



**BAGALKOT UNIVERSITY  
JAMKHANDI**

**PROGRAM /COURSE STRUCTURE AND SYLLABUS  
as per the Choice Based Credit System (CBCS) designed in  
accordance with  
Learning Outcomes-Based Curriculum Framework (LOCF)  
For  
BACHELOR OF ARTS (B.A. in Agricultural Marketing)  
I and II Semester**

**w.e.f.**

**Academic Year 2024-25 and onwards**

## Preamble for UG Syllabus of Bagalkot University

Bagalkot University Jamkhandi has been established by the Government of Karnataka and has started functioning from the academic year 2023-24. All the degree colleges other than engineering and medical colleges in the district of Bagalkote, are affiliated to this university as per the Karnataka State Universities Act 2000, as modified by the 26th Act of 2022. The students taking admission to any of the colleges in the district of Bagalkote, from the academic year 2023-24 will be students of Bagalkot University. The Government of Karnataka has instructed all the Universities to revise the under graduate syllabus as per the Government order no. ED 166 UNE 2023 Bengaluru Dated 08-05- 2024 from the academic year 2024-25.

Hence the Bagalkot University has revised the syllabus as suggested by its Board of Studies and approved by Academic Council and Syndicate. The subject code format for all the subjects of the new syllabus is also revised.

The subject code format is described in the following.

### Subject Code Format

1	2	3	4	5	6	7	8	9	10
VER	DEGREE	SEM	DISCIPLINE			SUB. TYPE	SL. NO.	FOR	TH/LAB/F
							SUB. TYPE		
2	A	1	C	H	E	M	0	1	T
2	B	1	P	O	L	M	0	1	T

[1] The Version information gives the version of the syllabus. It can take values 1,2..9,a,b,...

[2] The UG degree codes to be provided as / The code applicable to all degrees

Sl. No	Degree Code		Degree
1	B.Sc.	A	Bachelor of Science
2	B.A	B	Bachelor of Arts
3	B.Com.	C	Bachelor of Commerce
4	BBA	D	Bachelor of Business Administration
5	BCA	E	Bachelor of Computer Applications
6	BSW	F	Bachelor of Social Work
7.	-----	S	Applicable to all degrees

**[3] The Semester Information is provided as**

Sl. No	Semester
1	1
2	2
3	3
....	

**[4-6 ]The Discipline Information to be provided as**

Sl No	Degree	Discipline Code
1	B.Com.	XXX
2	BCA	XXX
3	BBA	XXX
4	BSW	XXX
5	B.A	'HIS', 'POL', 'GEO', 'KAN', 'HIN' etc. The detailed list is to be provided
6	B.Sc.	'PHY', 'CHE', 'BOT', 'ELE' etc. The detailed List is to be Provided

**[7] The Subject Type to be provided as**

Sl. No.	TYPE	Description
1	Major	M
2	Language	L
3	Constitutional Moral Values	C
4.	Elective	E
5.	Skill / Practical based learning	S
6.	Mini Project	P
7.	Internship	I
8.	Case study/ Survey using principles of Research methodology	R

**[8-9] The Running Serial Number is to be provided for a particular Subject type 01 to 99**

**[10] This character specifies the category of the subject namely, T=Theory, L-Practical, P-Project Work, F-Field work, Viva-V, I-Internship, Dissertation-D**

## ASSESSMENT METHODS

### Formative Assessment for Theory

Evaluation Scheme for Internal Assessment: Continuous Internal Assessment (CIA)

Assessment Criteria for 20 marks		
1st Internal Assessment Test for 20 marks of 1 hour duration after 8 weeks and later marks should be reduced to 5	CIA : C1	5 Marks
2nd Internal Assessment Test for 40 marks 2 hours duration after 15 weeks and marks should be reduced to 10	CIA : C2	10 Marks
Assignment/ Activity	CIA : C3	05 Marks
Total		20 Marks

### Summative Assessment for Theory:

SEMESTER END EXAM : SEE	C4	80 Marks
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## PROGRAM STRUCTURE

Syllabus and Credits Structure under Choice Based Credit System [CBCS] General Degree for the Three Years B.A. with Botany Undergraduate Programme with effect from 2024-25

### First Semester BA Agricultural Marketing Scheme

<b>SEMESTER-I</b>											
Category	Course code	Title of the Paper	Marks			Teaching hours/ week			Credits	Duration of Exam (Hrs)	Teaching Department
			IA	SEE	Total	L	T	P			
L1	-----	Language 1	20	80	100	3	-	-	3	3	-----
L2	-----	Language 2	20	80	100	3	-	-	3	3	-----
Major	2B1AGRM01T	MICRO ECONOMIC	20	80	100	3	-	-	3	3	Agriculturing Marketing
	2B1AGRM01L	Practical	10	40	50	-	-	4	2	3	Agriculturing Marketing
Major	-----	Major Subject 2	20	80	100	5	-	-	5	3	---
Major	-----	Major Subject 3	20	80	100	5	-	-	5	3	---
	2S1XXXC01T	Constitutional Values/	10	40	50	2	-	-	2	2	Constitutional Values:
	2S1XXXC02T	Environment studies									Political Science
											Environmental Studies: Chemistry/ /Geography/ Botany
<b>Total Marks</b>					<b>600</b>	<b>Semester Credits</b>			<b>23</b>		

## Second Semester BA Agricultural Marketing Scheme

<b>SEMESTER-II</b>												
<b>Category</b>	<b>Course code</b>	<b>Title of the Paper</b>	<b>Marks</b>			<b>Teaching hours/ week</b>			<b>Credits</b>	<b>Duration of exams (Hrs)</b>	<b>Teaching Department</b>	
			<b>IA</b>	<b>SE E</b>	<b>Total</b>	<b>L</b>	<b>T</b>	<b>P</b>				
L3	-----	Language 3	20	80	100	3	-	-	3	3	-----	
L4	-----	Language 4	20	80	100	3	-	-	3	3	-----	
Major	2B2AGRM02T	Macro Economics	20	80	100	5	-	-	5	3	Agriculturing Marketing	
	2B2AGRM02L	Practical	10	40	50			4	2	3	Agriculturing Marketing	
Major	-----	Major Subject 2	20	80	100	5	-	-	5	3	-----	
Major	-----	Major Subject 3	20	80	100	5	-	-	5	3	-----	
	2S1XXXC01T	Constitutional Values	10	40	50	2	-	-	2	2	Constitutional Values: Political Science	
	2S1XXXC02T	Environment Studies									Environmental Studies: Chemistry/Geography/ Botany	
<b>Total Marks</b>					<b>600</b>	<b>Semester Credits</b>			<b>23</b>			

## BA in Agricultural Marketing

### DETAILED SYLLABUS FOR FIRST SEMESTER

Name of the Course: <b>Major 1: MICRO ECONOMICS</b>		
Course Code: <b>2B1AGRM01T</b>		
Weekly Teaching Hours: 5	Credits: 5	Total Hours: 60
Exam Duration: 3 Hours	Max. Marks: 20 [IA] + 80 [SEE] = 100	
<p><b>Objectives of the Study of Course</b></p> <ol style="list-style-type: none"> <li>1. To provide knowledge regarding the Branches of the study of Economics.</li> <li>2. To familiarize the students with economic behavior of consumers and producers</li> <li>3. To educate the students about cost of Production and Revenue Analysis.</li> <li>4. To inculcate knowledge regarding market Structure and determination of price and output in various markets.</li> <li>5. To enable the students to understand about theories of factor pricing viz Rent, wages, Interest and profits.</li> </ol>		
<b>Units</b>	<b>Title and contents</b>	<b>Teaching Hours</b>
I	<p><b>Introduction to Micro-Economics: -</b>                      Meaning, scope, importance and limitations of Micro-Economics -                      Types of Micros –Economics. Basic problems of the Economy-Need of                      the Study of Economics, Economist as a Policy Advisor.</p>	10 Hours
II	<p><b>A) Utility Analysis:</b> Meaning of Utility-Total Utility-Marginal Utility-                      Lae of Diminishing Marginal Utility-Concept of Consumer Surplus.  <b>B) Indifference Curve Analysis:</b> - Meaning and properties of                      Indifference curve-Theory of Indifferency curve. Price, Income and                      Substitution Effects  <b>C) Concept of Demand:</b> Meaning-Determinants, Law of Demand-                      Exceptions to the Law of Demand-Demand Forecasting- Least square                      Method of Time series Analysis. Elasticity of Demand-Meaning and                      Types of Elasticity of Demand  <b>D) The concept of Supply:-</b> Meaning-Determinants-Law of supply-                      Elasticity of supply- Meaning anf Types of Elasticity of Supply</p>	14 Hours
III	<p><b>Production, Cost and Revenue:-</b>                      Production Function-Law of Variable Proportions-Production                      possibility curves. Meaning and concepts of costs-short-run costs and                      Long-run costs-calculation of FC, VC, AFC, AVC, AC and MC on the                      basis of units of output and Total Cost-Factors- Break-Even point-                      Meaning and Calculations of BEP.</p>	12 Hours



IV	<p><b>Market Structure and Product Pricing:</b> - Concepts of Total, Average and Marginal Revenue.</p> <p><b>Perfect Competition:-</b> Meaning and Features of Perfect Competition, Equilibrium of the firm and industry</p> <p><b>Monopoly:-</b> Meaning and Features of Monopoly, Equilibrium of the firm. Price Discrimination</p> <p><b>Monopolistic Competition:</b> Meaning and Features of Monopolistic Competition, short-run and Long-run equilibrium of the firm.</p> <p><b>Oligopoly-</b> Meaning-Features-Types of oligopoly</p>	12 Hours
V	<p><b>Theories of Factor Pricing &amp; Distribution:-</b></p> <p>Marginal productivity Theory of Distribution. Ricardian Theory of Rent – Modern Theory of Rent. Loanable fund theory of Interest.</p> <p>Concept of Quasi-rent-Dynamic Theory of Profit. Risk and Uncertainty Theory of Profit. Schumpeter's Innovation Theory of Profit-calculation of Accounting Profit and Economic profit</p>	12 Hours
<p><b>References:</b></p> <ol style="list-style-type: none"> <li>1. Ahuja, H.L. (2017): Modern Micro Economics, S. Chand &amp; Company Ltd New Delhi</li> <li>2. Dwivedi, D. N. (2016): Micro Economics Theory and Applications, 3rd Edition, Vikas Publishing.</li> <li>3. Jhingan, M. L. (2017): Micro Economic Theory, Vrinda Publication, Pvt, Delhi.</li> <li>4. Koutsoyiannis A. (2003): Modern Micro Economics, 2nd Edition, Macmillan London</li> <li>5. Pindyck, R. S. and D.L. Rubinfeld (2000): Microeconomics, 3rd Edition, Prentice Hall, India.</li> <li>6. Somashekhar Ne. Thi., ಸೂಕ್ಷ್ಮ ಅರ್ಥಶಾಸ್ತ್ರ Sidhlingeshwara Prakashana, Kalburgi.</li> </ol>		

## Syllabus for Practical: I Semester

Course Code: 2B1AGRM01L

<b>Objective of the Course</b>	
<b>Contents</b>	<b>Teaching Hours</b>
1. To acquire the knowledge about real agricultural market phenomenon. 2. To understand the consumer behaviour and cost and revenue analysis 3. To give information about market structure, and pricing policy	
Construction of Demand Curve: Visit nearby market and do survey on demand and supply analysis. Plot curves and write inference report.	8 Hours
Visit to Local Markets and do survey on consumer behaviour	8 hours
Study about various production costs and revenue	9 hours

Details of Marks: Total Marks-50

Internal Assessment-10

For Report writing-20

Practical Exam/Viva Voce -20

## Second Semester

Name of the Course: <b>Major 2: MACRO ECONOMICS</b>		
Course Code: <b>2B2AGRM02T</b>		
Weekly Teaching Hours: 5	Credits: 5	Total Hours: 60
Exam Duration: 3 Hours		Max. Marks: 20 [IA] + 80 [SEE] = 100
<b>Objective of the Course</b> <ol style="list-style-type: none"> <li>1. To acquaint the students with the behavior of macro-economic variables.</li> <li>2. To provide knowledge of national income accounts.</li> <li>3. To give information about Income and Employment Theories given by Classical and Modern Economists</li> <li>4. To bring awareness about the impact of inflation, deflation and trade cycles.</li> </ol>		
<b>Units</b>	<b>Title and Contents</b>	<b>Teaching Hours</b>
I	<b>Introduction to Macro-Economics:-</b> Meaning, scope, importance and limitations of Macro-Economics. National Income Accounting. Concepts of National Income - GDP, NDP, GNP NNP, National Income at factor cost, PI, DPI and PCI. Methods of computing National Income. Difficulties in computing national income.	12 Hours
II	<b>Classical Theory of Employment: -</b> Say's Law of Market-circular flow of income. Classical Theory of Employment - Wage Rigidity - A.C.Pigou's Reformulation.	10 Hours
III	<b>Keynesian Economics:-</b> Psychological Law of consumption Keynesian Theory of Employment-concept of Effective Demand and its determinants. <b>Consumption Function:-</b> Average propensity to consume(APC) and Marginal propensity to consume (MPC)-Factors determining MPC. <b>Saving Function:-</b> Average and Marginal Propensity to save(APS & MPS). Determinants of savings. <b>Investment Function: -</b> Marginal Efficiency of capital (MEC) Factors Influencing MEC.	14 Hours
IV	<b>Theory of Multiplier and Accelerator:-</b> <b>Multiplier: -</b> Meaning, working and Limitations of Multiplier. <b>Accelerator:-</b> Meaning, working and Limitations of Accelerator.	10 Hours
V	<b>Business Cycles and Inflation: -</b> Meaning of Business cycles (Trade cycles), Features of Business cycles - Phases of Business cycles-control of Business cycles Hawtry's Purely Monetary Theory of Trade Cycle. Keynes's Liquidity Preference Theory of Trade Cycle <b>Inflation: -</b> Meaning, causes and types of inflation-Inflationary gap-Effects of Inflation-Measures to control Inflation	14 Hours
<b>Field Study:</b> <ol style="list-style-type: none"> <li>1. Visit any industry and make observation regarding production process and labour issues.</li> </ol>		

2. The students have to write a report on industrial visit.

**References:-**

1. Ahuja, H. L. (2013): Macro Economics Theory & Policy, 19th Edition, S. Chand & Company Ltd, New Delhi
2. Chopra, P. N. (2016): Macro Economics, Kalyani Publishers, New Delhi
3. Dornbusch, R. and F. Stanley (1997): Macro Economics, McGraw Hill, New York.
4. Shapiro, Edward (1996): Macro Economic Analysis, Galgotia Publications, New Delhi.
5. Gupta, R. D. (1983): Keynesian Economics an Introduction, Second Revised Edition, Kalyan Publishers, New Delhi.
6. Jhingan, M. L. (2017): Macro Economic Theory, Vrinda Publications (P) Ltd. Delhi.
7. Rana, K. C. and K. N. Verma (2014): Macro Economic Analysis, 10th Reprint, Vishal Publishing Co., Daryaganj, Delhi. 8) Seth, M. L. (2006): Macro Economics, Laxmi Narain Agarwal, Educational Publishers, Agra.
8. Krishna Krishnaiahgouda H.R. (2020): ಸಮಗ್ರ ಅರ್ಥಶಾಸ್ತ್ರ Sapna Book House, Bengaluru
9. Somashekhar Ne. Thi., ಸಮಗ್ರ ಅರ್ಥಶಾಸ್ತ್ರ Sidhlingeshwara Prakashana, Kalburgi.

## Syllabus for Practical: II Semester

Course Code: 2B2AGRM02L

Objectives: The objective of this practical study is to acquire the knowledge about the behaviour of macro economics and its variables and provide practical knowledge regarding the business cycles, inflation etc.,	
<b>Contents</b>	<b>Teaching Hours</b>
Visit any industry and make observation regarding production process and labour issues.	8 Hours
Understand the theory of employment and survey on employment of your surrounding area.	8 hours
Collect data regarding MPC and MPS and calculate multipliers and accelerators	9 hours

Details of Marks: Total Marks-50

Internal Assessment-10

For Report writing-20

Practical Exam/Viva Voce -20

MODEL QUESTION PAPER

Time: 3 Hours

Max. Marks: 80

- Instructions: 1. Attempt all sections.  
2. Wherever necessary draw diagrams.  
3. Section D is compulsory.

SECTION-A

(2 x 10 = 20 marks)

1. Answer any Ten of the following questions in one or two sentences.

- a.
- b.
- c.
- d.
- e.
- f.
- g.
- h.
- i.
- j.
- k.
- l.

SECTION-B

(5x 3= 15 marks)

Answer any Three of the following questions.

- 2.
- 3.
- 4.
- 5.
- 6.

SECTION-C

(15x 2= 30 marks)

Answer any Two of the following questions.

- 7.
- 8.
- 9.
- 10.

SECTION-D

(15x 1= 15 marks)

Compulsory question

- 11.