

CONTENTS

UNIT - I

NATURE AND SCOPE

Chapter-1

Nature and Scope of Managerial Economics

Meaning and Definition; Nature of Managerial Economics; Scope of Managerial Economics; Relationship of Managerial Economics with other subjects; Managerial Economics and Economics; Exercises

Chapter-2

Fundamental Economic Tools

Introduction; The Opportunity Cost Concept; The Incremental Concept; The Principle of Time Perspective; The Discounting Principle; Equi-Marginal Concept; Risk And Uncertainty; Exercises

UNIT - II

DEMAND ANALYSIS

Chapter-3

Demand Analysis

Meaning of Demand; Types of Demand; An Individual's Demand Schedule and Curve; The Market Demand Schedule and Curve; Changes in Demand; The Law of Demand; Income Demand; Cross Demand of Substitute and Complementary Goods; Demand Determinants; Importance of Demand in Management; Exercises

Chapter-4
The Elasticity of Demand

Introduction; Price Elasticity of Demand; Cross Elasticity of Demand; Income Elasticity Of Demand; Advertising or Promotional Elasticity of Demand; Importance of Elasticity of Demand in Management; Application of Elasticity in Managerial Decisions; Exercise

Chapter-5
The Indifference Curves Analysis

Introduction; Meaning of Indifference Curve; Law of Diminishing Marginal Rate of Substitution (DMRS); Properties of Indifference Curves; Price-Income Line or Budget Line; Consumer's Equilibrium; The Income Effect; The Substitution Effect; The Price Effect; Separation of Substitution and Income Effects From The Price Effect; To Derive Demand Curve from Price-Consumption Curve; Superiority of Indifference Curve Technique Over Utility Analysis; Exercises

Chapter-6
Demand Forecasting

Meaning and Definition; Demand Forecasting for Products; Methods of Demand Forecasting; Utility or Importance of Demand Forecasting; Exercise

Chapter-7
The Concepts of Revenue

Total, Average and Marginal Revenue; Relation Between *AR* and *MR* Curves Under Different Market Conditions; Importance of Revenue Curves; Exercise

<p>UNIT - III</p> <p>COST CONCEPTS</p>
--

Chapter-8
Cost Analysis

Introduction; Cost concepts and Classifications; The Cost Function; Cost-Output Relation; Economies of Scale and the *LAC* Curve; Exercise

Chapter-9
Economies and Diseconomies of Scale

Economies of Scale; Diseconomies of Scale; Exercise

Chapter-10
Cost Control and cost Reduction

Introduction; Cost Control; Main Areas of Cost Control; Tools (or Techniques) of Cost Control; Ratio Analysis; Other Techniques of Cost Control; Factors Hampering Cost Control in India; Cost Reduction; Exercise

UNIT - IV

**PRICING METHODS AND PRICE-OUTPUT DECISIONS
UNDER DIFFERENT MARKET STRUCTURES**

Chapter-11
Pricing Methods

Pricing Methods; Pricing a New Product; Pricing Over the Life Cycle of a Product; Transfer Pricing; Cost-Plus or Full-Cost Pricing; Marginal Cost Pricing; Incremental Cost Pricing; Target (or Rate of Return) Pricing; Going-Rate Pricing; Customary Pricing; Exercise

Chapter-12
Market Structures

Introduction; Meaning of Market; Features of Market; Nature of Market or Market Structure; Types of Markets and Their Characteristics; Exercises

Chapter-13
Pricing Under Perfect Competition

Perfectly Competitive Market Equilibrium; Importance of Time Element in Price Theory; Exercises

Chapter-14
Monopoly Pricing

Meaning; Sources And types of Monopoly; Monopoly Price Determination; Comparison between Monopoly And Perfect Competition; Exercises

Chapter-15
Price Discrimination under Monopoly

Meaning; Types of Price Discrimination; Conditions for Price Discrimination; Price Discrimination; Exercises

Chapter-16
Pricing Under Monopolistic Competition

Meaning; Price Determination of a Firm Under Monopolistic Competition; Selling Costs; Differences Between Perfect Competition And Monopolistic Competition; Differences Between Monopoly and Monopolistic Competition; Exercises

Chapter-17
Pricing Under Oligopoly

Meaning; Price Determination under Oligopoly; Exercises

<p>UNIT - V</p> <p>PROFIT MANAGEMENT AND INFLATION</p>
--

Chapter-18
Nature and Functions of Profit

The Concept of Profit; Gross Profit and Net Profit; Accounting Profit and Economic Profit; Nature of Profit; Functions of Profit; Exercises

Chapter-19
Profit Maximisation

Introduction; Profit Maximisation Theory; Exercises

Chapter-20
Break-Even Analysis

Introduction; Break-Even Point; Break-Even Chart; Types of Break-Even Point; Managerial Uses of Break-Even Analysis; Exercises

Chapter-21
Inflation

Meaning of Inflation; Types of Inflation; Demand-Pull Inflation; Cost-Push Inflation; Causes of Inflation; Measures to Control Inflation; Effects of Inflation; Exercises