

SARDAR PATEL UNIVERSITY
Programme: BBA (International Business)
Semester: IV
Syllabus with Effect from: DECEMBER 2015

Paper Code: UM04CBBB05	Total Credits: 3
Title Of Paper: Market Morphology	

Unit	Description in detail	Weightage (%)
1	Theory Of Cost And Revenue Theory of cost Cost function <ul style="list-style-type: none"> • Short run cost function and business decision : (fixed cost, variable cost, total cost , average cost, marginal cost , their relationship- U shape of short run AC curve) • Long run cost function : (long run AC Curve-source shape and L shape) Estimation of cost function (engineering, survivorship and statistical method) Managerial uses of cost function	25 %
2	Price and out put determination Price and out put determination under <ul style="list-style-type: none"> • Perfect competition • Monopoly • Monopolistic competition • Price discrimination • Dumping 	25 %
3	Price And Output Determination Under Oligopoly Kinked demand curve model, Collusive oligopoly Price leadership, Profit and profit planning (BEP analysis)	25 %
4	Pricing Policy And Method <ul style="list-style-type: none"> • Full cost pricing • Going rate pricing • Marginal cost pricing • Administration pricing Investment decision in public sector <ul style="list-style-type: none"> • Concept, use in cost – benefit analysis • Meaning and uses of cost benefit analysis • Steps in cost benefit analysis • Evolution of cost benefit analysis 	25 %



Basic Text & Reference Books:

- Managerial Economics -- G. S. Gupta
- Advanced Economics Theory – M. L. Jhingal
- Managerial Economics – I. C. Dhingra
- Managerial Economics – Dr. D. M. Mithani
- Managerial Economics – M. Adhikary
- Managerial Economics – Varshney & Maheshwari
- Economics For Management – Mishra & Puri
- Cost – Benefit Analysis – E. J. Mishan
- Micro Economics for Management Students – Ravi Dholakiya & A. N. Oz

