Dr. G. Rajalakshmy Dr. G. K. Kalkoti

Elective Course (EC)
Discipline Related Elective (DRE) Course

Business Economics-II

F.Y. B.Com. Semester-II



Prepared as per the new syllabus for 100 marks pattern Gredit Based Semester and Grading System which is into effect from the academic year 2016-2017.

> Elective Courses (EC) Discipline Related Elective (DRE) Courses

BUSINESS ECONOMICS - II

F.Y. B.Com. (Semester - II)

Dr. G. RAJALAKSHMY M.A., M.Phil., Ph.D.

Ex-Principal, Nirmala College of Commerce, Rani Sati Marg, Malad (East), Mumbai - 400 097. Research Guide in Business Economics, University of Mumbai.

Dr. GOPAL K. KALKOTI. M.A., Ph.D.

Principal,

M. V. Mandali's Colleges of Commerce & Science, (NAAC ACCREDITED)

Mogaveera Bhavan,

M.V.M. Educational Campus Marg,

Off Veera Desai Road,

Andheri (West), Mumbai - 400 058.

Chairman, BoS in Business Economics,

Research Guide in Commerce, University in Mumbai.

NEW EDITION

When you care enough to be better than the best



PUBLISHERS PVT. LTD.

MUMBAI

LIBRARY

BHAVNAGAR VADODARA NAGPUR 4 PUNE & GOA

Follow us:



/shethpublishers



Contents

1.	Market Structure : Perfect Competition and Monopoly	1-32
2.	Pricing and Output Decisions under Imperfect Competition	33 – 70
3.	Pricing Practices	71 – 97
4.	Evaluating Capital Projects	98 – 111
	Model Question Papers	112 – 116
	Mumbai University Question Paper April, 2017 – October, 2017	117 – 124
	Mumbai University Question Paper (March 2018)	125 – 128
	Mumbai University Question Paper (October 2018)	129 – 132
	Mumbai University Question Paper (May 2019)	133 – 136

About the Authors



Dr. Mrs. G. Rajalakshmy, M.A., M.Phil, Ph.D

Former Principal, Nirmala College, Rani Sati Marg, Malad (East)

Former Head of the Department of **Business Economics** and Associate Professor in L.S. **Raheja College of Arts & Commerce**, Santa Cruz west, Mumbai.

She has 38 years of teaching at the graduate and post graduate level.

She is a recognized P.G. Teacher & PhD Guide for **Business Economics**, University of Mumbai.

Former Member of the Board of Studies & Faculty of Commerce, Mumbai University.

She has published several research articles in reputed journals and has presented papers and chaired various national International Conferences.

Author and co-author of various books.

Member of Board of Studies in Economics- K. J. Somaiya College of Arts & Commerce, Autonomous, Affiliated to University of Mumbai, VidyaVihar-

Member of BOS in **Business Economics**, K.J. Somaiya College of Science & Commerce, Autonomous, Affiliated to Mumbai University, VidyaVihar

Member of BOS, Economics, Mithibai College, Vile Parle



Dr. Gopal K. Kalkoti M.A. Ph.D.

Principal, M V Mandali's Colleges of Commerce & Science (NAAC ACCREDITED) Mogaveera Bhavan, MVM Educational Campus Marg, Off Veera Desai Road, Andheri (West) Mumbai-400 058.

Total 38 years of teaching experience in Degree College-Recognition as P.G.Teacher Chairman, Board of Studies in Business Economics, University of Mumbai.

Research Guide in Commerce, University of Mumbai.

Successfully guided TEN students for Ph.D Degree from University of Mumbai.

Successfully guided EIGHT students for M.Phil Degree from YCMOU

ONE student has submitted thesis for Ph.D and ONE more student is pursuing Ph.D

Member Expert Committee - National Board of Accreditation, New Delhi.

Member of Sub-Committee for Credit Based Semester and Grading System for M.Com,-

Member- AIAER-Member- Editorial Board -International Journal for Research Published By Rizvi College,

Organized & Participated in various state and national and international level Seminars/Workshops Presented papers, was a key speaker and chaired sessions in the seminars.

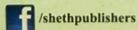
Published various Research Papers in Journals and Periodicals.

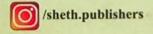
Author and co-author of various books.



Unit No.4, Ground Floor, Lalwani Industrial Estate, 14, G.D. Ambekar Marg, Wadala, Mumbai-400 031 Tel.: (022) 6662 4553, 6662 4554. Fax: 6662 4556. e-mail: support@shethpublishers.com









Price - ₹ 125.00