

PAPER II : MANAGERIAL ECONOMICS

- Unit 1. Definition and scope of Managerial Economics - Demand Analysis and Forecasting :- Demand determinants, Demand distinctions and Demand forecasting.
- Unit 2. Cost and Production analysis :- Cost concepts - Cost output Economics of scale - short run and long run Cost output production functions - law of returns.
- Unit 3. Pricing Decisions:- Pricing policies - pricing methods - pricing under perfect competition - Monopoly and price - Discrimination - line pricing - Price forecasting.
- Unit 4. Profit management :- Profit policies - Profit planning and forecasting. Capital management :- Capital budgeting.
- Unit 5. Pricing of factor services :- Managerial Productivity theory - Theories of interest - Determinants of income and Employment - National Income.

BOOKS :

1. Joel Dean, Managerial Economics
2. R.L.Varshney and K.L.Maheswari, Managerial Economics
3. D.N.Dwivedi, Managerial Economics
4. Pyles and Others, Managerial Economics.