

MANAGERIAL ECONOMICS

Max. Marks: 100

UNIT I:

Managerial Economics – Meaning, Nature, Features, Scope and Application – Its Relationship with other disciplines – Role of Managerial Economists – Demand Analysis – Elasticity of demand determinants of demand and forecasting of demand.

UNIT II:

Production function – Law of Returns Law of variable proportions – Law of Returns to Scale – Economies of large scale operation – Cost Concepts – Cost function – Cost Output relationship – Cost Control and Cost Reduction.

UNIT III:

Price and Output decisions under Competitive conditions – monopoly, oligopoly, perfect competition -monopolistic competition – Pricing Objectives, Policies and Practices – Price leadership – Price discrimination – Product line pricing – Price differentials.

UNIT IV:

Profit – Concept and Meaning – Theories – Measurement – Economic Profit vs. Accounting Profit – Profit Maximization vs. Profit Restriction – Profit Planning and Forecasting – Cost-Volume-Profit Analysis – BEP Analysis

UNIT V:

Macro Economics and Business decisions – Business Cycle – Economic Forecasting for business – National Income – Methods and Complexities of Measurement – Inequalities in Income – Causes, Consequences and Remedies.

Books for Reference:

1. Joel Dean - Managerial Economics - Prentice Hall.
2. Mehta P.L. – Managerial Economics – Sultan Chand & Sons
3. Varshney and Maheswari – Managerial Economics – Sultan Chand & Sons. Hill
4. Gupta G.S. - Managerial Economics – Tata McGraw Hill
5. Reddy P.N. and Appannaih – Essentials of Managerial Economics – Himalaya Publishing House
6. Mithani D.M. – Managerial Economics – Himalaya Publishing House
7. Dwivedi D.N. - Managerial Economics – Vikas Publishing House P. Ltd
8. S. Sankaran – Managerial Economics – Margham Publications
9. Cauvery, Sudha Nayak and Others – Managerial Economics – S. Chand & Sons.
10. H. Craig Petersen W. Chris Lewis Sudhtr K. Jain Pearson Education
11. Gopalakrishna. D. Managerial Economics, Himalaya Publishing House
12. Vanmihi Venkatachalam - Managerial Economics, Learn Tech Press, Chennai