

THIRD SEMESTER

MBA310

MANAGERIAL ECONOMICS

Maximum Time: 3 Hrs.

University Examination

: 70 Marks

Total Marks: 100

Continuous Internal Assessment

: 30 Marks

Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

B) Instructions for candidates

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION A

Concepts and techniques, Nature of business decision making, marginal analysis, utility. Consumer behaviour – Law of demand, Elasticity of demand and measurement Indifference curve analysis, income effect and price effects and demand forecasts.

SECTION B

Production and Costs- Production functions, Law of returns and law of variable proportions. Isoquants, returns to scale, Cost Analysis, fixed costs, variable costs, Break even, Firm's goals – profit maximization, Revenue Analysis.

SECTION C

Market Structure – Perfect competition, monopoly, monopolistic, oligopoly, Pricing practices cost plus pricing, multiple product pricing, transfer pricing.

SECTION D

Factors of production , pricing and employment of inputs, labor Capital, Capital budgeting process, Cash flows and capital rationing. Recent developments and applications in Indian Industry. Core Competencies of firms, centralization and decentralization, role of management, globalization and liberalization.

References:-

1. Craig Petersen & W Cris Lewis : Managerial Economics
2. Walter Nicholson : Microeconomics & its Applications
3. A. Koutsoyiannis : Modern Microeconomics
4. Various Issues of Economic and Political Weekly

Maximum Time: 3 Hrs.

University Examination

: 70 Marks

Total Marks: 100

Continuous Internal Assessment

: 30 Marks

Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

B) Instructions for candidates

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION A

Indian Contract Act, 1872 : Definition of contract. Essentials of a valid contract. Offer and acceptance. Consideration. Capacity to contract. Free consent. Void and voidable contracts. Performance of contract. Discharge of contract. Breach of contract. Remedies for breach of contract.

SECTION B

Sale of Goods Act, 1930 : Sale and agreement of sale. Essentials of contract of sale of goods. Conditions & warranties. Transfer of property. Performance. Rights of unpaid seller. Partnership Act, 1932 : Definition. Formation of partnership. Reliance of partners. Dissolution of partnership and firm.

SECTION C

Companies Act, 1956 : Definition. Distinction with other forms of business organisations. Kinds of companies. Types of companies. Corporate veil. Formation of company. Memorandum of Association. Articles of Association. Share Capital. Management & Administration. Accounts & Auditors. Winding up.

SECTION D

Negotiable Instruments Act, 1881 : Definition & Types of negotiable instruments. Parties to negotiable instruments. Presentation of negotiable instruments. Dishonour. Remedies. Discharge. Consumer Protection Act, 1986 : General Introduction. Definitions. Constitution of Forums – their functions and powers.

References:-

1. M.C. Shukla – A Manual of Mercantile Law.
2. N. D. Kapoor – Mercantile Law.
3. Avtar Singh- Indian Contract Act.
4. Consumer Protection Act.

Maximum Time: 3 Hrs.

University Examination

: 70 Marks

Total Marks: 100

Continuous Internal Assessment

: 30 Marks

Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

B) Instructions for candidates

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION A

Introduction : Business Policy as a Field of Study , Nature and Scope of Strategic Management , Concept of Corporate Strategy and Tactics, Concept of Synergy and its Relevance to Strategy, Strategic Decision Making , Strategic Management Process ; Corporate Mission, Purpose & Objectives ; Business Ethics and Social Responsibilities of Business.

SECTION B

Swot Analysis : Environmental Analysis, Competitive Analysis, Internal Corporate Analysis. Strategic Alternatives : Stability , Expansion , Retrenchment, Combination Strategies . Diversification , Merger & Acquisition . Evaluation & Choice of Strategy : Factors affecting strategic choice . Tools and techniques of Strategic Analysis . Impact Matrix , the Experience Curve , BCG Matrix , GEC Model , Strategic Profile of a Firm Competitive Advantage of GEC Model.

SECTION C

Implementing Strategic Plan : Process of Strategy Implementation , Resource Allocation , Organisation structures and Processes, and Behavioural Considerations. Strategy Evaluation and Reformulation .

SECTION D

Corporate Policies in Production Management, Marketing Management, Financial Management and Human Resource Management. Corporate governance. Case Studies in Strategic Management.

References:-

1. Ansoff, H. Igor : " Corporate Strategy ;, Penguin .
2. McCarthy , Minichiello & Curranbusiness : " Policies and Strategies , Concepts and Reading ", Richard Irwin .
3. Kenneth A " Andrews Concept of Corporate Strategy ".
4. Bonge and Coleman : " Concepts of Corporate Strategy ".
5. Newman and Logan Strategy : " Policies and Central Management ", South Western
6. Jauch and Glueck : " Business Policy and Strategic Management ", McGraw Hill.
7. Azhar Kazmi : " Business Policy ", Tata McGraw Hill , New Delhi.

Maximum Time: 3 Hrs.

University Examination

: 70 Marks

Total Marks: 100

Continuous Internal Assessment

: 30 Marks

Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will consist five sections namely A, B, C, D and E.
2. Sections A, B, C and D will have two questions from the respective sections of the syllabus and will carry 14 marks each. Candidates have to attempt at least one question compulsorily from each section.
3. Section E will comprise of 10 short answer type questions, which will cover the entire syllabus and will carry 14 marks candidates will have to attempt any 7 questions.

B) Instructions for candidates

1. Candidates are required to attempt one question each from sections A, B, C and D of the question paper and the any seven questions from section E.
2. Use of non-programmable scientific calculator is allowed.

SECTION A

Basic Macro Economic Tools : Basic concepts of national income accounting and fund flow chart. Aggregate demand and aggregate supply and income determination. Consumption, savings and investment function.

SECTION B

Basics of – money supply, deficit financing and inflation.

Demand side vs. supply side management

Economic policies: Monetary and Fiscal policy framework & its application in solving economic problems at macro level.

Economic trends & structural changes : Economic growth (trends), Economic development(structural changes), Issues in economic development. Long run strategy & policy of economic development. Economic development & physical environment. Economic planning in India.

SECTION C

Anatomy of Indian Economy : Agriculture, Industry, Public sector, Money market and Capital market, Demographic features, Other socio-economic problems like unemployment and the inequalities.

Emerging Trends & Tendencies : Structural features of Indian economy. An overview of current macro trends of production, money supply, prices, interest rates & fiscal deficit. An overview of India's foreign trade, balance of payment position and problems with reference to world trade.

SECTION D

Control and Management : Social responsibility of business. Brief introduction to various economic legislations. Economic reforms introduced. Challenges before management.

References:-

1. M. Adhikary – Economic Environment of Business.
2. Edward Shapiro – Macro Economic Analysis.
3. Ruddar Dutt & K.P.M. Sundharam – Indian Economy.
4. Economic Survey, Government Of India.
5. Uma Kapila – Indian Economy since Independence.
6. Report On Currency and Finance, RBI.