

Course No. COM - 105
Managerial Economics
Marks - 80

Block - I : Fundamentals and Managerial Economics

Unit - I : Objectives, Introduction: Concept of Management, economics and Managerial Economics; Nature and Scope of Managerial Economics: Fundamental nature of Managerial Economics, Scope of Managerial Economics, Management Decisions and Economics; Objectives of a firm: Profit Maximisation Theory, Growth Maximisation Theory, Baumols' Sales or revenue Maximisation Theory - Static Model, Economists: Role in Business decisions, Responsibilities of Managerial Economists; Fundamental Economic Concepts Concept of Scarcity, Incremental Principle, Opportunity costs, Discounting concept, equi-Marginal concept.

Marks - 16

Block - 2 : Demand Analysis and Elasticity of Demand

Unit - I : Objectives, Introduction, definition of Demand, Law of Demand, Demand, demand Schedule and Demand Curve, Individual Demand and Market Demand, Individual Demand Determinants, Determinants of Market Demand, demand Demand Elasticity, Different types of elasticity of demand.

Marks - 16

Block - 3 : Demand Estimation and Forecasting

Unit - I : Objectives, Introduction: Demand Forecasting-Meaning, Scope of demand forecasting, steps involved in demand forecasting, Demand Estimation: Demand Estimation for major consumer durable,

demand Estimation for Non-durable consumer goods, Demand Estimation for Capital (or producer's) goods. Demand forecasting Techniques, Criteria for the choice of a good forecasting method.

Marks - 16

Block - 4 : Price Determination and Price Discrimination

Unit - I : Objectives, Introduction: Concept of Price determination, Price determination in practices, Method of Price determination in practice. Competition oriented pricing, Pricing based on other Economic Consideration; Pricing in large enterprise and small business; Pricing of multiple products; Price discrimination: Meaning of price discrimination, Types of price discrimination, Degree of price discrimination, when price discrimination is possible, Price discrimination is not possible under perfect competition, Price discrimination and monopolistic competition; International price discrimination and dumping; Transfer pricing.

Marks - 16

Block - 5 : Business cycle and Inflation

Unit - I : Business Cycle

Objectives, Introduction, Meaning of Business Cycle, Features of Business Cycle, Phases of Business Cycle-Recovery, Prosperity, Recession and Depression, Factors responsible for Business Cycle. Evil effects of Business Cycle, General measures to control Business Cycle Monetary Policy, fiscal policy.

Unit - II : Inflation

Objectives, Introduction, Meaning of Inflation, Types of Inflation, Demand Pull Inflation, Cost Push Inflation.

Marks - 16