

Monopoly, Mono-polistic competition (individual and growth equilibrium) Oligopoly pricing methods in Practice cost plus Pricing, Pricing over the product life cycle, Competitive bidding tendering, product-line pricing-factor pricing.

5. **Measuring Economic Activity** : National Income Accounting : GNP, Composition of GNP, NNP NY (Distributive chart) PY, DY, Uses and Limitations of National Income (Analysis - Calculation of Real-GNP, Current Economic Policy Systements, An overview of industrial policy MRTP-Agricultural Policy, Monetary & Fiscal Policy, Import Export Policy.

Books Recommended :

1. Samuelson : Economics
2. Dwivedi, D.N. : Managerial Economics (Vikas)
3. Adhikary M. : Managerial Economics (Khosla Pub. House)
4. Dean Joel : Managerial Economics (PHI)
5. Adhikary, M. : Economic Environment of Business (Sultan Chand)
6. Mukherji S. : Economic Environment of Business (Central)
7. Heilbroner : Micro Economic/Macro Economic
8. Bach : Economics
9. Birgham P. : Managerial Economics
10. Mote, Paul, Gupta : Managerial Economics
11. Trivedi, I.V. & Sharma, M.K. : Business Economics

PAPER-III : QUANTITATIVE TECHNIQUES & DECISION MAKING

1. Role of QT in business and industry - concept of an index number, computation of index, numbers, their uses and problems, time series analysis for long and short term forecasting.
2. A study of different methods of analysing secular trend, filling and projecting trend curves seasonal variations.
3. Correlation and Regression Analysis; its importance and applications to business.
4. Interpolation; different methods, Association of Attributes two and square test, simple probability problems and monetecarlo methods in business decisions (Elementary), Role of sampling theory small & large samples.
5. Linear Programming; Problem formulations, Graphic and simplex methods for solving L.P.P. Transportation and assignment problems.

Books Recommended :

1. Hooda, R.P. : Statistics for Business and Economics, New Delhi, Macmilan India Ltd.
2. Rodger, L.W. : Statistics for Marketing McGraw Hill Book Co. (U.K.) Ltd.