Khalsa College, Amritsar

An Autonomous College

MASTER OF COMMERCE (SEMESTER – I)

MC–101: Managerial Economics

Time: 3 Hours **Max. Marks: 100**

Theory: 74

Internal Assessment: 26

Note: The question paper covering the entire course shall be divided into three sections as follows:

Section A: It will consist of 10 very short answer questions from the entire syllabus with answer to each question upto ten lines in length. Students will attempt 9 questions. Each question will carry 2 marks; the total weightage being 18 marks.

Section B: It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions will be set by the examiner from Part–I of the syllabus and the candidates will be required to attempt two questions. Each question will carry 14 marks. The total weightage of the section shall be 28 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions will be set by the examiner from Part–II of the syllabus and the candidates will be required to attempt two questions. Each question will carry 14 marks. The total weightage of the section shall be 28 marks.

Part–I

- Managerial Economics: Meaning, Nature, Scope and Concepts
- Marginal Analysis: Law of Diminishing Marginal Utility, Law of Equimarginal Utility
- Law of Demand: Meaning, Determinants, Exceptions, Kinds of Demand, Change in Demand and Importance.

- Elasticity of Demand: Meaning, Types and Degrees of Elasticity of Demand, Methods of Measuring Price Elasticity of Demand, Factors Determining Elasticity of Demand, Importance.
- Indifference Curve Analysis: Meaning, Assumptions, Properties, Consumer Equilibrium, Importance.
- Production Function: Meaning, Types: Short Run and Long Run Production Function, Economies and Diseconomies of Scale.

Part–II

- Theory of Costs: Types of Costs, Traditional Theory: Long Run & Short Run, Modern Theory: Long Run & Short Run.
- Managerial Theories: Profit maximization and Sales Maximization.
- Market Structure: Meaning, Assumptions and Equilibrium of Perfect Competition, Monopoly, Monopolistic Competition.
- Oligopoly: Sweezy Model.
- National Income: Conceptual Framework, Measures of National Income, Methods of Measurement, Limitations of National Income.
- Consumption Function: Meaning, and Nature, Determinants and Measures to Raise Propensity to Consume. Keynes Psychological Law of Consumption – Meaning, Properties and Implications.
- Inflation: Meaning, Types, Theories, Causes, Effects and Control. Unemployment trade off-Philips curve analysis.

Suggested Readings:

1. Thomas, Christopher R. and Maurice, S. Charles, "*Managerial Economics – Concepts and Applications"*, 8th Edition (2006), Tata McGraw Hills, New Delhi.

2. Mehta, P L, "*Managerial Economics – Analysis, Problems and Cases*", 13th Edition (2007), Sultan Chand & Sons, Delhi.

3. Peterson and Lewis, "*Managerial Economics*", 4th Edition, Prentice Hall of India Pvt. Ltd. New Delhi.

4. Joel, Dean, "*Managerial Economics*", Prentice Hall of India, Pvt. Ltd., New Delhi.

5. Hirschey, M. "*Fundamental of Managerial Economics*", 9th Edition (2009), South Western Cengage Learning.

6. Koutsyannis A., "*Modern Microeconomics*", 2nd Edition (1977), Macmillan 7. Dwivedi, D.N., "*Managerial Economics*", 7th Edition, Vikas Publication.

8. Ahuja, H. L., "*Modern Micro Economics*", (2009), Sultan Chand and Co.

9. Deepashree, "*Principles of Micro Economics*", 2nd Edition, Ane Books Pvt. Ltd.

10. Mithani, D.M., "*Managerial Economics*", 5th Edition (2009), Himalaya Publishing House, New Delhi.

Khalsa College, Amritsar

An Autonomous College

MASTER OF COMMERCE (SEMESTER – I)

MC – 102: Statistical Analysis for Business

Time: 3 Hours **Max. Marks: 100**

Theory: 40

Practical: 35

Internal Assessment: 25

Note: The question paper covering the entire course shall be divided into three sections as follows:

Section A: It consists of 8 very short answer questions from the entire syllabus. Students will attempt all 8 compulsory questions. Each question will carry 1 mark; the total weightage being 8 marks.

Section B: It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions will be set by the examiner from Part–I of the syllabus and the candidates will be required to attempt two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

Section C: It will consist of essay type/numerical questions with answer to each question upto five pages in length. Four questions will be set by the examiner from Part–II of the syllabus and the candidates will be required to attempt two questions. Each question will carry 8 marks. The total weightage of the section shall be 16 marks.

Part–I

- Probability Theory: Probability–classical, relative, and subjective probability; Addition and multiplication probability models.
- Probability Distributions: Binomial. Poisson, and normal distributions; Their characteristics and applications.

- Sampling and Data Collection: Sampling and sampling (probability and nonprobability) methods; Sampling and non–sampling errors.
- Primary data collection techniques; Survey and Observation methods: Secondary data sources; Commercial (Syndicated) and Non–commercial sources.

Part–II

- Questionnaire design.
- Hypotheses testing; Null and alternative hypothesis, type I and type II error.
- Large and small sampling tests–Z tests, T tests, and F tests. (ANOVA one–way and two–way), (Chi–square test.)
- Correlation: Simple, partial and multiple correlation coefficients;

Suggested Readings:

1. Chou, Y. (1975), Statistical Analysis, Holt Reinhart, General Statistics, Prentice Hall of India, New Delhi.
2. Croxton, Crowden and Klein (1971), Applied General Statistics, Prentice Hall of India, New Delhi.
3. Millar, J. (1996), Statistics for Advanced Level, Cambridge University Press, Cambridge.
4. Nagar, A.L. and R.K. Das (1993), Basic Statistics, Oxford University Press, New Delhi.
5. Hogg, R.V. and A.T. Crag (1970), Introduction to Mathematical Statistics (3rd Edition),Macmillan Publishing Co. New York.
6. Sukhtame, P.V. and B.V. Sukhtame (1970), Sampling Theory of Survey with Applications, Iowa State University Press, Ames.