

M.COM

SEMESTER-IV

(MCMM22402T): MANAGERIAL ECONOMICS

MAX.MARKS: 100

EXTERNAL: 70

INTERNAL: 30

PASS: 40%

Credits:6

Objective: The purpose of this course is to apply micro economic concepts and techniques in evaluating business decisions taken by firms. The emphasis is on explaining how tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives. Simple geometry and basic concepts of mathematics will be used in the course of teaching.

INSTRUCTIONS FOR THE PAPER SETTER/EXAMINER:

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. Each question will carry 3 marks. Candidates will attempt any ten questions from this section.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

INSTRUCTIONS FOR THE CANDIDATES:

Candidates are required to attempt any two questions each from the sections A and B of the question paper and any ten short questions from Section C. They have to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.

SECTION A

Introduction to Managerial Economics

Unit-1 Meaning, nature and Scope of Managerial Economics

Unit-2 Firm: Stakeholders, Objectives & Decision Issues

Unit-3 Basic Techniques of Managerial Economics

Demand Analysis

Unit-4 Demand Concepts & Analysis

Unit-5 Elasticity of Demand

Unit-6 Indifference curve Analysis

SECTION B

Production & Cost Analysis

Unit-7 Production Function

Unit-8 Cost Concept and Analysis 1

Unit-9 Revenue Concept and
Analysis

Pricing Decisions

Unit-10 Market Structure : Pricing under perfect Competition

Unit-11 Pricing under Monopoly, Monopolistic & Oligopolistic Competition

Unit 12 Theories of Distribution: Marginal Productivity theory & The Modern theory

Suggested Readings:

1. Thomas, Christopher R. and Maurice, S. Charles, “Managerial Economics Concepts and Applications”, 8th Edition (2006), Tata McGraw Hills, New Delhi.
2. Mehta, P L, “Managerial Economics – Analysis, Problems and Cases”, 13th Edition (2007),Sultan Chand & Sons, Delhi.
3. Peterson and Lewis, “Managerial Economics”, 4th Edition, Prentice Hall of India Pvt. Ltd.New Delhi.
4. Joel, Dean, “Managerial Economics”, Prentice Hall of India, Pvt. Ltd., New Delhi.
5. Hirschey, M. “Fundamental of Managerial Economics”, 9th Edition (2009), South WesternCengage Learning.
6. Koutsoyiannis A., “Modern Microeconomics”, 2nd Edition (1977), Macmillan
7. Dwivedi, D.N., “Managerial Economics”, 7th Edition, Vikas Publication.
8. Ahuja, H. L., “Modern Micro Economics”, (2009), Sultan Chand and Co.
9. Deepa Shree, “Principles of Micro Economics”, 2nd Edition, Ane Books Pvt. Ltd.
10. Mithani, D.M., “Managerial Economics”, 5th Edition (2009), Himalaya Publishing House, NewDelhi.
11. <http://swayam.gov.in/>
12. <http://edx.org/>
13. <http://epgp.inflibnet.ac.in/>