

scale - Different dis-economies of scale - External economies of scale
Types of businesses - Public sector, private sector - Sole proprietorship, advantages and disadvantages - Partnership, deed, advantages and disadvantages - Joint stock companies, types, advantages, disadvantages, formation - franchise, advantages, disadvantages - corporations - joint ventures
Different type of elasticities of demand and supply. - Price elasticity of demand, definition, curves, calculation, factors - Cross elasticity of demand, definition, curves, calculation, factors - Income elasticity of demand, definition, curves, calculation, factors
Labour market and how wages are decided. Unemployment and different factors affecting employment. How economy works? What is inflation, its types, causes and how it is measured? Fiscal Policy and its effects? Monetary policy and its effects? Supply side policy and its effects? What is economic growth, its effects and its measurement? Absolute and comparative advantage theory International trade, imports and exports What is balance of payment? Different type of market structures? What is money? What are banks, types and functions? Exchange rate, its effects and controls? Market failure and externalities? Population growth, causes and effects? Factors affecting saving, investment and consumption. This book is written in a manner that reader would get the knowledge quickly and has not to read a lot of text to understand the point. Brief, straight and to the point text for ease of reading and understanding.

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