



Knowledge is Supreme

Tolani College of Commerce (Autonomous)

तोलानी वाणिज्य महाविद्यालय (स्वायत्त)

(Sponsored and Managed by Tolani Education Society, Mumbai - 400 021)
(Recognised Linguistic (Sindhi) Minority Institution, Affiliated to University of Mumbai)
Re-Accredited (3rd Cycle) by N.A.A.C. with 'A' Grade (CGPA 3.03)

150-151, SHER-E-PUNJAB SOCIETY,
GURU GOBIND SINGH ROAD,
ANDHERI (EAST), MUMBAI-400 093.

Tel. : (022) 6153 5455
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Name of the Department/ Programme	Department of Business Economics 1) Bachelor of Commerce Programme					
Name of the Course	Minor: Business Economics - II					
Semester	II					
Number of Credits	02					
Number of Lectures	30					
Lecture Duration	60 minutes					
Total Marks:	CE	20	SEE	30	Total	50

Semester II

Module I: Business Decisions in Competitive Markets [10]

Market Structure and Degree of Competition-Concepts of Revenue-Meaning, features, and Importance of Perfect Competition-Demand Facing a Price-Taking Firm-Profit Maximisation in the Short-Run: Earning Positive Profit and The Shut-Down Point- Long-Run Analysis of a Perfectly Competitive Firm- Is Competition Always Good?

Module II: Business Decisions for Firms with Market Power [10]

Market Power-Measurement of Market Power: Market, Elasticity of Demand, The Lerner Index and Cross-Price Elasticity of Demand- Barriers to Entry: Barriers Created by Government, Economies of Scale, Essential Input Barriers, Brand Loyalties, Consumer Lock-in, Network Effects and Sunk Cost- Meaning and Features of Monopoly-Why Monopolies Arise?: Monopoly Resources, Government Created Monopolies and Natural Monopolies-Monopolist's Demand Curve-Profit Maximisation Under Monopoly-Why a Monopolist Does Not Have A Supply Curve?-The Welfare Cost of Monopolies.

Monopolistic Competition: Meaning and Features-Monopolistic Competition versus Perfect Competition-Monopolistic Competition and the Welfare Society-The Role of Advertising in Monopolistic Competition.



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Module III: Pricing Techniques [10]

Pricing Techniques: Meaning and Objectives-Types of Pricing Techniques: Pricing of Multiple Products, Pricing of Joint Products, Transfer Pricing, Price Discrimination, Product Bundling, Cost Plus Pricing, Peak Load Pricing, Penetration Pricing, Entry Detering Pricing, Every Day Low Pricing Strategy, Prestige Pricing, Price Skimming, Price Lining, Value Pricing, Price Matching, Auction Pricing.

References:

- 1) Christopher Thomas and Charles Maurice: *Managerial Economics-Foundations of Business Analysis and Strategy*, 12th Edition, McGraw Hill, 2020, New Delhi.
- 2) Dominick Salvatore and Siddhartha Rastogi: *Managerial Economics-Principles and Worldwide Applications*, Oxford University Press, 8th Edition, 2017, New Delhi.
- 3) Geetika, P. G. (2013). *Managerial Economics*. New Delhi: Tata McGraw Hill Education Private Limited, 2nd Edition.
- 4) H L Ahuja: *Business Economics-Microeconomic Analysis*, 13th Edition, S. Chand, 2016, New Delhi.
- 5) Ivan Png: *Managerial Economics*, 5th Edition, Routledge, 2016, New Delhi.
- 6) Michael R. Bye: *Managerial Economics and Business Strategy*, 4th edition, McGraw Hill, 2003.
- 7) N. Gregory Mankiw: *Principles of Economics* Cengage, 6th edition, 2017, New Delhi.
- 8) N. Gregory Mankiw, Mark P. Taylor, and Andrew Ashwin: *Business Economics*, 1st Edition, 2013, Cengage Learning.
- 9) R. Panneerselvam, P. Sivasankaran and P. Senthilkumar: *Managerial Economics*, 1st Edition, Cengage, 2018, New Delhi.
- 10) Robert Pindyck and Daniel Rubinfeld: *Microeconomics*, 8th Edition, Pearson, 2018, New Delhi
- 11) Suma Damodaran: *Managerial Economics*, Oxford University Press, 2nd edition, 2010, New Delhi.



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Additional Reading:

(A) Newspapers:

- The Economic Times
- The Mint
- The Business Line
- The Times of India
- The Indian Express
- The Hindu

(B) Magazines:

- The Economist
- The Economic and Political Weekly
- Business India
- Business World
- Outlook Money

Scheme of Evaluation Pattern

Table 1A: Scheme of Continuous Evaluation (CE)

Scheme of Evaluation Pattern

Sub-components	Maximum Marks	Conditions for passing
1) Written assignment of 1000 words involving analysis of events related to the course taken from a newspaper, magazine, journal etc.	5) A learner must be present for each of the sub-components.) The subtotal of all the 3 sub-components must be minimum 08 marks
2) Book review. The book selected must be approved by the teacher. A report of 1000 words must be submitted.	5	
3) MCQ Based Test	10	
Total	20	



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**Table 1B: Scheme of Semester End Examination (SEE) Evaluation
Question Paper Pattern for Semester End Examination (SEE)**

Maximum Marks: 30 Minimum Marks to Pass: 12

Duration: 1 hour.

Note: All questions are compulsory. Each question has an internal choice.

Question Number	Nature of Questions	Maximum Marks	From
1)	Attempt any 1 question out of the following 3:	10 marks	Module I
	a) Full length question		
	b) Two Notes (5 Marks Each)		
	c) Application oriented		
2)	Attempt any 1 question out of the following 3:	10 marks	Module II
	a) Full length question		
	b) Two Notes (5 Marks Each)		
	c) Application oriented		
3)	Attempt any 1 question out of the following 3:	10 marks	Module III
	a) Full length question		
	b) Two Notes (5 Marks Each)		
	c) Application oriented		