Bachelor of Business Administration (B.B.A)

Teacher name: Dr. Ravneet, Paper 3 Semester 1st

November 2020

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| Managerial economics: meaning nature and scope. Objectives of firm, equilibrium, utility, opportunity cost, marginal and incremental principles. |

December 2020

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| Theory of demand: Nature of demand for a product, individual demand, market demand, determinants of demand. Law of demand, Elasticity of demand and its determinants.Theory of Consumer Behavior: Cardinal Utility analysis, indifference curve analysis, applications of indifference curves. |

January2021

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| Theory of production and costs: The concept of production function, production with one and two variable inputs, theory of cost in short run and long run, revenue function. |

February 2021

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| Theory of firm and market organization: pricing under perfect competition, pricing under monopoly, price discrimination, pricing under monopolistic competition, selling cost, pricing under oligopoly. |