, Princeton University Press.
7. Michelle Beddeley, (2019). *Behavioural Economics and Finance*, Routledge.
8. World Development Report" Mind, Society and Behaviour <https://www.worldbank.org/content/dam/Worldbank/Publications/WDR/WDR%202015/WDR-2015-Full-Report.pdf>
9. Open Source Online Materials & Videos: IGNOU, e-PG Pathasala, SWAYM, Khan Academy etc.
10. <http://epgp.inflibnet.ac.in/home/ViewSubject?catid=11> (online content)
11. <https://www.cmu.edu/dietrich/sds/docs/loewenstein/BehavioralEconomics.pdf>
12. https://www.bu.edu/eci/files/2020/05/Behavioral-Economics_final.pdf
13. <https://hbr.org/2015/05/from-economic-man-to-behavioral-economics>

Suggested Activities:

Unit-1: Group Discussion on behavioural Economics vs. Traditional Economics:
a comparative analysis

Unit-2: Exercise on Decision making under risk and uncertainty

Unit-3: Quiz testing the understanding of various concepts of heuristics and biases.

Unit-4 : Assignment on case studies role of social preferences and norms

Unit-5 : Group project on applications of behavioural economics in college or neighbourhood

SEMESTER-VIII

COURSE 24 A: INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

Theory

Credits: 4

4 hrs/week

Course Objective: The course aims to provide students with the skills to analyse various techniques of investment analysis and portfolio management.

Course Learning Outcomes:

Upon completion of this course, the student shall be able to achieve the following outcomes:

CO1: Explain the types of financial markets, investment types and strategies

CO2: Analyse the capital market models and portfolio management

CO3: Explain the concepts and functioning of bond market

CO4: Understand types of derivatives and its pricing models

CO5: Examine the concepts and functioning of mutual funds

Unit 1: Investment Types, Strategies and Techniques

- Investment: Concept and Types; Objectives of Investment Decisions; Financial Markets: Types and Instruments
- Investment Options in Stock Markets: Stocks, Commodities, Currencies; Investment Risk Analysis: Concept, Types and Measuring Techniques
- Investment Strategies: Concept and Types
- Investment Analysis Techniques: Fundamental Analysis and Technical Analysis, Top-Down Investing, Bottom-Up Investing

Unit 2: Capital Market Models and Portfolio Management

- Capital Market Efficiency: Introduction and Departure from Efficient Market Hypothesis.
- Equilibrium Models: Capital Asset Pricing Model(CAPM)and Arbitrage Pricing Theory
- Portfolio Management: Meaning, Objectives and Process
- Portfolio Management Strategies; Modern Portfolio Theory in brief

Unit 3: Fixed Income Securities - Bonds

- Introduction: Time Value of Money
- Interest Rate: Concepts and Calculations
- Bond Pricing Fundamentals: Bond Yields, Spot Prices, Discount Factors, Forward Rates and Yield-To-Maturity, Price Sensitivity

Unit 4: Derivatives

- Derivatives: Meaning and Types
- Futures and Options: Meaning, Types, Strategies
- Speculation and Hedging
- Pricing Model: Black- Scholes Formula

Unit 5: Investment Management by Mutual Funds

- Mutual Funds: Concept and Classification, Major Mutual Fund Companies in India
- Net Asset Value (NAV): Cost of Management: Entry/Exit Loads Fees
- Performance Assessment of Mutual Funds

References:

1. Avadhani, V.A. (2000): Financial Economics: Theory and Practice. Himalaya Publishing House, Mumbai
2. Bhole, L.M. (1991): Financial Institutions and Markets; Structure, Growth and Innovation, Tata McGraw-Hill Publishing Company Limited, New Delhi
3. Luenberger, D.G. (2013): Investment Science, Oxford University Press.
4. Hall, J.C: Options, Futures and Other Derivatives, Pearson Prentice Hall Publication, latest Edition
5. Elton, E.J and M.J. Gruber, Modern Portfolio Theory & Investment Analysis, (fourth edition) John Wiley & Sons 1991.

Suggested Activities:




Unit-1: Assignments on concepts of Investment

Unit-2: Seminars on concepts of portfolio analysis

Unit-3: Exercises on calculation of yield to maturity

Unit-4: Quiz testing the understanding of concepts in derivatives

Unit-5: Exercises on calculating Net Asset Value

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SEMESTER-VIII

COURSE 24 B: COOPERATIVE ECONOMICS

Theory

Credits: 4

4 hrs/week

Course Objective: This course aims to equip students with a comprehensive understanding of cooperative principles, theories, and organizational structures, enabling them to analyse the role of cooperatives in economic development of India.

Course Learning Outcomes:

Upon completion of this course, the student shall be able to achieve the following outcomes:

- CO1: Explain various Principles and Theories of Cooperation
- CO2: Understand Forms and Organisational Structures of Cooperatives
- CO3: Discuss the Cooperatives development and Organisations in India
- CO4: Examine the functioning of different cooperatives in India and their success stories
- CO5: Evaluate Government Program and Schemes for Cooperatives

Unit 1: Principles and Theories of Cooperation

- Cooperatives: Definition, Concept and Cooperative Values
- Principles of Cooperation: Rochdale and ICA Principles
- Cooperative Doctrines: Robert Owen, Theory of Workers Control of Cooperatives, Fair Price Theory
- Cooperation as an Alternative to Problems of Capitalism and Market Economy.

Unit 2: Forms and Structure of Cooperatives

- Forms of Cooperatives: Formal & Informal, Single & Multi-purpose, Producers & Consumers, State Cooperatives
- Organizational Structure of a Cooperative
- Role of General Body and Officials in Cooperative Management
- Importance of Leadership in Cooperative Management.

Unit 3: Cooperative Development, Laws and Institutions in India

- History of Cooperative Movements in India
- Constitutional Provisions for Cooperatives
- Salient Features of Andhra Pradesh Cooperative Societies Act-1995
- National Policy on Cooperation: Role of State in Cooperation Development in India; Organisations for Development of Cooperatives in India.

Unit 4: Credit and Agricultural & Dairy Cooperatives in India

- Types of Cooperatives in India: Credit and Non- Credit Cooperatives
- Issues and Challenges of Credit Cooperatives in India: Vaidyanathan Committee Recommendation for Revival of Credit Cooperatives
- Micro Finance Cooperatives and SHGs
- Cooperative Farming & FPOs: Issues and Challenges
- Dairy Cooperatives and White Revolution in India: Success Stories of Amul Dairy

Unit 5: Non-Credit Cooperatives and Institutional and Government Programs for Cooperatives Development in India

- Marketing Cooperatives, Cooperative Housing, Consumers Cooperatives, Service Cooperatives
- Two Success stories of Cooperatives Marketing and Consumer Cooperatives
- Initiatives of NCDC, NAFED, NABARD in Development of Cooperatives
- Government Programs and Schemes for Development of Cooperative in India.

References:

1. Ravichandran, K and Nakkiram, S, Cooperation: Theory and Practice, Abijit Publications, Delhi.
2. Hajela T.N., (1994) Cooperation: Principles, Problems and Practice, Konark Publishers, New Delhi. Krishnaswamy O.R. and Kulandhiswamy V., (2000) Cooperation: Concept and Theory, Arudra Academy, Tamil Nadu
3. Bedi, R.D. (1997), *Theory and Practice of Cooperation*
4. Kulandai Swamy, V(1980), *Theory of Cooperation*
5. Mathur, B.S. (2022), *Cooperation in India, SBPD Publications*
6. Websites of Ministry of Cooperatin, Govt of India, NCDC, NAFED, NABARD, ICA etc
7. Open Source Online Materials & Videos: IGNOU, e-PG Pathasala, SWAYM, Khan Academy etc.
8. Success Stories of Cooperative in India:
<https://cooperation.gov.in/sites/default/files/2022-11/Success-Book.pdf>

Suggested Activities:

Unit-1: Assignments and student Seminars on cooperative theories and principles

Unit-2: Group discussions importance of leadership in cooperative Management

Unit-3: Quiz testing the knowledge on Cooperative Development, Laws and Institutions in India

Unit-4: Simulation Exercises: Conduct cooperative simulation exercises where students form groups and simulate the establishment and management of a cooperative

Unit-5: Field visits to local cooperatives, allowing students to observe their operations and Report submission

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SEMESTER-VIII

COURSE 25 A: EXPERIMENTAL ECONOMICS

Theory

Credits: 4

4 hrs/week

Course Objective: It aims to train students with basic skills needed to design and experiment economic issues by using behavioural theories and quantitative techniques.

Course Learning Outcomes:

After studying this course, the student shall be able to achieve the following outcomes:

CO1: Understand the history and emergence of experiments in economics

CO2: Acquainted with the need for experiments in economics

CO3: Capable of designing an experiment

CO4: Proficient of taking up case studies using econometrics

CO5: Able to test the external validity of an experiment

Unit-1: Introduction

- History and Emergence of Experiments in Economics; End of Impossibility; Choice Consistency in Risky Decision
- Experimental Economics and Behaviour
- Experimental Methods; Advantages and Limitation; Type of Experiments; Procedure and Design Consideration
- Laboratory Experiment: Procedure for Experiments, Experiment Auction; Ex-Ante and Ex-Post Method Case Study

Unit-2: Need for Experiments in Economics

- Controlled Experiment in Empirical Economics; Econometric Approach to Data Analysis
- Content of Observational Data, Treatment-Effect Parameters
- Identification Based on Observational Data, Inference Based on Controlled Experiments
- Case Study

Unit 3: Designing an Experiment

- Internal Validity Issues, Link Between Experiment and Internal Validity
- Incentive Structure of Experiment, Parameters and Experimental Treatment
- The Pursued Experiment, Pursued Opponent and Learning
- Conducting an Experiment, Setting Up an Experimental Laboratory, Step by Proceeding

Unit 4: Econometrics of Experimental Data

- Experimental Data
- Estimation and Inferences
- Testing Procedures
- Case Study

Unit 5: External Validity of Experiment

- The External Validity of the Experimental Result
- Testing of External Validity
- Testing Theory
- Case Study

References:

1. Experimental Economics: Method and Application by Nicholas Jacquemet and Oliver L'Haridon, Cambridge University Press, 2019
2. Papers in experimental economics by Vernon L. Smith, Cambridge University Press, 1991
3. Experimental Economics, Douglas Davis, Charles A Holt, Princeton University Press, 1993
4. Experimental Auctions- methods and applications in Economics and Marketing research, Jaison L Lusk and Jason F Shogren, Cambridge University Press, 2007
5. The methodology of experimental economics, Francisco Guala, Cambridge University Press, 2005
6. writings of Vernon Smith, The Nobel Laureate and Esther Duflo and Abhijit Banerjee, the Nobel laureates & JPAI <https://www.povertyactionlab.org/>

Suggested Activities:

Unit-1: Assignment on emergence of experiments in economics

Unit-2: Group discussion on need for experiments in economics

Unit-3: Class level workshop on how to design an experiment, introduction of z tree software tool

Unit-4: Test on estimation and inferences

Unit-5: workshop on testing the external validity of an experiment

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SEMESTER-VIII

COURSE 25 B: CORPORATE SOCIAL RESPONSIBILITY

Theory

Credits: 4

4 hrs/week

Course Objective: This course is to provide practical understanding about basic concepts, frameworks, legislative initiatives, financial resources for CSRs and skills required for implementation and appraisal of CSR programs.

Course Learning Outcomes:

After completing the course, the student shall be able to achieve the following outcomes:

- CO1: Explain various concepts in Corporate Social Responsibility (CSR)
- CO2: Explain the frameworks for CSR and global initiatives
- CO3: Analyse the legislative initiatives relating to CSR in India
- CO4: Evaluate the roles and responsibilities of Key Stakeholders under CSR
- CO5: Make a critical appraisal of the implementation of CSR projects in India

Unit 1: Introduction to Corporate Social Responsibility (CSR)

- CSR: Concept and Importance; Concepts of Charity, Corporate Philanthropy, Corporate Citizenship
- Relation between CSR and Corporate Governance; Carroll's Model
- Drivers of CSR; Major Codes on CSR
- Evolution of CSR in India; CSR initiatives in India.

Unit 2: International Framework for CSR

- United Nations (UN) Global Compact 2011
- UN Guiding Principles on Business and Human Rights
- OECD CSR Policy Tool, ILO Tri-Partite Declaration of Principles on Multinational Enterprises and Social Policy
- Global Compact Self-Assessment Tools.

Unit 3: CSR Legislation in India

- Provisions of Section 135 of Companies Act 2013
- Scope for CSR Activities under Schedule VII,
- Appointment of Independent Directors on the Board
- Computation of Net Profits
- Implementing Process of CSR in India.

Unit 4: Identifying Key Stakeholders of CSR & their Roles

- Role of Public Sector in CSR activities; Government Programs Encouraging Voluntary Responsible Action of Corporations
- Role of Non-profit & Local Self Governance in Implementing CSR

V - SEMESTER

KRISHNA UNIVERSITY

V - SEMESTER

B.A. Honours ECONOMICS [Major]

CBCS with effect from 2023 -2024 Syllabus)

Course No: 12

Name of The Course: Entrepreneurship and MSMEs

BLUEPRINT OF QUESTION PAPER

| Unit | S.A.Q Section :A (including choice) 4 Marks | E.Q Section: B (including choice) 10 Marks | Marks Allotted |
|-------|--|---|-------------------|
| I | 2 | 2 | 28 |
| II | 2 | 2 | 28 |
| III | 2 | 2 | 28 |
| IV | 2 | 2 | 28 |
| V | 2 | 2 | 28 |
| Total | 10 | 10 | 140 |

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KRISHNA UNIVERSITY

V - SEMESTER

B.A. Honours ECONOMICS [Major]

Course No: 12

Name of The Course: ENTREPRENEURSHIP & MSMES

BLUEPRINT OF QUESTION PAPER

Time : 3 hrs

Max. Marks : 70

SECTION-A

Marks : 5 x 4 M = 20M

Answer any **FIVE**

1. Importance of Women entrepreneurship
2. Risk bearing theory of entrepreneurship
3. Urban entrepreneurial Eco-system
4. Factors of urban entrepreneurship
5. Logic Services in Urban entrepreneurship
6. Write about Event Management?
7. Crowd Funding and Venture Capital
8. Advantages of Digital Marketing
9. Startup India Programme
10. Standup India Programme

SECTION-B

Answer **ALL** questions in internal choice

Marks: 5x10M=50M

11. (a) Explain the Concept and Importance of Entrepreneurship
OR
(b) Explain Innovations theory of Entrepreneurship
12. (a) What are the problems and challenges of urban Entrepreneurship
OR
(b) What are the new entrepreneurship opportunities in Urban area?
13. (a) What are the problems and challenges of MSMES
OR
(b) Explain the Features of MSMES
14. (a) Explain Demand Forecasting in urban Entrepreneurship
OR
(b) Explain Public Procurement policy in MSMES
15. (a) Explain one case study related to urban entrepreneurship
OR
(b) Explain different Government schemes for promotion of urban entrepreneurship

KRISHNA UNIVERSITY

V - SEMESTER

B.A. Honours ECONOMICS [Major]

(CBCS with effect from 2023 -2024 Syllabus)

Course No:13

Name of The Course: Insurance Services

BLUEPRINT OF QUESTION PAPER

| Unit | S.A.Q Section :A (including choice) 4 Marks | E.Q Section: B (including choice) 10 Marks | Marks Allotted |
|-------|--|---|-------------------|
| I | 2 | 2 | 28 |
| II | 2 | 2 | 28 |
| III | 2 | 2 | 28 |
| IV | 2 | 2 | 28 |
| V | 2 | 2 | 28 |
| Total | 10 | 10 | 140 |

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KRISHNA UNIVERSITY
V - SEMESTER
B.A. Honours ECONOMICS [Major]
Course No:13
Name of The Course: Insurance Services

QUESTION PAPER

Time : 3 hrs

SECTION-A

Max. Marks : 70

Answer any FIVE

Marks : 5 x 4 M = 20M

1. Explain the types of risk.
2. Who is an Insurance Ombudsman? Explain their role and functions.
3. Discuss five major life insurance companies in India.
4. Explain the key features of life insurance.
5. What is the role of an Insurance Surveyor?
6. What is the importance of general insurance?
7. Explain the differences between nominee and assignment in insurance.
8. What is a policy lapse? Explain the revival period and its importance.
9. How can insurance agents understand the customer's mindset?
10. Discuss the importance of ethical behavior in the insurance industry.

SECTION-B

Answer ALL questions in internal choice

Marks: 5x10M=50M

11(a) Analyze the role and responsibilities of the Insurance Regulatory and Development Authority (IRDA).

OR

(b) Evaluate the principles insurance

12(a) Highlight the different types of life insurance products with relevant examples.

OR

(b) Explain the Nature and importance of Life insurance

13(a) Present an overview of various general insurance products along with their main features.

OR

(b) Outline the major features and advantages of health insurance.

14. (a) Examine the key components of an insurance contract.

OR

(b) Clarify the steps involved in the insurance claim process.

15. (a) Showcase a real-life case study related to health insurance and its outcomes.

OR

(b) Assess the role and importance of customer satisfaction in the insurance industry.

KRISHNA UNIVERSITY

V – SEMESTER

B.A. Honours ECONOMICS [Major]

(CBCS with effect from 2023 -2024 Syllabus)

Course No:14 -A

Name of The Course: Retail and Digital Marketing

BLUEPRINT OF QUESTION PAPER

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| Unit | S.A.Q Section :A (including choice) 4 Marks | E.Q Section: B (including choice) 10 Marks | Marks Allotted |
|-------|--|---|-------------------|
| I | 2 | 2 | 28 |
| II | 2 | 2 | 28 |
| III | 2 | 2 | 28 |
| IV | 2 | 2 | 28 |
| V | 2 | 2 | 28 |
| Total | 10 | 10 | 140 |

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KRISHNA UNIVERSITY
V – SEMESTER
B.A. Honours ECONOMICS [Major]
Course No: 14 A
Name of The Course: Retail and Digital Marketing
QUESTION PAPER

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Time : 3 hrs

SECTION-A

Max. Marks : 70

Answer any FIVE

Marks : 5 x 4 M = 20M

- 1 Explain the components of the marketing mix (4Ps).
- 2 Describe the role and structure of marketing organizations.
- 3 Discuss the importance of branding in product marketing.
- 4 What factors influence consumer behavior?
- 5 What are the essentials for a successful retail marketing plan?
- 6 Explain the role of technology in modern retail marketing.
- 7 What are the most commonly used tools and apps in digital marketing?
- 8 How does SEO help in enhancing digital marketing efforts?
- 9 What are the key components of a successful marketing case study?
- 10 Describe any one global marketing model used by a leading retail company.

SECTION-B

Answer ALL questions in internal choice

Marks: 5x10M=50M

11(a) Discuss various pricing policies and their impact on consumer behavior.

OR

(b) What are the key trends in the Indian digital market and who are its major players?

12(a) How do businesses strategize to persuade consumers to purchase their products?

OR

(b) Explain the stages of the product life cycle with relevant examples.

13(a) What are the major challenges faced by retailers in the Indian market?

OR

(b) What is store management, and what are its main functions?

14. (a) Discuss the importance of social media marketing in today's business environment.

OR

(b) Compare and contrast physical retail and digital marketing.

15. (a) Analyze a physical retail marketing case study and highlight its strengths and weaknesses.

OR

(b) How do case studies help in understanding the real-world applications of marketing theories?

KRISHNA UNIVERSITY

V - SEMESTER

B.A. Honours ECONOMICS [Major]

CBCS with effect from 2023 -2024 Syllabus)

Course No: 14 -B

Name of The Course: Inferential Statistics and software Packages

BLUEPRINT OF QUESTION PAPER

| Unit | S.A.Q Section :A (including choice) 4 Marks | E.Q Section: B (including choice) 10 Marks | Marks Allotted |
|-------|--|---|-------------------|
| I | 2 | 2 | 28 |
| II | 2 | 2 | 28 |
| III | 2 | 2 | 28 |
| IV | 2 | 2 | 28 |
| V | 2 | 2 | 28 |
| Total | 10 | 10 | 140 |

1) P. S. Reddy
2) P. S. Reddy
3) P. S. Reddy

KRISHNA UNIVERSITY

V - SEMESTER

B.A. Honours ECONOMICS [Major]

(CBCS with effect from 2023 -2024 Syllabus)

Course No: 14 (B)

Name of The Course: Inferential Statistics and Software Packages

Model Question Paper

Time : 3 hrs

Max marks : 70

SECTION-A

(Short Answer Type Questions) Marks : 5 x 4 M = 20 M

Answer any FIVE out of the following TEN questions

1. Give the Classical definition of Probability
2. State the addition theorem of probability for three events
3. Give the Application of Binomial distribution
4. Write about Normal distribution
5. Difference between Means and Proportions
6. Z - test
7. Adjusted R^2 .
8. Write the general expression of regression lines X on Y and Y on X.
9. How to Create worksheet file in MS Excel
10. How to transform the Excel data file into SPSS.

1) 
2) 


SECTION-B

(Essay Type Questions)

Marks : 5x10M = 50M

Answer any FIVE out of the following TEN questions

11. A) Explain different types of probability and write about its properties of probability
or
B) Explain the Probability Axioms conditions in briefly
12. A) Write about poisson distribution and its properties.
or
B) There are two bags A & B. A contains n white and 2 black balls and B contains



12. A) Write about poisson distribution and its properties.
or
B) There are two bags A & B. A contains n white and 2 black balls and B contains 2 white and n black balls one of two bags is selected at random and two balls are drawn random
13. A) What are steps are involved in Testing of Hypotheses explain briefly it.
or
B) Explain briefly the uses of Analysis of Variance (ANOVA).
14. A) Explain the Multiple Regression Model.
or
B) Define Regression coefficient and explain the properties of the regression Coefficients
15. A). Write about different statistical functions in data analysis pack using MS Excel
or
B). What are steps are involved to estimating two way ANOVA in SPSS soft ware

1. P. L. S.
2. P. L. S.
3. S. L. S.

KRISHNA UNIVERSITY

V – SEMESTER

B.A. Honours ECONOMICS [Major]

COURSE 15 A:

Name of The Course: FARMER PRODUCER ORGANISATIONS

BLUEPRINT OF QUESTION PAPER

.....

| Unit | QUESTIONS | | Marks |
|-------------------------------------|------------------------|-----------------|----------|
| | Short Answer Questions | Essay Questions | |
| Unit - 1 | 4 (2) | 10 (2) | 28 (4) |
| Unit - 2 | 4 (2) | 10 (2) | 28 (4) |
| Unit - 3 | 4 (2) | 10 (2) | 28 (4) |
| Unit - 4 | 4 (2) | 10 (2) | 28 (4) |
| Unit - 5 | 4 (2) | 10 (2) | 28 (4) |
| Total Marks & No of Questions | 20 (10) | 50 (10) | 140 (20) |

Max

Marks:70

1) P. L. R.
2) P. L. R.
3) P. L. R.

KRISHNA UNIVERSITY
VII – SEMESTER
B.A. Honours ECONOMICS [Major]
Course No: 15 A: FARMER PRODUCER ORGANISATIONS
MODEL QUESTION PAPER

Time: 3 hrs.

Max. Marks: 70

SECTION-A

I. Answer any FIVE Questions

5 x 4 = 20M

1. Concept and Importance of FPO
2. Problems and Challenges faced by FPOs in India
3. Rules and Procedures to establish an FPO
4. Training and Capacity Building in FPOs
5. Input Purchase and Custom Hiring Services
6. Business Planning for an FPO
7. Mobilisation of Capital for FPOs
8. Digital and Social Media Marketing for FPOs
9. Role of NABARD in FPO development
10. Government Schemes for promoting FPOs

SECTION-B

II. Answer ALL questions in internal choice

5 x 10 M = 50M

11. a) Explain the concept, types, and organizational structure of FPOs.

OR

b) Discuss the role of FPOs in Indian agricultural development and the challenges they face.

12. a) Describe the steps involved in mobilizing farmers and establishing an FPO.

OR

b) Write a note on the infrastructure and financial accounting system required in an FPO.

13. a) What are the major economic activities of an FPO? Explain with examples.

OR

b) Discuss the role of value chain analysis and viable business models in planning an FPO.

14. a) Explain the sources of finance available to FPOs and how financial planning is done.

OR

b) What are the key strategies in marketing FPO products, including branding and promotion?

15. a) Evaluate the institutional support available for FPOs and the role of SFAC.

OR

b) Discuss any two successful case studies of FPOs and highlight their

operational
strengths.

- 1) *Leadership*
- 2) *Values*
3. *Goal*

VII - SEMESTER

KRISHNA UNIVERSITY

V – SEMESTER

B.A. Honours ECONOMICS [Major]

Course No:15 -B

Name of The Course: Project Designing and Report writing

BLUEPRINT OF QUESTION PAPER

| Unit | S.A.Q Section :A (including choice) 4 Marks | E.Q Section: B (including choice) 10 Marks | Marks Allotted |
|-------|--|---|-------------------|
| I | 2 | 2 | 28 |
| II | 2 | 2 | 28 |
| III | 2 | 2 | 28 |
| IV | 2 | 2 | 28 |
| V | 2 | 2 | 28 |
| Total | 10 | 10 | 140 |

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3. S. S.

KRISHNA UNIVERSITY

V – SEMESTER

B.A. Honours ECONOMICS [Skill Enhancement Course]

(CBCS with effect from 2023 -2024 Syllabus)

Course No:15 (B)

Name of The Course: Project Designing and Report writing

BLUEPRINT OF QUESTION PAPER

Time : 3 hrs

Max. Marks : 70

SECTION-A

Answer any **FIVE**

Marks : 5 x 4 M = 20M

1. what is the scientific research
2. limitations of research in social science
3. Write about evolution research
4. Distinguish between Independent and dependent variable.
5. Write about criteria for selecting a research problem.
6. what are the components of good research proposal
7. what are the qualities of good Questioner
8. Bibliography
9. Plagiarism test
10. write about editing of data

1) 
2) 

Section-B

II. Answer ALL the following questions

5 x 10=50 Marks

11. A). Explain the importance of Social Science Research
(OR)
B). Write about the methods of ensuring objectivity in Social Science Research
12. A). write about fuel under applied research
(OR)
B). Distinguish between Exploratory and descriptive research.
13. A). Explain the various methods of collect the primary data
(OR)
B). Explain the criteria on for selecting a research problem
14. A). explain the importance of graphical presentation of data
(OR)
B). Explain the importance of statistical analysis of data
15. A). Explain the various types of Research report
(OR)
B). Write about the outlines of good Research report

3. 

KRISHNA UNIVERSITY

VII - SEMESTER

B.A. Honours ECONOMICS [Major]

(CBCS with effect from 2023 -2024 Syllabus)

Course No:16 (A)

Name of The Course: Advanced Micro Economics

BLUEPRINT OF QUESTION PAPER

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| Unit | S.A.Q Section :A (including choice) 4 Marks | E.Q Section: B (including choice) 10 Marks | Marks Allotted |
|-------|--|---|-------------------|
| I | 2 | 2 | 28 |
| II | 2 | 2 | 28 |
| III | 2 | 2 | 28 |
| IV | 2 | 2 | 28 |
| V | 2 | 2 | 28 |
| Total | 10 | 10 | 140 |

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KRISHNA UNIVERSITY

VII – SEMESTER

B.A. Honours ECONOMICS

(CBCS with effect from 2023 -2024 Syllabus)

Course No:16 (A) Name of The Course: Advanced Micro
Economics

BLUEPRINT OF QUESTION PAPER

Time: 3 hrs.

Max.Marks: 70

SECTION-A

Marks: 5 x 4 M=20M

Answer any **FIVE** out of the following **TEN** questions

1. Explain the Income Effect
2. Explain the substitution Effect
3. Explain the CES (Constant Elasticity Substitution) Production function
4. Explain the “ L” shape Cost curve
5. Explain the Cournot Model of Oligopoly.
6. Explain the Price leadership model of oligopoly
7. Explain the factor pricing under imperfect competition Market.
8. What is backward bending labour supply curve.
9. Concept of General Equilibrium
10. What is Moral Hazard

SECTION-B

(Essay Type Questions)

Marks: 5x10M= 50M

Answer any **FIVE** out of the following **TEN** questions

11. A) Explain the Consumer Equilibrium through Indifference curves.
or
B) Explain the Revealed Preference Theory
12. A) Explain the Least Cost Combination of inputs.
or
B) Describe the Technological progress in production function
13. A) Explain the Prisoners Dilemma in game theory.

or

B) Explain the Boumol's Sales revenue maximisation.

14. A) Explain the Euler's Theorem.

or

B) Explain the Hicks - Samuelson solution to product exhaustion problem

15. A) Explain the pareto optimality

or

B) Explain Arrows impossibility theorem

1) Bar
2) Fisher
3) 2

VII – SEMESTER
B.A. Honours ECONOMICS [Major]
(CBCS with effect from 2023 -2024 Syllabus)

Course No:16 (B)

Name of The Course: Industrial and Infrastructural Economics

BLUEPRINT OF QUESTION PAPER

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| Unit | S.A.Q Section :A (including choice) 4 Marks | E.Q Section: B (including choice) 10 Marks | Marks Allotted |
|-------|--|---|-------------------|
| I | 2 | 2 | 28 |
| II | 2 | 2 | 28 |
| III | 2 | 2 | 28 |
| IV | 2 | 2 | 28 |
| V | 2 | 2 | 28 |
| Total | 10 | 10 | 140 |

1/ P. Singh
2/ Indu
3/ 8

KRISHNA UNIVERSITY

VII - SEMESTER

B.A. Honours ECONOMICS

(CBCS with effect from 2023 -2024 Syllabus)

**Course No:16 (B) Name of The Course: Industrial and
Infrastructural Economics**

BLUEPRINT OF QUESTION PAPER

Time: 3 hrs.

Max.Marks: 70

SECTION-A

Marks: 5 x 4 M=20M

Answer any **FIVE** out of the following **TEN** questions

1. State the factors for industrialisation
2. State the objectives of firms
3. Sargent Florence theory of industrial location
4. Write about industrial concentration
5. Explain the L shape cost curve.
6. Briefly write about New Industrial Policy
7. What is the Social infrastructure .
8. Explain the concept of SOC and DPA.
9. Types of infrastructural finance
10. PPP model of infrastructural finance

SECTION-B

(Essay Type Questions)

Marks: 5x10M= 50M

Answer any **FIVE** out of the following **TEN** questions

11. A) Explain the role of industries in economic development.
or
B) Explain the role of technology in economic development
12. A) Explain the measures to control industrial concentration.
or
B) Explain the problems of industrial labour
13. A) Write about various industrial financial institutions in India.

or

B) Write about the national manufacturing policy of India.

14. A) Explain the role of Economics, social and digital infrastructure in economics

or

B) Explain the special characteristics of public utilities.

15. A) Explain the problems in infrastructure finance.

or

B) Write about the Infrastructural policies

1) Policy
2) Infrastructure
3) Finance

KRISHNA UNIVERSITY

VII - SEMESTER

B.A. Honours ECONOMICS [Major]

(CBCS with effect from 2023 -2024 Syllabus)

Course No: 17 (A)

Name of The Course: Advanced Macro Economics

BLUEPRINT OF QUESTION PAPER

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| Unit | S.A.Q Section :A (including choice) 4 Marks | E.Q Section: B (including choice) 10 Marks | Marks Allotted |
|-------|--|---|-------------------|
| I | 2 | 2 | 28 |
| II | 2 | 2 | 28 |
| III | 2 | 2 | 28 |
| IV | 2 | 2 | 28 |
| V | 2 | 2 | 28 |
| Total | 10 | 10 | 140 |

1/ *[Signature]*
2/ *[Signature]*
3. *[Signature]*

KRISHNA UNIVERSITY

VII – SEMESTER

B.A. Honours ECONOMICS

(CBCS with effect from 2023 -2024 Syllabus)

Course No:17 (A) Name of The Course: Advanced Macro
Economics

BLUEPRINT OF QUESTION PAPER

Time: 3 hrs.

Max.Marks: 70

SECTION-A

Marks: 5 x 4 M=20M

Answer any **FIVE** out of the following **TEN** questions

1. What are the micro foundations of macro economics?
2. Write about rational expectations
3. What is the importance of cost of capital
4. What are types of investment?
5. What is the Baumol Investment.
6. What is Philips curve hypnotism
7. Draw IS - LM curves.
8. What is crowding out effect?
9. Write about Gradualism
10. Write about Covid – 19 crisis

SECTION-B

(Essay Type Questions)

Marks: 5x10M= 50M

Answer any **FIVE** out of the following **TEN** questions

11. A) Distinguish between new classical theory and new Keynesian theory.
or
B) Explain the Kuznets consumption puzzle
12. A) Explain the Keynes theory of investment.
or
B) Explain the inter relationship between inflation and interest rates

13. A) Explain the Friedman's modern quantity theory of money.
or

B) Explain the different objectives of monetary policy.




14. A) Explain the IS -LM model with government sectors
or

B) Explain the fiscal policy in IS - LM model.

15. A) Explain the Barrow - Ricardo hypothesis.

or

B) Write about the global financial crisis

1) 
2) 
3. 

KRISHNA UNIVERSITY

VII - SEMESTER

B.A. Honours ECONOMICS [Major]

(CBCS with effect from 2023 -2024 Syllabus)

Course No: 17 (B)

Name of The Course: Agricultural Economics

BLUEPRINT OF QUESTION PAPER

| Unit | S.A.Q Section :A (including choice) 4 Marks | E.Q Section: B (including choice) 10 Marks | Marks Allotted |
|-------|---|--|-------------------|
| I | 2 | 2 | 28 |
| II | 2 | 2 | 28 |
| III | 2 | 2 | 28 |
| IV | 2 | 2 | 28 |
| V | 2 | 2 | 28 |
| Total | 10 | 10 | 140 |

1/ P. L. S.
2/ P. L. S.
3. A.

KRISHNA UNIVERSITY

VII - SEMESTER

B.A. Honours ECONOMICS

(CBCS with effect from 2023 -2024 Syllabus)

Course No:17 (B) Name of The Course: Agricultural Economics

BLUEPRINT OF QUESTION PAPER

Time: 3 hrs.

Max.Marks: 70

SECTION-A

Marks: 5 x 4 M=20M

Answer any **FIVE** out of the following **TEN** questions

1. Scope of Agricultural Economics
2. Interdependence between Agriculture and Non Agricultural Sector
3. Sustainable Agriculture
4. Organic farming
5. APMCs.
6. MARKFED
7. Rythu Bazar
8. Golden Revolution and Silver Revolution
9. Crop Insurance
10. PM KISAN & Rythu Bharosa in A.P

SECTION-B

(Essay Type Questions)

Marks: 5x10M= 50M

Answer any **FIVE** out of the following **TEN** questions

11. A) Explain the role of Agriculture in Economic Development.
or
B) Critically examine the emerging issues of Agricultural Development in India
12. A) What is the Crop diversification and explain its importance.
or
B) What is the production function and explain its analysis in agriculture
13. A) Explain the Role of NABARD in Agricultural Development
or

B) Explain the Types & Problems of Agricultural Marketing in India.

14. A) Explain the main components of land reforms in India

or

B) Briefly explain the strategies of green revolution.

15. A) Critically Explain the agricultural price policy in India.

or

B) Explain different governments schemes for the issues in the agricultural development

1) Policy
2) Strategy
3. Scheme

KRISHNA UNIVERSITY

VII - SEMESTER

B.A. Honours ECONOMICS [Major]

(CBCS with effect from 2023 -2024 Syllabus)

Course No:18 (A)

Name of The Course: Environmental Economics

BLUEPRINT OF QUESTION PAPER

| Unit | S.A.Q Section :A (including choice) 4 Marks | E.Q Section: B (including choice) 10 Marks | Marks Allotted |
|-------|--|---|-------------------|
| I | 2 | 2 | 28 |
| II | 2 | 2 | 28 |
| III | 2 | 2 | 28 |
| IV | 2 | 2 | 28 |
| V | 2 | 2 | 28 |
| Total | 10 | 10 | 140 |

1/ P. L. S.
2/ P. L. S.
3. P. L. S.

KRISHNA UNIVERSITY

VII – SEMESTER

B.A. Honours ECONOMICS

(CBCS with effect from 2023 -2024 Syllabus)

Course No:18 (A) Name of The Course: Environmental Economics

BLUEPRINT OF QUESTION PAPER

Time: 3 hrs.

Max.Marks: 70

SECTION-A

Marks: 5 x 4 M=20M

Answer any FIVE out of the following TEN questions

1. Environmental Economics
2. Ecology
3. Free Markets and Environment
4. Sustainable Development
5. Deforestation.
6. Environmental Degradation
7. Hedonic Pricing Method
8. Types of Value of Environment
9. Pigouvian Tax
10. Moral Suasion

1) P. L. ...
2) ...

SECTION-B

(Essay Type Questions)

Marks: 5x10M= 50M

Answer any FIVE out of the following TEN questions

11. A) Explain the nature and scope of the Environmental Economics.
or
B) Explain the significance of Environmental Economics
12. A) Examine the theoretical framework of pareto with special reference to environment.
or

B) What are externalities? why do externalities lead to market failure

13. A) Explain the causes and effects of climate change

or

B) Discuss the causes and consequences of water pollution and suggest remedies

or

14. A) Bring out the relevance of Cost Benefit Analysis to Environmental valuation.

or

B) Critically explain the revealed preference technique to environmental valuation

15. A) Detail different environmental regulations to protect environment

or

B) Explain different Environmental Laws and Regulatory bodies in India

1. 1st
2. 2nd
3. 3rd

KRISHNA UNIVERSITY

VII

VH SEMESTER

B.A. Honours ECONOMICS [Major]

Course No: ~~13~~ 18-B

Name of The Course: Economics of Education and Health

BLUEPRINT OF QUESTION PAPER

| Unit | QUESTIONS | | Marks |
|-------------------------------------|------------------------|-----------------|-------|
| | Short Answer Questions | Essay Questions | |
| Unit - 1 | 4 (2) | 10 (2) | 28 |
| Unit - 2 | 4 (2) | 10 (2) | 28 |
| Unit - 3 | 4 (2) | 10 (2) | 28 |
| Unit - 4 | 4 (2) | 10 (2) | 28 |
| Unit - 5 | 4 (2) | 10 (2) | 28 |
| Total Marks & No of Questions | 20 (10) | 50 (10) | 140 |

Max

Marks:70

1) Pls
2) Gopal
3. [Signature]

KRISHNA UNIVERSITY
VII – SEMESTER
B.A. Honours ECONOMICS [Major]

Course No: ~~73~~ 18-B

Name of The Course: Economics of Education and Health

MODEL QUESTION PAPER

Time: 3 hrs.

Max. Marks: 70

SECTION-A

I. Answer any FIVE Questions

5 x 4 = 20M

1. Human Development Index
2. Social Overhead Capital
3. Literacy Rate and Gross Enrolment Ratio
4. Private and Social Costs of Education
5. Health Indicators
6. Measurement of Health Benefits
7. Learning Crisis in Indian Education
8. Out-of-Pocket Expenditure on Health
9. Salient Features of NEP 2020
10. Government Schemes for Social Sector Development

1) P.L. ...
2) ...

SECTION-B

II. Answer ALL questions in internal choice

5 x 10 M = 50M

11. a) What is the role of the social sector in the development of a country?

OR

b) Explain the importance of education and health in human development.

12. a) Write a note on the present condition of education in India.

OR

b) What are the main costs and benefits of education?

13. a) Explain what affects the demand and supply of health services.

OR

b) What are the main ways by which health care is financed in India?

14. a) What are the major challenges in India's education system?

OR

b) Describe any two problems in the Indian healthcare system.

15. a) What are the key features of National Education Policy 2020?

OR

b) Write a short note on the National Health Policy 2017.

3. ...

SKILL ENHANCEMENT COURSES

KRISHNA UNIVERSITY

VII - SEMESTER

B.A. Honours ECONOMICS [Skill Enhancement Course]

(CBCS with effect from 2023 -2024 Syllabus)

Course No: 19 (A)

Name of The Course Econometrics

BLUEPRINT OF QUESTION PAPER

| Unit | S.A.Q Section :A (including choice) 4 Marks | E.Q Section: B (including choice) 10 Marks | Marks Allotted |
|-------|---|--|-------------------|
| I | 2 | 2 | 28 |
| II | 2 | 2 | 28 |
| III | 2 | 2 | 28 |
| IV | 2 | 2 | 28 |
| V | 2 | 2 | 28 |
| Total | 10 | 10 | 140 |

- 1) Order
- 2) Order
3. Order

KRISHNA UNIVERSITY

VII – SEMESTER

B.A. Honours ECONOMICS [Skill Enhancement Course]

(CBCS with effect from 2023 -2024 Syllabus)

Course No:19 (A)

Name of The Course: Econometrics

BLUEPRINT OF QUESTION PAPER

Time : 3 hrs.

Max. Marks : 70

SECTION-A

Marks : 5 x 4 M = 20M

Answer any **FIVE** out of the following **TEN** questions

1. Mathematical Models vs Econometric Models
2. What do you mean by cross sectional Data
3. Define the Normal distribution
4. Write about Chi-square test
5. Explained the BLUE Properties
6. What do you mean by Estimators
7. Good ness of fit (r^2)
8. Auto Correlation
9. How to Create bar diagram in MS Excel
10. How to create work file in E views

17
2) 

SECTION-B

(Essay Type Questions)

Marks : 5x10M = 50M

Answer any **FIVE** out of the following **TEN** questions

11. A). Explain the scope and methodology of Econometrics

Or

- B). Explain the various sources of data for Econometric analysis

12. A) Explain the various steps involved in testing of hypothesis
or

- B) Explain briefly one way and two way ANOVA Models

- $Y_i = B_1 + B_2X_i + u_i$ is given by :

or

- measured in percentage, in the following model was estimated :

where: Δinf and Δunemp are, respectively, inflation and unemployment measured in first differences.

| | Coefficient | Standard Error |
|----------------|-------------|----------------|
| Constant | -0.0781 | 0.348 |
| Δ unemp | -0.8429 | 0.314 |
| R2=0.832 | | |

- (ii) Test, at 5% level of significance, the claim that there is a one to one tradeoff between inflation and unemployment. Set up the null hypothesis carefully.

- B) Briefly discuss about the Multi coefficient of determinates of R square and adjusted R squares

- Or

- ware

KRISHNA UNIVERSITY

VII - SEMESTER

B.A. Honours ECONOMICS [Skill Enhancement Course]

(CBCS with effect from 2023 -2024 Syllabus)

Course No:19 (B) Name of The Course: Social Entrepreneurship

BLUEPRINT OF QUESTION PAPER

| Unit | S.A.Q Section :A (including choice) 4 Marks | E.Q Section: B (including choice) 10 Marks | Marks Allotted |
|-------|--|---|-------------------|
| I | 2 | 2 | 28 |
| II | 2 | 2 | 28 |
| III | 2 | 2 | 28 |
| IV | 2 | 2 | 28 |
| V | 2 | 2 | 28 |
| Total | 10 | 10 | 140 |

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2) 
3. 

KRISHNA UNIVERSITY

VII – SEMESTER

B.A. Honours ECONOMICS [Skill Enhancement Course]

(CBCS with effect from 2023 -2024 Syllabus)

Course No:19 (B)

Name of The Course: Social Entrepreneurship

BLUEPRINT OF QUESTION PAPER

Time : 3 hrs

Max. Marks : 70

SECTION-A

Answer any **FIVE**

Marks : 5 x 4 M = 20M

1. What is meant by social Entrepreneurship?
2. Business entrepreneurship v/s social Entrepreneurship
3. State the concept of service subsidization
4. What is meant by market intermediary
5. What is meant by social innovation
6. What is the role of philanthropy
7. Profit social enterprise of companies Act of 2013
8. Intellectual Property Rights
9. What is the target audience for social enterprise
10. State the story telling approach for social enterprise

1/ 10 x 9
2/ 10 x 9

Section-B

II. Answer ALL the following questions

5 x 10=50 Marks

11. A). Explain the various types of social entrepreneurship
(or)
B). Discusses the key challenges and opportunities in social entrepreneurship?
12. A). Briefly explain the different Business models
(or)
B). Explain the social and financial impact of social enterprises.
13. A). What is the design thinking and explain the stages of design thinking.
(or)
B). What are the different sources of social innovation.
14. A). Explain the legal and regulatory frame work of social entrepreneurship.
(or)
B). Explain the different legal forms of social entrepreneur.
15. A). Explain the marketing and communication strategies for enterprises
(or)
B). Explain the promoting of social entrepreneurship through social media.

3. 104

104

KRISHNA UNIVERSITY

VII - SEMESTER

B.A. Honours ECONOMICS [Skill Enhancement Course]

(CBCS with effect from 2023 -2024 Syllabus)

**Course No: 20 (A) Name of The Course: Computer Application for
Economic Analysis**

BLUEPRINT OF QUESTION PAPER

| Unit | S.A.Q Section :A (including choice) 4 Marks | E.Q Section: B (including choice) 10 Marks | Marks Allotted |
|-------|--|---|-------------------|
| I | 2 | 2 | 28 |
| II | 2 | 2 | 28 |
| III | 2 | 2 | 28 |
| IV | 2 | 2 | 28 |
| V | 2 | 2 | 28 |
| Total | 10 | 10 | 140 |

1) 
2) 
3) 

KRISHNA UNIVERSITY

VII - SEMESTER

B.A. Honours ECONOMICS [Skill Enhancement Course]

(CBCS with effect from 2023 -2024 Syllabus)

Course No:20 (A) Name of The Course: Computer Application for
Economic Analysis

BLUEPRINT OF QUESTION PAPER

Time : 3 hrs

Max marks : 75

SECTION-A

(Short Answer Type Questions) Marks : 5 x 5 M = 25 M

Answer any FIVE out of the following TEN questions

1. Draw and explain block diagram of a computer
2. Define
 - a) Computer b) Operating System c) Internet d) Compiler
 - e) Search Engine
3. Describe the steps to insert and format a table in MS Word.
4. List and Describe any FIVE shortcut keys used in MS Word
5. Describe the steps to create a "chart" (or) "graph" in MS Excel.
6. What is Data Analysis pack in excel and how do you enable it?
7. What are the main components of MS Power point.
8. How do you create new presentation in Power Point.
9. Differences between Data View and Variable view in SPSS.
10. Explain how to run a simple linear regression analysis in SPSS.

SECTION-B

(Essay Type Questions)

Marks : 5x10M = 50M

Answer any FIVE out of the following TEN questions

11. A) Explain about computer generations
or
B) Differences between high level languages and low level languages

12. A) Explain how to edit and format text in MS Word, including Font Styles, Sizes, and Paragraph alignments and provide examples of some formatting techniques.
or
B) Describe the concepts of "Word Art" and "Macros" in MS Word and write its uses.
13. A) Describe the statistical functions available in MS Excel and explain their applications in Data Analysis.
or
B) Explain the process of printing a worksheet in MS Excel. Discuss the options available for formatting the document before printing.
14. A) Describe the steps to insert and format tables and graphs in powerpoint slides and discuss how these elements can improve the clarity of your presentation.
or
B) What are slide animations and slide transitions in MS Power point and Explain how to apply and customize them to enhance a presentation
15. A) Discuss the key features and tools in SPSS that assist in data cleaning and preparation before conducting statistical analysis.
or
B) Discuss the significance of labels and value labels in SPSS. How do they enhance data interpretation and analysis, especially for categorical data?

1) File
2) Edit
3) View

KRISHNA UNIVERSITY

VII – SEMESTER

B.A. Honours ECONOMICS [Skill Enhancement Course]

(CBCS with effect from 2023 -2024 Syllabus)

Course No: 20 (B) Name of The Course: Marketing Research

BLUEPRINT OF QUESTION PAPER

| Unit | S.A.Q Section :A (including choice) 4 Marks | EQ Section: B (including choice) 10 Marks | Marks Allotted |
|-------|--|--|-------------------|
| I | 2 | 2 | 28 |
| II | 2 | 2 | 28 |
| III | 2 | 2 | 28 |
| IV | 2 | 2 | 28 |
| V | 2 | 2 | 28 |
| Total | 10 | 10 | 140 |

4/1/2024
3/1/2024
1/1/2024

KRISHNA UNIVERSITY

VII - SEMESTER

B.A. Honours ECONOMICS [Skill Enhancement Course]

(CBCS with effect from 2023 -2024 Syllabus)

Course No:20 (B)

Name of The Course: Marketing Research

BLUEPRINT OF QUESTION PAPER

Time : 3 hrs

Max. Marks : 70

SECTION-A

Answer any **FIVE**

Marks : 5 x 4 M = 20M

1. What is the marketing Research ?
2. Write about women Entrepreneurship
3. Write about pre test
4. Write about post - test
5. What is the questionnaire
6. What is the sampling design
7. Write about Chi - Square Test
8. What is Wilcoxon Matched pairs signed Rank test
9. Write about Graphical presentation of report
10. Write about Report writing

✓ 1, 2, 3, 4, 5
✓ 6, 7, 8, 9, 10

Section-B

II. Answer ALL the following questions

5 x 10=50 Marks

11. A). Explain the significance of marketing research?
(or)
B). Discusses the problems encounter by marketing research in India?
12. A). Write about controlled group and Solomon four group design
(or)
B). Write about the observation techniques.
13. A). Explain the different methods of primary data collection.
(or)
B). Write about comparative attitude measurement scaling technique
14. A). Analysis the qualitative data collected through interviews.
(or)
B). Explain the multidimensional scaling
15. A). Explain the preparation and presentation of marketing research report
(or)
B). Explain the Importance of graphical presentation of report.

13. 8

VIII - SEMESTER

KRISHNA UNIVERSITY

VIII - SEMESTER

B.A. Honours ECONOMICS [Major]

(CBCS with effect from 2023 -2024 Syllabus)

Course No: 21 (A) Name of The Course: Advanced Theories in
Development Economics

BLUEPRINT OF QUESTION PAPER

| Unit | S.A.Q Section :A (including choice) 4 Marks | E.Q Section: B (including choice) 10 Marks | Marks Allotted |
|-------|--|---|-------------------|
| I | 2 | 2 | 28 |
| II | 2 | 2 | 28 |
| III | 2 | 2 | 28 |
| IV | 2 | 2 | 28 |
| V | 2 | 2 | 28 |
| Total | 10 | 10 | 140 |

1/1/24
2/1/24
3/1/24

KRISHNA UNIVERSITY

VIII - SEMESTER

B.A.Honours ECONOMICS [Major]

(CBCS with effect from 2023 -2024 Syllabus)

**Course No:21 (A) Name of The Course: Advanced Theories in
Development Economics**

BLUEPRINT OF QUESTION PAPER

Time: 3 hrs.

Max.Marks: 70

SECTION-A

Marks: 5 x 4 M=20M

Answer any **FIVE** out of the following **TEN** questions

1. Concepts Of HDI
2. UN- Sustainable development goals.
3. Concepts of technical progress
4. Arrow's learning by Doing.
5. Social and Technological Dualism.
6. Ambedkar model of Economic development.
7. Capital - output ratio criterion.
8. Choice of Techniques
9. What is the gains from international Trade
10. What is Dual Gap Analysis

1)
2) 

SECTION-B

(Essay Type Questions)

Marks : 5x10M = 50M

Answer any **FIVE** out of the following **TEN** questions

11. A) Explain the different measurements of Poverty .
or
B) Explain the different measurements of inequalities.
12. A) Explain the kaldors model of Economic growth
or

- B) Explain the multi -sector Growth models.
13. A) Explain low level Equilibrium Trap theory.
or
B) Explain Unlimited supply of labour model
14. A) Explain the time series criterion
or
B) Explain A. K Arm's approach to choice of techniques
15. A) Explain international trade as engine of growth
or
B) Explain the Role world Bank in India's Economics development

1. P. L. S. 1
2
3. S. S. 1

KRISHNA UNIVERSITY

VIII - SEMESTER

B.A. Honours ECONOMICS [Major]

(CBCS with effect from 2023 -2024 Syllabus)

Course No: 21 (B)

Name of The Course: Gender and Social Economics

BLUEPRINT OF QUESTION PAPER

| Unit | S.A.Q Section :A (including choice) 4 Marks | E.Q Section: B (including choice) 10 Marks | Marks Allotted |
|-------|---|--|-------------------|
| I | 2 | 2 | 28 |
| II | 2 | 2 | 28 |
| III | 2 | 2 | 28 |
| IV | 2 | 2 | 28 |
| V | 2 | 2 | 28 |
| Total | 10 | 10 | 140 |

1/ P. S. S.
2/ G. S. S.
3. S. S.

KRISHNA UNIVERSITY

VIII – SEMESTER

B.A.Honours ECONOMICS [Major]

(CBCS with effect from 2023 -2024 Syllabus)

Course No: 21 (B) Name of The Course: Gender and Social Economics

BLUEPRINT OF QUESTION PAPER

Time: 3 hrs.

Max.Marks: 70

SECTION-A

Marks: 5 x 4 M=20M

Answer any **FIVE** out of the following **TEN** questions

1. Concepts of Gender
2. Gender Development Index
3. Gender in ownership
4. Women in Sustainable Development
5. Role of Micro finance in women's Development
6. Gender Inequalities in Education.
7. Concept of Social Equality.
8. Caste System in India
9. Social Exclusion
10. Social Justice

SECTION-B

(Essay Type Questions)

Marks : 5x10M = 50M

Answer any **FIVE** out of the following **TEN** questions

11. A) Explain the concept of gender and role in Economic Development.
or
B) Explain the indices in gender development.
12. A) Explain the Gender – wise Demography in India
or

B) Explain the Labour market Barriers for women in India.

13. A) Explain the role of Self-Help Groups in women's Development in India.
or

B) Explain the women empowerment Policies & Programs in India

14. A) Explain the Ambedkar's theory of cast and discrimination
or

B) Explain the concepts of social Equality, Social Exclusion and social justice

15. A) Explain the Caste Inequalities in India in terms of Land?
or

B) Explain the Government Programs /schemes for social justice in India

1) Policy
2) India
3. 2

KRISHNA UNIVERSITY

VIII - SEMESTER

B.A. Honours ECONOMICS [Major]

(CBCS with effect from 2023 -2024 Syllabus)

Course No: 22 (A)

Name of The Course: Contemporary Development Issues in
Indian Economy

BLUEPRINT OF QUESTION PAPER

| Unit | S.A.Q Section :A (including choice) 4 Marks | E.Q Section: B (including choice) 10 Marks | Marks Allotted |
|-------|--|---|-------------------|
| I | 2 | 2 | 28 |
| II | 2 | 2 | 28 |
| III | 2 | 2 | 28 |
| IV | 2 | 2 | 28 |
| V | 2 | 2 | 28 |
| Total | 10 | 10 | 140 |

1) P. L. Jeyaraj
2) Prabhu
3. S. S. S.

KRISHNA UNIVERSITY

VIII – SEMESTER

B.A.Honours ECONOMICS [Major]

(CBCS with effect from 2023 -2024 Syllabus)

Course No:22 (A)

Name of The Course: Contemporary Development Issues in Indian Economy

MODEL QUESTION PAPER

.....

Time: 3 hrs

Max.Marks: 70

SECTION-A

Marks: 5 × 4 M=20M

*Answer any **FIVE***

I. Answer any five from the following questions

1. Economic Growth
2. High Inflation
3. Demography Dividend
4. Sustainable Agriculture
5. Disinvestment
6. Digital Infrastructure
7. Digital Financial Services
8. Insurance
9. Skill Development
10. Distributive Justice

Section-B

II. Answer all the following questions

5X10= 50 M

11. A) Explain the Challenges in Making India as \$5 Trillion Economy?
Or

B) . Explain the Challenges in Raising Human Development?

12. A). Explain the Regional Variations in Population Growth and their Implications

Or

B). Explain the Policy Measures to Sustainable Agriculture?

13. A). Explain the Opportunities and Challenges in Industry 4.0 & 5.0?

Or

B). Explain the Prospects of Digital Infrastructure?

14. A). Explain the Challenges in Skill Development?




Or

B). Explain the Challenges in Insurance Sector?

15. A). Explain the debate of Development Expenditure vs Welfare Expenditure in India?

Or

B). Explain Budget Deficits and their Controlling Measures

- 1) 
- 2) 
3. 

KRISHNA UNIVERSITY

VIII – SEMESTER

B.A. Honours ECONOMICS [Major]

(CBCS with effect from 2023 -2024 Syllabus)

Course No: 22 (B)

Name of The Course: Constitutional Economics

BLUEPRINT OF QUESTION PAPER

| Unit | S.A.Q Section :A (including choice) 4 Marks | E.Q Section: B (including choice) 10 Marks | Marks Allotted |
|-------|---|--|-------------------|
| I | 2 | 2 | 28 |
| II | 2 | 2 | 28 |
| III | 2 | 2 | 28 |
| IV | 2 | 2 | 28 |
| V | 2 | 2 | 28 |
| Total | 10 | 10 | 140 |

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2) [Signature]

3) [Signature]

KRISHNA UNIVERSITY
VIII – SEMESTER
B.A. Honours ECONOMICS [Major]
Course No: 22 - B

Name of The Course: Constitutional Economics

BLUEPRINT OF QUESTION PAPER

Time : 3 hrs

SECTION-A

Max. Marks : 70

Answer any FIVE

Marks : 5 x 4 M = 20M

1. write about the Fundamental Rights mentioned in the Indian Constitution
2. Explain how the Preamble reflects the objectives of the Indian economy.
3. List the Fundamental Duties in the Indian Constitution.
4. Give an example of a government scheme that implements a DPSP.
5. Name items listed in the Centre, State, and Concurrent Lists.
6. Evaluate the challenges faced in inter-state trade and commerce.
7. Analyze how constitutional tax provisions promote equitable economic growth.
8. What are the differences between money and Finance Bill.
9. What is the role of the Supreme Court in economic matters?
10. Power and Functions of Comptroller and Auditor General (CAG)

SECTION-B

Answer ALL questions in internal choice

Marks: 5x10M=50M

11(a) Importance of Constitution in Economic Development

OR

(b) How can human rights be part of policies for sustainable development?

12.(a) How do Fundamental Duties impact citizens' participation in the economy?

OR

(b) Critically evaluate the effectiveness of DPSPs in reducing economic inequalities.

13. (a) Analyze a recent Finance Commission Report and its recommendations for economic development.

OR

(b) Discuss the concept of Economic Unity in the Indian Constitution

14. (a) Compare the Budget-making process at Union and State levels.

OR

(b) constitutional provisions for various taxes

15. (a) Analyze how decentralization can lead to inclusive and sustainable development.

OR

(b) Apply the provisions of the 73rd Amendment to analyze rural development schemes.

KRISHNA UNIVERSITY

VIII - SEMESTER

B.A. Honours ECONOMICS [Major]

(CBCS with effect from 2023 -2024 Syllabus)

Course No: 23 (A)

**Name of The Course: Contemporary Developmental Issues in
Andhra Pradesh Economy**

BLUEPRINT OF QUESTION PAPER

| Unit | S.A.Q Section :A (including choice) 4 Marks | E.Q Section: B (including choice) 10 Marks | Marks Allotted |
|-------|--|---|-------------------|
| I | 2 | 2 | 28 |
| II | 2 | 2 | 28 |
| III | 2 | 2 | 28 |
| IV | 2 | 2 | 28 |
| V | 2 | 2 | 28 |
| Total | 10 | 10 | 140 |

1) P. Laxmi
2) P. Laxmi
3. S. S. S.

KRISHNA UNIVERSITY

VII SEMESTER VII

B.A. Honours ECONOMICS [Major]

Course No: 23A

Name of The Course: Contemporary Development Issues in AP
Economy

BLUEPRINT OF QUESTION PAPER

Time : 3 hrs

Max. Marks : 70

SECTION-A

Marks : 5 x 4 M = 20M

Answer any **FIVE**

1. Features of Andhra Pradesh State Economy?
2. Trends in GSDP?
3. Features of population in Andhra Pradesh?
4. What are the available natural resources in Andhra Pradesh?
5. What are the causes of unemployment in Andhra Pradesh?
6. Explain the Consequences of Poverty?
7. Production Trends in Andhra Pradesh Agriculture sector?
8. Industrial Corridor in Andhra Pradesh?
9. What are the Public Revenues in Andhra Pradesh?
10. Write a short note on central assistance?

SECTION-B

Answer **ALL** questions in internal choice

Marks: 5x10M=50M

11. (a) Explain the sectorial composition of Andhra Pradesh Economy?
OR
(b) Explain the impact of State Bifurcation on Andhra Pradesh Economy?
12. (a) Explain the pricing policy of minerals in Andhra Pradesh Economy?
OR
(b) Explain the Skill development programmes in Andhra Pradesh?
13. (a) What are the social welfare programmes in Andhra Pradesh ?
OR
(b) What are the causes and consequences of Urbanisation in Andhra Pradesh Economy?
14. (a) Explain the recent IT Policy in Andhra Pradesh ?
OR
(b) Explain the recent Industrial Policy in Andhra Pradesh?
15. (a) Explain the balancing public expenditure policy between development and welfare?
OR

KRISHNA UNIVERSITY

VIII – SEMESTER

B.A. Honours ECONOMICS [Major]

(CBCS with effect from 2023 -2024 Syllabus)

Course No: 23 (B)

Name of The Course: Behavioral Economics

BLUEPRINT OF QUESTION PAPER

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| Unit | S.A.Q Section :A (including choice) 4 Marks | E.Q Section: B (including choice) 10 Marks | Marks Allotted |
|-------|--|---|-------------------|
| I | 2 | 2 | 28 |
| II | 2 | 2 | 28 |
| III | 2 | 2 | 28 |
| IV | 2 | 2 | 28 |
| V | 2 | 2 | 28 |
| Total | 10 | 10 | 140 |

1/ P. S. S. S.
2/ P. S. S. S.
3. S. S. S. S.

KRISHNA UNIVERSITY

VIII – SEMESTER

B.A.Honours ECONOMICS [Major]

(CBCS with effect from 2023 -2024 Syllabus)

Course No: 23 (B)

Name of The Course: Behavioral Economics

BLUEPRINT OF QUESTION PAPER

Time: 3 hrs,

Max.Marks: 70

SECTION-A

Marks: 5 x 4 M=20M

Answer any FIVE out of the following TEN questions

1. Evolution of Behavioural Economics
2. Relationship between Psychology and Economics
3. Concept of choice under Uncertainty
4. Concept of probabilistic Judgement
5. What are the causes of Irrationality
6. Explain the concept projection Bias.
7. Briefly explain the Game theory
8. What are the origins of Discounted utility
9. Explain the concept of Nudging
10. What is Financial markets

1)
2) *Subu*

SECTION-B

(Essay Type Questions)

Marks : 5x10M – 50M

Answer any FIVE out of the following TEN questions

11. A) Explain the nature and scope of Behavioural economics
or
B) Explain behavioural approaches to study economics

12. A) Explain the Prospect theory.
or

B) Explain the Neuro scientific basics of Utility

13. A) Explain the different types of Biases in judgement .
or

B) Explain the fairness and complexity of selection

14. A) Explain the nature and components of Mental Accounting
or

B) Explain the Time preference- origins of Discounted utility

15. A) Explain the contribution of behavioural economics to decision making process
or

B) Explain the concept of strategic Pricing.

1. *Plan*
2
3

SKILL ENHANCEMENT COURSES

KRISHNA UNIVERSITY

VIII - SEMESTER

B.A. Honours ECONOMICS [Skill Enhancement Course]

(CBCS with effect from 2023 -2024 Syllabus)

Course No: 24 (A)

**Name of The Course: Investment Analysis and portfolio
Management**

BLUEPRINT OF QUESTION PAPER

| Unit | S.A.Q Section :A (including choice) 4 Marks | E.Q Section: B (including choice) 10 Marks | Marks Allotted |
|-------|--|---|-------------------|
| I | 2 | 2 | 28 |
| II | 2 | 2 | 28 |
| III | 2 | 2 | 28 |
| IV | 2 | 2 | 28 |
| V | 2 | 2 | 28 |
| Total | 10 | 10 | 140 |

1/ P. Laxmi
2/ G. Laxmi
2/ G. Laxmi

KRISHNA UNIVERSITY

VIII – SEMESTER

B.A.Honours ECONOMICS [Skill Enhancement Course]

(CBCS with effect from 2023 -2024 Syllabus)

Course No: 24 (A)

**Name of The Course: Investment Analysis and portfolio
Management**

BLUEPRINT OF QUESTION PAPER

Time: 3 hrs

Max.Marks: 70

SECTION-A

Marks: 5 x 4 M= 20M

*Answer any **FIVE***

1. What are the Investment objectives
2. Stock Market
3. Capital Market
4. What is an efficient portfolio
5. Bond prices vary inversely with changes market interest rate Explain it.
6. What is the yield to maturity
7. Explaining meaning and types of derivatives
8. Hedging
9. Mutual funds
10. Net Asset Value (NAV)

SECTION-B

*Answer **ALL** questions in internal choice*

Marks: 5x10M=50M

11. (a) Explain the various financial instruments

OR

(b). What are the market indicators ? Explain the use of any two market indicators in

technical analysis.

12. (a) Distinguish between Capital Assets Pricing Model (APCM) and Arbitrage Pricing Theory

OR

(b). Explain Modern Portfolio Theory explain briefly

13. (a) What are the important features of the fixed income securities

OR

(b) Discuss the impact of change in interest rate and inflation rate on bonds

14. (a) Explain the difference between future and option in financial markets

OR

(b) What are the equity derivatives ? Explain the types of equity derivatives

15. (a) Explain the major mutual funds companies in India

OR

(b) Critically examine growth / performance of mutual funds in India

1) P. L. ...
2) G. ...
3. ...

VIII – SEMESTER

Course No: 8.5

BLUEPRINT OF QUESTION PAPER

| Unit | QUESTIONS | | Marks |
|--|------------------------|-----------------|------------|
| | Short Answer Questions | Essay Questions | |
| Unit - 1 | 4 (2) | 10 (2) | 28 |
| Unit - 2 | 4 (2) | 10 (2) | 28 |
| Unit - 3 | 4 (2) | 10 (2) | 28 |
| Unit - 4 | 4 (2) | 10 (2) | 28 |
| Unit - 5 | 4 (2) | 10 (2) | 28 |
| Total Marks & No of Questions | 20 (10) | 50 (10) | 140 |

Marks:70

- 1) *Handwritten signature*
- 2) *Handwritten signature*
3. *Handwritten signature*

KRISHNA UNIVERSITY

VIII – SEMESTER

B.A. Honours ECONOMICS [Major]

Course No:8.5

Name of The Course: COOPERATIVE ECONOMICS

MODEL QUESTION PAPER

Time: 3 hrs.

Max. Marks: 70

SECTION-A

I. Answer any FIVE Questions

5 x 4 = 20M

1. Rochdale Principles
2. Robert Owen's Contribution to Cooperative Thought
3. Forms of Cooperatives
4. Role of General Body in Cooperative Management
5. History of Cooperative Movement in India
6. Salient Features of Andhra Pradesh Cooperative Societies Act, 1995
7. Microfinance Cooperatives
8. Amul and the White Revolution
9. NAFED
10. Consumer Cooperatives

1) *[Signature]*
2) *[Signature]*

SECTION-B

II. Answer ALL questions in internal choice

5 x 10 M = 50M

11. a) Explain the principles of cooperation with reference to ICA and Rochdale.
OR
b) Discuss the relevance of cooperation as an alternative to capitalism.
12. a) Describe the organizational structure and functioning of a cooperative.
OR
b) What is the role of leadership in the success of cooperative management?
13. a) Write a short note on the constitutional provisions and legal framework for cooperatives in India.
OR
b) Examine the key features of the Andhra Pradesh Cooperative Societies Act, 1995.
14. a) Discuss the major challenges faced by credit cooperatives in India.
OR
b) Write a brief note on Dairy Cooperatives and explain the success story of Amul.
15. a) Explain the role of institutions like NCDC, NABARD, and NAFED in cooperative development.
OR
b) Describe any two success stories related to non-credit cooperatives in India.

KRISHNA UNIVERSITY

VIII - SEMESTER

B.A. Honours ECONOMICS [Skill Enhancement Course]




(CBCS with effect from 2023 -2024 Syllabus)

Course No: 25 (A)

Name of The Course: Experimental Economics

BLUEPRINT OF QUESTION PAPER

| Unit | S.A.Q Section :A (including choice) 4 Marks | E.Q Section: B (including choice) 10 Marks | Marks Allotted |
|-------|--|---|-------------------|
| I | 2 | 2 | 28 |
| II | 2 | 2 | 28 |
| III | 2 | 2 | 28 |
| IV | 2 | 2 | 28 |
| V | 2 | 2 | 28 |
| Total | 10 | 10 | 140 |

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3. 

KRISHNA UNIVERSITY

VIII- SEMESTER

B.A. Honours ECONOMICS [Skill Enhancement Course]

(CBCS with effect from 2023 -2024 Syllabus)

Course No:25 (A)

Name of The Course: Experimental Economics

BLUEPRINT OF QUESTION PAPER

Time : 3 hrs

Max. Marks : 70

SECTION-A

*Answer any **FIVE***

Marks : 5 x 4 M = 20M

1. What are the limitations of experimental methods?
2. Ex - Ante and Ex - Post methods
3. What is the need for experiment in economy
4. Identification based on observational data
5. What are the Internal validity Issues
6. Write about experimental treatment
7. What is the Inferences
8. Write about 'D' angelo test
9. What is the External validity
10. What is the testing Theory

1) *[Signature]*
2) *[Signature]*

Section-B

II. Answer ALL the following questions

5 x 10=50 Marks

11. A). Write about the history and emergence of experiment in economics
(or)
B). Explain the procedural for laboratory experiments?
12. A). Explain the Econometric approach to data analysis
(or)
B). Write about the inference based on controlled experiments.
13. A). Explain the link between experiment and internal validity.
(or)
B). Write about the pursued opponent and learning
14. A). Explain the Econometrics of Estimation and Inferences .
(or)
B). write about the testing Procedural
15. A). Explain the External validity of Experimental results
(or)
B). Write about the Testing Theory.

KRISHNA UNIVERSITY

VIII - SEMESTER

B.A. Honours ECONOMICS [Skill Enhancement Course]

(CBCS with effect from 2023 -2024 Syllabus)

Course No: 25 (B)

Name of The Course: Corporate Social Responsibility

BLUEPRINT OF QUESTION PAPER

| Unit | S.A.Q Section :A (including choice) 4 Marks | E.Q Section: B (including choice) 10 Marks | Marks Allotted |
|-------|--|---|-------------------|
| I | 2 | 2 | 28 |
| II | 2 | 2 | 28 |
| III | 2 | 2 | 28 |
| IV | 2 | 2 | 28 |
| V | 2 | 2 | 28 |
| Total | 10 | 10 | 140 |

1/ P. J. 9
2/ G. J. 9
3. 9

KRISHNA UNIVERSITY

VIII – SEMESTER

B.A.Honours ECONOMICS [Skill Enhancement Course]

(CBCS with effect from 2023 -2024 Syllabus)

Course No:25 (B)

Name of The Course: Corporate Social Responsibility

BLUEPRINT OF QUESTION PAPER

Time: 3 hrs

Max.Marks: 70

SECTION-A

Marks: 5 x 4 M=20M

Answer any **FIVE**

1. Meaning of corporate social responsibility
2. Corporate Governance
3. Human Rights
4. OECD
5. CSR Activities
6. CSR In India
7. Local Self Governance and CSR
8. Role of Public Sector in Corporate Sector
9. Opportunities in CSR
10. Impact of CSR Programs

Section-B

II. Answer ALL the following questions

5 x 8=40

Marks

11. A). Describe the Evolution of CSR in India

(or)

B). What are the initiatives of CSR in India?

12. A). Explain UN Guiding Principles on Business and Human Rights

(or)

B). Explain the relationship between CSR and Sustainable Development Goals.

13. A). Explain the Implementing Process of CSR In India.

(or)

B). What are the different Provisions of Section 135 of Companies Act 2013.

14. A). Write about National Voluntary Guidelines by Govt of India.

(or)

B). Role of Local Self Governance in Implementing CSR.

15. A). What are the steps in implementing CSR successfully in India?

(or)

B). Explain the Current Trends and Opportunities in CSR.

- 1) Policy
- 2) Framework
- 3) Strategy
- 4)
- 5)
- 6)