

**M.Com- 103:**

**MANAGERIAL ECONOMICS**

**Max Marks: 100**

**External Marks: 80**

**Internal Marks: 20**

**Time: 3 Hours**

**Note: There will be eight (8) questions in all. The first question is compulsory and consists of six (6) short-questions having four (4) marks each. Answer to these questions should not exceed 150 words. The candidate will be required to attempt any four questions out of remaining seven (7) questions and each question carries fourteen (14) marks each. Duration of each paper will be three (3) hours.**

Nature and significance of managerial economics.

Demand Analysis: Demand and Elasticity of Demand; Demand estimation for major consumer durable and non-durable products; Demand forecasting techniques.

Production analysis and cost analysis: Production functions in short run and long run. Cost concepts, Cost behaviour in short run and long run.

Price Determination Under Different Market Conditions: Characteristics of different market structures; Price determination and firm's equilibrium under perfect competition, monopoly & discriminating monopoly, monopolistic competition and oligopoly.

Business Cycles: Nature and phases of business cycle, theories of business cycle- psychological, profit, monetary, innovation, Cobweb, Samuelson and Hicks theories.

Inflation: Definition, characteristics and types; Inflation in terms of demand-pull and cost-push factors; Effects of inflation.

**REFERENCES**

Peterson, Lewis, *Managerial Economics*, Prentice Hall of India, New Delhi

Salvatore, *Managerial Economics in Global Economy*, Thomson Learning.

E. F Brigham & J.L Pappas, *Managerial Economics*, Dried & Press

Diwedi, D.N *Managerial Economics*, Vikas Publishing House, New Delhi

Mehta, P.L *Managerial Economics*, Sultan Chand, New Delhi

R.L Varshnay, *Managerial Economics*, Sultan Chand Publications