

PAPER IX – MANAGERIAL ECONOMICS

Module – 1

Demand Forecasting – Interview and survey approach – Projections – short term forecasting – Forecasting demand for new products – Forecasting procedures – Forecasting Methods: Survey, Time series, Delphi methods.

Module – 2

Pricing objectives – Types of pricing – Transfer pricing – Full cost pricing – Odd number pricing – peak – load pricing – Limit pricing – price leadership models – price linings – price discounts – pricing of multi – product firm.

Module – 3

Capital Budgeting – The process – Cash flows and outlays – valuation of future cash flows – present value – cost of capital – certainty Vs Uncertainty methods of ranking alternative investments – project appraisal – inventory management.

Module – 4

Profit – Measurement – Break even analysis – Profit Policy, Planning and Forecasting.

Module – 5

International Business environment, WTO and small business, changes in overall macro economic environment for business – liberalization and deregulation implication for manager.

Reference:

1. Joel Dean – Managerial Economics
2. Maheswari and Varshney – Managerial Economics
3. C.T.Kurian – Global Capitalism and Indian Economics
4. Bimal Jalan – The Indian Economy
5. Dutt & Sundaram – Indian Economy.