

**SARDAR PATEL UNIVERSITY**  
**B. Com. (Honours) (3 Years)**  
**Specialization in International Accounting and Corporate Banking & Insurance**  
**Semester: IV**  
**Syllabus with effect from: December 2016**

<b>Paper Code: UB04CCOH03</b>	<b>Total Credits: 3</b>
<b>Title of Paper: Managerial Economics – II</b>	

Unit No.	Description in Detail	Weightage
<b>1</b>	<b>PERFECT COMPETITION</b> <ul style="list-style-type: none"> <li>• Perfect Competition Characteristics</li> <li>• Price output determination under perfect competition</li> <li>• Short run &amp; long run Supply curve</li> <li>• shut down point</li> </ul>	<b>25%</b>
<b>2</b>	<b>MONOPOLY</b> <ul style="list-style-type: none"> <li>• Characteristics</li> <li>• Price output determination</li> <li>• Price discrimination- degrees,</li> <li>• Possibility and profitability under domestic and International market</li> </ul>	<b>25%</b>
<b>3</b>	<b>MONOPOLISTIC COMPETITION</b> <ul style="list-style-type: none"> <li>• Characteristics</li> <li>• Price output determination (in short run and long run)</li> <li>• Concept of excess capacity. (Group equilibrium)</li> <li>• Selling cost and production cost</li> </ul>	<b>25%</b>
<b>4</b>	<b>DUOPOLY &amp; OLIGOPOLY</b> <ul style="list-style-type: none"> <li>• Duopoly and Oligopoly</li> <li>• Characteristics</li> <li>• Cartel model of duopoly</li> <li>• Price Leadership models,</li> <li>• Price War model by Bertrand</li> <li>• Price Rigidity model of Sweezy.</li> </ul>	<b>25%</b>

**Evaluation : Internal : 40 Marks (Theory)**  
**: External: 60 Marks (Theory) – Two Hours Examination**

**Reference Books:**

- Managerial Economics – Coyne
- Managerial Economics – D.C. Hague
- Economic Theory – Stonier Hague
- Advance Economic Theory – H.L. Ahuja
- Managerial Economics – Gopal Krishna
- Managerial Economics – G.S. Gupta