

SARDAR PATEL UNIVERSITY
PROGRAMME: B.COM. (HONS') (3 Years)
(International Accounting and Corporate Banking & Insurance)
(Under Choice Based Credit System Based on UGC Guidelines)
Syllabus with effect from: November / December -2019
Semester: IV

Paper Code: UB04GCOH21	Total Credits: 3
Title of Paper: Managerial Economics - II	
Objective: Market structures are classified according to the structure of the industry and serving the market. These four market structures are very much helpful to the students to represent a theoretical characterization of a type of real market.	

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

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