

# MANAGERIAL ECONOMICS



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**Unit-2** Market Demand: Determinants of Demand and Supply, Elasticity of Demand, Indifference Curve Analysis, Consumer's Equilibrium, Price, Income and Substitution Effects, Demand Forecasting.

**Unit-3** Production Function: Production decision making, Short Run Long Run Production Functions.

**Unit-4** Market Analysis: Cost Structure, Various Cost Concepts, Cost Estimation, Pricing and Output decisions in Perfect Competition, Monopoly, Monopolistic Competition, Oligopoly.

**Unit-5** Profit Analysis: Theories of Profit, Break Even Analysis, Managerial Decisions, Business Cycle.