

MASTER OF COMMERCE - FIRST SEMESTER
MARKET STRUCTURE AND ANALYSIS

Code: **HC 1.2**

Contact Hours: 64

Credit Points: **4**

Evaluation: Continuous Internal Assessment – **30 Marks**
Semester-End Examination – **70 Marks**

Univ Code:

Work load: **4 hours per week**

Objective: To acquaint the students with the concepts and techniques used for analysis, and to enable them to apply this knowledge in business decision making.

Pedagogy: A combination of Lectures, Case Analysis, Group Discussions, Seminars, Assignments, etc.

Module 1: Introduction: Nature, Scope and importance of the Managerial Economics Business decision and economic analysis, fundamental principles of M. E., role and responsibilities of managerial economist, Differences between economics, M. E., and other Disciplines.

Module 2: Demand Analysis: Demand determinants and distinctions, elasticity of demand and its uses. Demand forecasting – methods and criteria of forecasting, supply analysis and elasticity of supply.

Module 3: Production Function, Production and Cost Analysis: Types and managerial uses of production function, cost–output relationship in Short run and long run. Market structure and analysis, Meaning and Classification of the markets – Perfect Competition, Monopoly, Monopolistic Competition, and Oligopoly. Pricing and Output decision under each market. Price discrimination and Price leadership. Profit theories-nature and objectives of the firm, profit theories, profit maximization as an objective.

Module 4: Pricing Theory and Practices: Importance of pricing, methods and problems of pricing, pricing in life cycle of a product, pricing of established product, transfer pricing, multiple products pricing.

Module 5: Introduction to Macro-Economic Policies: Concepts, Objectives and tools of monetary policy, objectives and tools of fiscal policy. Business cycles- its impact.

Recommended Books

1. Samuelson Marks, **Managerial Economics**, Wiley Publishing House
2. Mote, Paul, Gupta, **Managerial Economics**, TMH
3. Yogesh Maheshwari, **Managerial Economics**, PHI.
4. D. N. Dwivedi, **Managerial Economics**, Vikas Publishing House
5. Reddy, Appanaiah and Shanthi, **Managerial Economics**, HPH.
6. D. M. Mithani, **Managerial Economics**, HPH.