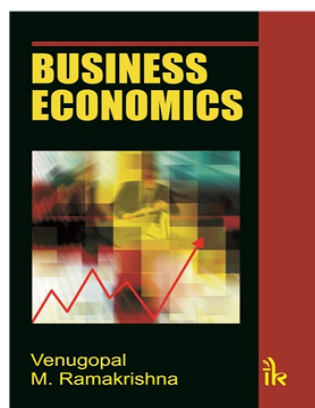


Business Economics, 1/e

K R Venugopal & M. Ramakrishna



2013 200 pp Paperback ISBN: 9789382332381 Price: 505.00

About the Book

New economic policy has posed several challenges to the Indian Inc, in particular and Indian Economy in general. It has opened the doors of economy through Liberalization, Privatization and Globalization (LPG). This in turn brought competition among Indian companies through price, quality, services, work culture, business ethics, transparency and disclosures and so on. The Indian companies tried to learn the management according to western style by integrating Indian sentiments, cultural, social and economic background etc., to succeed in their attempt to sustain and grow in the Indian market. The challenges posed by the LPG have sensitized the growth of several parameters of economic development like investments, employment generation, production, productivity, gross domestic product growth, foreign currency reserves and so on. This book incorporates contemporary examples in the back drop of changed economic scenario in India and the world to make the students understand the challenges and opportunities of the present and future.

Broadly the book deals with:

- Demand Analysis
- Supply Analysis
- Market Structure
- Price Policy
- Business Cycles
- Balance of Trade and Balance of Payments
- Foreign Aid.

Salient Features

- ▶ The book is spread in seven chapters dealing with various concepts in economics and economic development.
- ▶ It includes topics from microeconomics, macroeconomics and international economics.
- ▶ Incorporates contemporary examples with respect to the changed economic scenario in India.
- ▶ Presents the subject matter in a self-explanatory style followed by end-of-the-chapter exercises comprising short and long answer questions.

Table of Contents

1. Demand Analysis
2. Supply Analysis
3. Market Structure
4. Price Policy
5. Business Cycles
6. Balance of Trade and Balance of Payments
7. Foreign Aid References Index.

About the Author

K R Venugopal :- K.R. Venugopal is serving as the Principal and Dean of Engineering at University Visvesvaraya College of Engineering, Bangalore University, Bangalore. He obtained his Bachelor of Engineering from University Visvesvaraya College of Engineering. He received his Masters degree in Computer Science and Automation from Indian Institute of Science, Bangalore. He was awarded Ph.D. in Economics from Bangalore University and Ph.D. in Computer Science from Indian Institute of Technology, Madras. He has a distinguished academic career and has degrees in Electronics, Economics, Law, Business Finance, Public Relations, Communications, Industrial Relations, Computer Science and

Journalism. He has authored 23 books on Computer Science and Economics, which include Petrodollar and the World Economy; C Aptitude; Mastering C; Microprocessor Programming; Mastering C++ and others. During his nearly three decades of service at UVCE he has over 175 research papers to his credit. His research interests include Computer Networks, Parallel and Distributed Systems, Digital Signal Processing and Data Mining.

M. Ramakrishna :- M. Ramakrishna, M.A. (Eco), M. Com, Professor of Economics & H.O.D. (Retd.), Department of Economics, First Grade College, Oorgaum, K.G.F, Kolar District, Karnataka. At Present he is visiting Faculty at SSMRV Degree College, Jayanagar, Bangalore. He has also taught M. Com and ICWAI students for a few years at Kolar Gold Fields.