

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (ITM)**  
**Semester: IV**  
**Syllabus with Effect From: June 2019**  
**UM04CBBI21 Economic Analysis-II**

**Credit:3**

<b>Unit</b>	<b>Description in detail</b>	<b>Weighting (%)</b>
<b>1</b>	<b>Revenue and Perfect Competition</b> Concept of Revenue-AR, MR and TR under perfect and imperfect competition, Characteristics and Price output determination under perfect competition, Firm's Supply curve, Shut down point	<b>25%</b>
<b>2</b>	<b>Monopoly</b> Characteristics, Price and output determination, Price discrimination-degrees, possibility and profitability, dumping.	<b>25%</b>
<b>3</b>	<b>Monopolistic competition:</b> Characteristics, Product differentiation, Price and output determination, Selling cost and its effect on firm's demand curve Concept of excess capacity.	<b>25%</b>
<b>4</b>	<b>Duopoly and Oligopoly:</b> Characteristics, Cartel model of duopoly, Price Leadership models, Price War model -1) Bertrand's Model 2) Edgeworth's Model , Price Rigidity model of Sweezy	<b>25%</b>

**Basic Text & Reference Books:-**

1. Economic Theory And Operation Analysis – W.J. Baumol
2. Managerial Economics – Samuel Paul
3. Managerial Economics – Coyne
4. Introduction To Managerial Economics – Savage And Small
5. Managerial Economics – D.C. Hague
6. Economic Theory – Stonier Hague
7. Advance Economic Theory – H.L. Ahuja
8. Managerial Economics – Gopal Krishna
9. Managerial Economics – G.S. Gupta