PARVATHANENI BRAHMAYYA SIDDHARTHA COLLEGE OF ARTS & SCIENCE
Autonomous
Siddhartha Nagar, Vijayawada–520010
Re-accredited at 'A+' by the NAAC

Since 1975

23ANVAL101: MANAGERIAL ECONOMICS

Offered to: All UG Programs **Theory**
Course Type: Value Added **Credits:** 2
45Hrs
Semester: II

Course Objectives:

This subject seeks to equip the students with the analytical tools of Economics and apply the same to rational managerial decision-making. It further seeks to develop economic way of thinking in dealing with practical business problems and challenge.

Course Outcomes: At the end of the course the student able:

CO1: To explain the economic way of thinking and analysing to business decision making problems **(PO4, PO5, PO6)**

CO2: To develop, how to estimate demand and furcating of demand in the markets **(PO4, PO5)**

CO3: To demonstrate about the Production function, Input Output relationship, Cost-Output relationship and Cost-Volume-Profit-Analysis. **(PO5, PO6)**

CO4: To identify the nature of markets, Methods of Pricing in the different market structures. **(PO1, PO5, PO6)**

CO5: To analyse the role of supply and demand in determining price in a competitive market **(PO5, PO6)**

Mapping of Course Outcomes (COs) with Programme Outcomes (POs) & PSOs

CO	BTL	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO1	L2				M	H	L			
CO2	L3				M	H				
CO3	L2					H	H			
CO4	L3	L				H	M			
CO5	L4					H	H			

Syllabus		
UNIT	**Learning Units**	**Lecture Hours**
I	**Introduction to Managerial Economics and Demand Analysis:** Introduction to Managerial Economics and Nature - Scope of Managerial Economics - Fundamental Concepts (Time Perspective,	15

	Discounting principle, Opportunity cost) - Concept of Demand, Determinants, Demand function - Law of Demand with exceptions and its limitations - Elasticity of Demand and its types - Demand Forecasting and its techniques (Theory).	
II	**Theories of Production and Cost Analyses:** Introduction to theory of production and production function - Law of One variable proportion - Law of Two variable proportion. (Iso-Quant, Iso-Cost) - Concept of Returns to scale - Introduction to cost concept and its types (Fixed cost, Variable cost, Total cost) - Cost – Volume – Profit analysis - Determination of Breakeven point (Simple problems)	15
III	**Introduction to Markets and Market Structures:** Introduction to markets and its classification - Classification of markets and features - Perfect competition, Monopoly, Monopolistic, Oligopoly - Price – Output determination under Perfect competition, Monopoly, Monopolistic, Oligopoly.	15

Text Books

1. P.L. Mehta, Managerial Economics Analysis, Problems and Cases – Sultan Chand & Sons. 2013.

Reference Books:

1. D. M. Mithani, Managerial Economics theory and application,

   Himalaya Publishing House – 2013

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Model Question Paper
Semester End Examination-2023-24

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Course Type: Value-added	**Offered to:** All UG Programs
Max. Marks: 50(15+35)	**Max. Time: 2Hours**
Pass. Min: 14	

SECTION-A
Answer any THREE from the following   3x5 =15Marks

1. Explain the scope of managerial economics (L2)

2. Define the production function in detail. (L1)

3. What is market classification? (L1)

4. Explain the determinants of demand (L2)

5. Demonstrate the concepts of Returns to scale. (L2)

SECTION-B
Answer any TWO from the following   2 x10 = 20Marks

6. What is Demand forecasting? Explain its techniques. (L2)

7. Compare the Iso-quant and Iso-cost with suitable examples (L2)

8. Explain the features and price - output determination in perfect market.

   (L2)

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