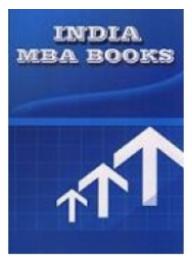
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Unit-II:

Consumer Behaviour: Utility – meaning, types of utility Cardinal Approach of utility measurement, Law of Diminishing marginal utility, Law of Equi Marginal utility, Indifference Curve Approach of Utility, Consumer's Equilibrium, Separation of Price effect between Income and Substitution effect: Hicksian Vs Slutskion approach, Derivation of demand curve (from Indifference curve). Demand forecasting-meaning and techniques. (14 Hours)

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Unit-IV:

Market Structures: Types of Markets and their characteristics, Price, Output, Shut Down decisions in different types of markets in Short Run and Long Run. Pricing Models in different Market Structures. Why Perfect Completion usually does not happen, Desirability of Perfect completion and Monopoly. Oligopoly and Cartels, Buyer's Vs Seller's Power. Concept of Transfer Pricing, Markup Pricing, Cyclical Pricing

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