

## PAPER VI: OPTION (vi): INDUSTRIAL ECONOMICS

**Max Marks: 100**

**Internal Assessment: 30**

**Written: 70**

**Teaching Hour: 35**

**Time: 3Hours**

**Objectives:** In the 21<sup>st</sup> century, efficiency and competitiveness in all spheres of economic life and more 500 industrial sectors are at the core of success. The present syllabus is designed for the students to capture the contemporary issue in industrial development both in theory and in the Indian context.

**Pedagogy of the Course Work:** The course relies on a combination of lectures, solving problems, and discussing of academic articles or real-life situations. Teacher will assign topic for assignments on contemporary themes and issues from the syllabi. Special tutorials/contact hour for one to one student-teacher interactions.

**Note:** There shall be 9 questions in all.

The first question is **compulsory** and comprising of 8 short answer type questions spread over the whole syllabus. The candidates are required to attempt 4 short questions. Each question shall be of **two and a half** marks (4x2.5=10).

Rest of the paper shall contain four units. Two questions shall be asked from each unit and the candidates shall attempt one question from each unit. Each question will carry 15 marks (15x4=60).

### UNIT- I

Structure Conduct Performance Paradigm of Bains; Oligopolistic Rivalry; Collusion possibility; Dominant firm Behavior: Limit Price and Strategic Conduct

### UNIT- II

Economics of Takeover and Mergers: Types, Objectives and Effects. Public Policy for business combinations with special reference to India: Takeover code of SEBI and Competition Policy.

### UNIT- III

Technological Progress: Concepts, Optimal Technological Change; Patents and Innovations.

### UNIT- IV

Porter's Five Competitive Forces: Bargaining Power of Customers, The Bargaining power of Suppliers, The Threat of New Entrants, and The Threat of Substitute Products – Combined with Other Variables to Influence a Fifth Force, The Level of Competition in an Industry  
Determinants and Strategy Formation.