

**PAPER – XXXIII – ELECTIVE – IV – MANAGERIAL ECONOMICS**

**UNIT – I**

Managerial Economics – Nature – Chief Characteristics – Significance – Scope – Role of Managerial Economist in Business.

**UNIT – II**

Theory of Demand – Law of Demand – Elasticity of Demand – Demand Forecasting – Demand distinctions.

**UNIT – III**

Cost Analysis – Production Analysis – The Law of Supply – Elasticity of Supply.

**UNIT – IV**

Theory of Pricing – Monopoly – Monopolistic competition – Oligopoly – Break Even Analysis.

**UNIT – V**

National Income – International Trade.

**Text Book:**

“Managerial Economics”, R.Cauvery, M.Girija, R.Meenakshi & U.K.Sudhanayak S.Chand, 1997.

**Reference Books:**

1. “Managerial Economics”, R.L.Varshney K.L.Maheswari Sultan Chand, 1997.
2. “Managerial Economics”, Sankaran Margam Publications, 1995.
3. “Managerial Economics”, G.S.Gupta Tata Mcgraw.Hill.1997.
4. “Managerial Economics”, P.L.Mehta Sultan & Chand, 1992.