

## **IMBA102 - MANAGERIAL ECONOMICS**

Maximum Marks: 100  
Semester Examination: 70  
Internal Assessment: 30

### **UNIT – I: INTRODUCTION**

Meaning, Nature and Scope – Economic Theory and Managerial Economics – Managerial Economics and Business Decision Making – Role of Managerial Economist.

### **UNIT – II: DEMAND ANALYSIS**

Meaning, Types and Determinants of Demand. Cost concepts – Cost function and Cost output relationship Economies and diseconomies of scale – Cost control and cost reduction

### **UNIT – III: PRODUCTION FUNCTIONS**

Pricing and output decisions under Competitive conditions Government control over pricing – Price discrimination Price discount and differentials.

### **UNIT – IV: PROFIT**

Meaning – Measurement of profit – Profit policies and theories– Profit planning and forecasting – Profit maximization – Profit planning and forecasting – Cost volume profit analysis – Investment analysis.

### **UNIT – V: NATIONAL INCOME**

Business cycle – Inflation and deflation – Balance of payment – Their implications in managerial decision.

### **REFERENCES:**

1. G.S.Gupta, Managerial Economics, Tata McGraw Hill.
2. Varshney and Maheswari, Managerial Economics, Sultan Chand & Sons.
3. P.L. Mehta, Managerial Economics, Sultan Chand & Sons.
4. Joel Dean, Managerial Economics, Prentice Hall.
5. L.Rangarajan, Principles of Macro Economics, Tata Mc Graw Hill.