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# Economic Analysis for Business Decisions



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PUNE

Dr. Padmalochana Bisoyi  
Dr. Rijwan Ahmed Mushtak Ahmed Shaikh

# ECONOMIC ANALYSIS FOR BUSINESS DECISIONS

# BUSINESS DECISIONS

MBA, SEMESTER-I

According to the New Syllabus of 'Savitribai Phule Pune University, Pune'

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# ECONOMIC ANALYSIS FOR BUSINESS DECISIONS

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# Contents

## Unit 1: Introduction to Managerial Economics

<b>1.1. Economics</b>	<b>11</b>
1.1.1. Introduction	11
1.1.2. Concept of Economy	11
1.1.3. Concept of Economics	11
1.1.4. Nature of Economics	13
1.1.5. Scope of Economics	14
1.1.6. Branches of Economics	15
1.1.7. Limitations of Economics	16
<b>1.2. Managerial Economics</b>	<b>16</b>
1.2.1. Meaning and Definition of Managerial Economics	16
1.2.2. Nature of Managerial Economics	17
1.2.3. Scope of Managerial Economics	18
1.2.4. Uses of Managerial Economics	18
1.2.5. Relationship of Managerial Economics with Other Areas	19
1.2.6. Fundamental Concepts of Managerial Economics	20
1.2.7. Significance of Managerial Economics in Decision-Making	23
1.2.8. Limitations of Managerial Economics	23
1.2.9. Managerial Economics and Decision-Making	24
1.2.10. Difference between Managerial Economics and Economics	25
1.2.11. Difference between Micro, Macro and Managerial Economics	25
<b>1.3. Firm</b>	<b>26</b>
1.3.1. Concept of Firm	26
1.3.2. Rationale for the Firm	26
1.3.3. Objectives of Firm	27
1.3.4. Profit Maximisation Model	27
1.3.5. Economist Theory of the Firm	28
1.3.6. Cyert and March's Behaviour Theory	29
1.3.7. Marris' Growth Maximisation Model	32
1.3.8. Baumol's Static and Dynamic Models	32
1.3.9. Williamson's Managerial Discretionary Theory	35
<b>1.4. Markets</b>	<b>36</b>
1.4.1. Concept of Market	36
1.4.2. Importance of Market	36
1.4.3. Classification and Types of Markets	37
<b>1.5. Exercise</b>	<b>40</b>

2.2.3.	Limitations of Cardinal Utility Analysis	43
2.2.4.	Criticisms of Cardinal Utility Analysis	43
2.2.5.	Approaches to Cardinal Utility	44
2.2.6.	Law of Diminishing Marginal Utility	44
2.2.7.	Law of Equi-Marginal Utility	45
<b>2.3. Ordinal Utility Analysis</b>		<b>46</b>
2.3.1.	Introduction	46
2.3.2.	Indifference Curve	47
2.3.2.1.	Assumptions of Indifference Curve	47
2.3.2.2.	Properties of Indifference Curve	48
2.3.2.3.	Marginal Rate of Substitution (MRS)	49
2.3.2.4.	Indifference Map	50
2.3.2.5.	Budget Line/Price Line	50
2.3.2.6.	Consumer Equilibrium	51
2.3.2.7.	Price Effect	52
2.3.2.8.	Income Effect	52
2.3.2.9.	Substitution Effect	52
2.3.2.10.	Separation of Price Effect into Income Effect and Substitution Effect	53
2.3.2.11.	Significance of Indifference Curve Analysis	54
2.3.2.12.	Criticisms of Indifference Curve Analysis	55
2.3.3.	Theory of Revealed Preference	56
<b>2.4. Consumer Surplus</b>		<b>59</b>
2.4.1.	Meaning and Definition of Consumer Surplus	59
2.4.2.	Assumptions of Consumer's Surplus	59
2.4.3.	Uses of the Concept of Consumer Surplus	59
2.4.4.	Criticisms of Consumer's Surplus	60
<b>2.5. Demand Analysis</b>		<b>60</b>
2.5.1.	Introduction	60
2.5.2.	Concept of Demand	61
2.5.3.	Objectives of Demand Analysis	61
2.5.4.	Types of Demand	61
2.5.5.	Determinants of Demand	62
2.5.6.	Demand Equation	63
<b>2.6. Law of Demand</b>		<b>64</b>
2.6.1.	Meaning and Definition of Law of Demand	64
2.6.2.	Assumptions of Law of Demand	64
2.6.3.	Demand Schedule	64
2.6.4.	Demand Curve	65
2.6.5.	Why does Demand Curve Slope Downwards?	66
2.6.6.	Exceptions to Law of Demand	67
2.6.7.	Changes in Demand	67
<b>2.7. Elasticity of Demand</b>		<b>70</b>
2.7.1.	Meaning and Definition of Elasticity of Demand	70
2.7.2.	Kinds of Elasticity of Demand	70
2.7.3.	Price Elasticity of Demand	71
2.7.3.1.	Types/Degrees of Price Elasticity	71
2.7.3.2.	Factors Influencing Price Elasticity of Demand	72
2.7.3.3.	Measurement of Price Elasticity of Demand	73

## Unit 2: Utility & Demand Analysis

<b>2.1. Consumer Demand</b>	<b>41</b>
2.1.1. Introduction	41
2.1.2. Meaning of Utility	41
2.1.3. Measurement of Utility	41
2.1.4. Relation between Total Utility and Marginal Utility	42
2.1.5. Theory of Consumer Demand	42
<b>2.2. Cardinal Utility Analysis</b>	<b>43</b>
2.2.1. Introduction	43
2.2.2. Assumptions of Cardinal Utility Analysis	43

2.7.4.	Income Elasticity of Demand	75
2.7.5.	Cross-Elasticity of Demand	76
<b>2.8.</b>	<b>Forecasting</b>	<b>78</b>
2.8.1.	Introduction	78
2.8.2.	Meaning and Definition of Demand Forecasting	78
2.8.3.	Level of Demand Forecasting	78
2.8.4.	Criteria for Good Demand Forecasting	78
2.8.5.	Factors Affecting Demand Forecasting	79
<b>2.9.</b>	<b>Methods of Demand Forecasting</b>	<b>80</b>
2.9.1.	Qualitative Techniques/Opinion Polling Method	80
2.9.2.	Quantitative Techniques/Statistical or Analytical Methods	82
2.9.3.	Demand Forecasting for A New Product	84
<b>2.10.</b>	<b>Exercise</b>	<b>84</b>

### Unit 3: Supply, Market Equilibrium & Cost Analysis

<b>3.1.</b>	<b>Supply Analysis</b>	<b>86</b>
3.1.1.	Introduction	86
3.1.2.	Meaning and Definition of Supply	86
3.1.3.	Supply Function	86
3.1.4.	Determinants of Supply	86
<b>3.2.</b>	<b>Law of Supply</b>	<b>87</b>
3.2.1.	Meaning and Definition of Law of Supply	87
3.2.2.	Assumptions of the Law of Supply	88
3.2.3.	Exceptions/Criticisms to the Law of Supply	88
3.2.4.	Supply Schedule	88
3.2.5.	Supply Curve	89
3.2.6.	Movement Along Supply Curve	89
3.2.7.	Change or Shift in Supply	90
3.2.8.	Why does the Supply Curve Slopes upwards to the Right?	90
<b>3.3.</b>	<b>Elasticity of Supply</b>	<b>91</b>
3.3.1.	Meaning of Elasticity of Supply	91
3.3.2.	Factors Determining Elasticity of Supply	91
3.3.3.	Degrees of Price Elasticity of Supply	92
3.3.4.	Practical Importance/Use of Elasticity of Supply in Managerial Decision-Making	93
<b>3.4.</b>	<b>Equilibrium Analysis</b>	<b>94</b>
3.4.1.	Meaning and Definition of Equilibrium	94
3.4.2.	Market Equilibrium: Competitive Equilibrium	94
3.4.3.	Price of a Product under Demand and Supply Forces /Demand & Supply Equilibrium	97
3.4.4.	Calculation of Demand-Supply Equilibrium	97
3.4.5.	Uses of Equilibrium	98
<b>3.5.</b>	<b>Production Analysis</b>	<b>98</b>
3.5.1.	Introduction	98
3.5.2.	Meaning and Definition of Production	98
3.5.3.	Factors of Production	99
3.5.4.	Production Function	99
3.5.4.1.	Assumptions of Production Function	99
3.5.4.2.	Importance/Applications of Production Functions in Managerial Decision-	100

3.5.4.3.	Making Types of Production Function	100
3.5.4.4.	Estimation of Production Function	103
3.5.4.5.	Limitations of Production Function	104
<b>3.6.</b>	<b>Cost Analysis/ Cost of Production</b>	<b>104</b>
3.6.1.	Concept	104
3.6.2.	Meaning and Definition of Cost	105
3.6.3.	Types of Costs	105
3.6.4.	Determinants of Cost	109
3.6.5.	Cost Function	109
3.6.6.	Cost Curves	109
3.6.7.	Uses of Cost Analysis in Managerial Decision-Making	110
<b>3.7.</b>	<b>Economies of Scale and Diseconomies of Scale</b>	<b>110</b>
3.7.1.	Introduction	110
3.7.2.	Meaning and Definition of Economies of Scale	111
3.7.3.	Meaning of Diseconomies of Scale	111
3.7.4.	Kinds of Economies and Diseconomies of Scale	111
<b>3.8.</b>	<b>Cost-Output Relationship</b>	<b>113</b>
3.8.1.	Introduction	113
3.8.2.	Cost-Output Relationship in the Short Run	114
3.8.2.1.	Short-Run Total Cost	114
3.8.2.2.	Short-Run Average Cost Curves	115
3.8.2.3.	Short-Run Marginal Cost	116
3.8.3.	Cost-Output Relationship in the Long-Run	118
3.8.3.1.	Long-Run Total Cost	118
3.8.3.2.	Long-Run Average Cost	119
3.8.3.3.	Long-Run Marginal Cost	122
<b>3.9.</b>	<b>Exercise</b>	<b>124</b>

### Unit 4: Revenue Analysis & Pricing Policies

<b>4.1.</b>	<b>Revenue Analysis</b>	<b>125</b>
4.1.1.	Introduction and Meaning of Revenue	125
4.1.2.	Types of Revenue	125
4.1.3.	Revenue Curves of Firm	126
4.1.4.	Relationship between Revenue and Price Elasticity of Demand	128
<b>4.2.</b>	<b>Pricing Analysis</b>	<b>129</b>
4.2.1.	Meaning and Definition of Pricing	129
4.2.2.	Importance of Pricing	129
4.2.3.	Factors Influencing/Determinants of Pricing	130
4.2.4.	Objective of Pricing Policies	131
4.2.5.	Pricing Policies	132
4.2.6.	Cost Oriented Policies	132
4.2.7.	Competitive Oriented Pricing Policies	133
4.2.8.	Other Pricing Policies	134
4.2.8.1.	Cyclical Pricing	134
4.2.8.2.	Value-Based Pricing	135
4.2.8.3.	Product Line Pricing	135
4.2.8.4.	Loss Leader Pricing	136
4.2.8.5.	Peak Load Pricing	136
4.2.8.6.	Affordability-Based Pricing	137
4.2.8.7.	Price Discrimination/Differential Pricing Strategy	137

4.2.8.8.	Prestige Pricing	137	4.5.8.3.	Types of Price Discrimination	154
4.2.8.9.	Market and Demand Based Pricing	137	4.5.8.4.	Price and Output Determination under Discriminating Monopoly	154
4.2.9.	Pricing Practices	138	<b>4.6.</b>	<b>Bilateral Monopoly</b>	<b>155</b>
4.2.10.	Types of Pricing Practices	138	4.6.1.	Introduction	155
4.2.10.1.	Penetration Pricing	138	4.6.2.	Assumptions of Bilateral Monopoly	155
4.2.10.2.	Price Leadership	138	4.6.3.	Price-Output Determination of Bilateral Monopoly	156
4.2.10.3.	Price Skimming	139	<b>4.7.</b>	<b>Monopolistic Competition</b>	<b>157</b>
4.2.10.4.	Transfer Pricing	140	4.7.1.	Meaning and Definition of Monopolistic Competition	157
4.2.10.5.	Price Discounts and Allowances	141	4.7.2.	Features of Monopolistic Competition	157
4.2.10.6.	Geographic Pricing Strategy	141	4.7.3.	Advantages of Monopolistic Competition	157
<b>4.3.</b>	<b>Market Structure</b>	<b>141</b>	4.7.4.	Disadvantages of Monopolistic Competition	158
4.3.1.	Introduction of Market and Market Structure	141	4.7.5.	Pricing under Imperfect Competition: Monopolistic Competition	158
4.3.2.	Determinants of Market Structure	141	4.7.5.1.	Short-Run Equilibrium of the Industry	159
4.3.3.	Different Market Structures	142	4.7.5.2.	Long-Run Equilibrium of the Industry	159
4.3.4.	Perfect Market Structure	142	4.7.6.	Product Differentiation	160
4.3.5.	Imperfect Market Structure	142	4.7.6.1.	Aspects of Product Differentiation	160
4.3.6.	Difference between Perfect Competition and Imperfect Competition	142	4.7.6.2.	Advantages of Product Differentiation	161
<b>4.4.</b>	<b>Perfect Competition</b>	<b>143</b>	4.7.6.3.	Disadvantages of Product Differentiation	161
4.4.1.	Meaning and Definition of Perfect Competition	143	4.7.7.	Difference between Monopolistic Competition and Perfect Competition	161
4.4.2.	Features of Perfect Competition	143	4.7.8.	Difference between Monopolistic Competition and Monopoly	161
4.4.3.	Assumptions of Perfect Competition	143	<b>4.8.</b>	<b>Oligopoly</b>	<b>161</b>
4.4.4.	Advantages of Perfect Market	144	4.8.1.	Meaning and Definition of Oligopoly	161
4.4.5.	Disadvantages of Perfect Market	144	4.8.2.	Features of Oligopoly	162
4.4.6.	Price Determination under Perfect Competition	144	4.8.3.	Advantages of Oligopoly	163
4.4.7.	Pricing-Output Determination under Perfect Competition	145	4.8.4.	Disadvantages of Oligopoly	163
4.4.7.1.	Short-Run Industry Equilibrium under Perfect Competition	146	4.8.5.	Pricing Power/Models of Pricing and Output Determination under Oligopoly	163
4.4.7.2.	Short-Run Firm Equilibrium under Perfect Competition	146	4.8.6.	Kinked Demand Curve: Price Rigidity	164
4.4.7.3.	Long-Run Industry Equilibrium under Perfect Competition	147	4.8.6.1.	Assumptions of Kinked Demand Curve	164
4.4.7.4.	Long Run Firm Equilibrium under Perfect Competition	148	4.8.6.2.	Explanation of Kinked Demand Curve	164
<b>4.5.</b>	<b>Monopoly</b>	<b>148</b>	4.8.6.3.	Criticisms of Kinked Demand Curve	165
4.5.1.	Introduction	148	4.8.7.	Collusive Oligopoly	165
4.5.2.	Features of Monopoly	148	4.8.7.1.	Cartels /Perfect Collusion	165
4.5.3.	Advantages of Monopoly	149	4.8.7.2.	Price Leadership/ Imperfect Collusion	166
4.5.4.	Disadvantages of Monopoly	149	4.8.8.	Difference between Monopoly and Oligopoly	167
4.5.5.	Pricing under Imperfect Competition: Monopoly	150	4.8.9.	Difference between Monopolistic Competition & Oligopoly	168
4.5.6.	Pricing and Output Decisions under Monopoly	150	<b>4.9.</b>	<b>Duopoly</b>	<b>168</b>
4.5.6.1.	Equilibrium of the Monopoly Firm in Short-Run	151	4.9.1.	Meaning and Definition of Duopoly	168
4.5.6.2.	Equilibrium of the Monopoly Firm in Long-Run	152	4.9.2.	Features of Duopoly	168
4.5.7.	Comparison of Monopoly & Perfect Competition	152	4.9.3.	Price Determination under Duopoly	168
4.5.7.1.	Similarities between Monopoly and Perfect Competition	152	<b>4.10.</b>	<b>Industry Analysis</b>	<b>169</b>
4.5.7.2.	Difference between Monopoly and Perfect Competition	152	4.10.1.	Introduction	169
4.5.8.	Price Discrimination under Monopoly	153	4.10.2.	Textiles Industry	169
4.5.8.1.	Conditions for Price Discrimination	153	4.10.3.	Electronics Industry	170
4.5.8.2.	Objectives of Price Discrimination	153	4.10.4.	Automobile Industry	170
			4.10.5.	Telecom Industry	170
			<b>4.11.</b>	<b>Profit Policy</b>	<b>171</b>
			4.11.1.	Introduction	171
			4.11.2.	Profit-Limiting Factors	171

4.11.3.	Setting Profit Standards	172
4.11.4.	Role of Profit	172
4.11.5.	Profits and Control	173
4.11.6.	Problems Involved in Profit Policy	173
<b>4.12.</b>	<b>Break-Even Analysis</b>	<b>174</b>
4.12.1.	Meaning and Definition of Break-Even Analysis	174
4.12.2.	Assumptions of Break-Even Analysis	174
4.12.3.	Break-even Point (BEP)	175
4.12.4.	Computation of the Break-Even Point	175
4.12.4.1.	Algebraic Formula Method for Computing the Break-Even Point	175
4.12.4.2.	Graphical Method of Break-Even Analysis or Break-Even Chart/Graph	176
4.12.5.	Significance of Break-Even Analysis	179
4.12.6.	Limitations of Break-Even Analysis	179
<b>4.13.</b>	<b>Profit Forecasting</b>	<b>179</b>
4.13.1.	Introduction	179
4.13.2.	Factors of Profit Forecasting	180
4.13.3.	Advantages of Profit Forecasting	180
4.13.4.	Methods of Profit Forecasting	181
<b>4.14.</b>	<b>Government Intervention in Market</b>	<b>181</b>
4.14.1.	Introduction	181
4.14.2.	Reasons for Government Intervention	181
4.14.3.	Arguments Against Government Intervention	182
4.14.4.	Need for Government Intervention in Market/ Arguments for Government Intervention	182
4.14.5.	Price Control	183
4.14.5.1.	Forms of Price Control	183
4.14.5.2.	Price Ceilings	183
4.14.5.3.	Support Price/Price Floors	183
4.14.6.	Prevention and Control of Monopolies	183
4.14.7.	Government Intervention and Pricing	185
4.14.8.	System of Dual Price	186
4.14.8.1.	Objectives of Dual Pricing	186
4.14.8.2.	Tools of Dual Pricing	186
<b>4.15.</b>	<b>Exercise</b>	<b>186</b>

**Unit 5: Consumption and Investment Function & Business Cycle**

<b>5.1.</b>	<b>Consumption Function</b>	<b>188</b>
5.1.1.	Introduction	188
5.1.2.	Determinants of Consumption Function	189
5.1.3.	Nature of Consumption Function/Propensity to Consume	189
5.1.3.1.	Average Propensity to Consume (APC)	189
5.1.3.2.	Marginal Propensity to Consume (MPC)	189
5.1.4.	Measures to Raise Propensity to Consume	190
5.1.5.	Determinants of Propensity to Consume	190

<b>5.2.</b>	<b>Investment Function</b>	<b>191</b>
5.2.1.	Introduction	191
5.2.2.	Types of Investment	191
5.2.3.	Investment Demand Curve	192
5.2.4.	Investment and Income	192
5.2.5.	Methods of Investment Decision	193
5.2.5.1.	Marginal Efficiency of Capital (MEC) and Business Expectations	193
5.2.5.2.	Net Present Value (NPV) Method	195
5.2.5.3.	Internal Rate of Return (IRR) Method	196
<b>5.3.</b>	<b>Multiplier</b>	<b>198</b>
5.3.1.	Meaning and Definition of Multiplier	198
5.3.2.	Assumptions of Multiplier	199
5.3.3.	Average Propensity to Consume (APC)	200
5.3.4.	Marginal Propensity to Consume (MPC)	200
5.3.5.	Diagrammatic Representation of Multiplier	200
5.3.6.	Importance of Multiplier	201
5.3.7.	Criticisms of Multiplier	202
<b>5.4.</b>	<b>Accelerator</b>	<b>202</b>
5.4.1.	Concept of Accelerator	202
5.4.2.	Assumptions of Acceleration	203
5.4.3.	Explanation of Acceleration	204
5.4.4.	Importance of the Acceleration	204
5.4.5.	Limitations of the Acceleration	204
<b>5.5.</b>	<b>Business Cycle</b>	<b>205</b>
5.5.1.	Meaning and Definition of Business Cycle	205
5.5.2.	Features of Business Cycle	206
5.5.3.	Types of Business Cycle	206
5.5.4.	Phases of Business Cycle	206
5.5.5.	Causes of Business Cycle	207
5.5.6.	Theories of Business Cycle	208
5.5.7.	Impact of Business Cycle	210
5.5.8.	Measures to Control Business Cycles	211
<b>5.6.</b>	<b>Business Decisions</b>	<b>212</b>
5.6.1.	Introduction	212
5.6.2.	Features of Business Decisions	212
5.6.3.	Types of Business Decisions	213
5.6.4.	Business Cycle and Business Decisions	213
<b>5.7.</b>	<b>Exercise</b>	<b>214</b>

<b>SP 2013</b>	<b>215</b>
<b>SP 2014</b>	<b>217</b>
<b>SP 2015</b>	<b>219</b>
<b>SP 2016</b>	<b>221</b>
<b>SP 2017</b>	<b>223</b>
<b>SP 2018</b>	<b>225</b>
<b>Classification</b>	<b>226</b>
<b>Model Paper</b>	<b>228</b>

## About the Book

This book of “**Economic Analysis for Business Decisions**” essentially implies use of different concepts and methodology. This book not only thoroughly engages with the important aspects of economics, but also helps the students and academicians to survive and thrive in today’s competitive business world. It covers a wide range of topics such as Basic Concepts of Managerial Economics, Demand Analysis and Utility analysis and Market Structure, Cost Concept & Revenue Analysis and Pricing Policies and Consumption and Investment Function.

In addition to the useful sources of information related to economics’ perspectives, a variety of tools such as styles, figures, solved papers and index are used to provide more adapting view to students and make the subject easier for them. Key features of this book are:

- Coverage is quite comprehensive.
- Simplicity is its ethos and clarity of concepts leads to confidence.

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