

Managerial Economics SOLVED NOTES EBOOK CHAPTERWISE



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Description

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PREVIEW OF CHAPTERS SYLLABUS

Managerial Economics

Description

- 1. Introduction to Managerial Economics: Scope of Economics, Economic Principles relevant to Managerial Decisions, Relationship of Managerial Economics with Decision Sciences.**
- 2. Market Demand and Supply: Determinants of Demand, Basis for Demand; Direct and Derived demand; Law of Demand, Law of Supply, Market Equilibrium. Consumer Behaviour.**
- 3. Utility analysis: Cardinal and Ordinal utility, Equi-marginal utility. Indifference curve and its properties. Consumer Equilibrium with Cardinal and Ordinal approach, Consumer surplus, Price, Income and Cross Elasticities of Demand.**
- 4. Production Theory: Production Functions with one variable and two variable inputs, Producers' Equilibrium, Expansion Path, Total, Marginal and Average Revenue curve; Law of Diminishing Returns to Factor; Returns to Scale.**
- 5. Cost Analysis: Types of Costs; Short Run and Long Run Cost Curves; Economics of Scope and Economies of Scale. Revenue Analysis: Types of Revenue Curves and their applications.**
- 6. Market Structure: Perfect Competition; Assumptions, Price and Output determination in Perfect Competition in Short and Long run.**
- 7. Imperfect Competition: Monopoly–Features; Price and Output decisions; Price Discrimination.**
- 8. Monopolistic Competition: Features; Price and Output decisions; Short and Long run Equilibrium.**
- 9. Oligopoly: Features; Cartels and Collusions (introductory); Kinked Demand curve.**
- 10. National income: Concepts, Methods of measuring National Income, Problems in measuring National Income, Circular Flow of Income in 2 Sector and 4 Sector model.**

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