

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar
B. B. A. (Honours) Information Technology Management Program
Semester – IV
UM04CBBI07 Economic Analysis – II
(w.e.f. November 2016)

Total Credits: 3

Total Marks: 100

Unit I: Indifference Curve Approach

25%

Indifference curve Approach – Properties. Marginal rate of Substitution, Budget Line, Consumer's Equilibrium, Application and Uses of Indifference Curve- Negotiation Principle (Edgeworth Box Diagram), Subsidy in Cash Vs. Kind.

Unit II: Monopoly

25%

Characteristics, Price output determination, Price discrimination- degrees, possibility and profitability under domestic and international market.

Unit III: Monopolistic competition:

25%

Characteristics, Product differentiation, Price output determination, Selling cost, Concept of excess capacity.

Unit IV: Duopoly and Oligopoly:

25%

Characteristics, Cartel model of duopoly, Price Leadership models, Price War model by Bertrand and Edgeworth Price War Model, Price Rigidity model of Sweezy.

Evaluation: Internal: 40 Marks

External: 60 Marks (Two – Hours Examination)

Reference Books:

Economic Theory And Operation Analysis – W.J. Baumol
Managerial Economics – Samuel Paul
Managerial Economics – Coyne
Introduction To Managerial Economics – Savage And Small
Managerial Economics – D.C. Hague
Economic Theory – Stonier Hague
Advance Economic Theory – H.L. Ahuja
Managerial Economics – Gopal Krishna
Micro Economics – Thomas W and Gaur A
Managerial Economics – G.S. Gupta