

Information Technology for Finance



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Information Technology for Finance

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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 Slutskian approach, Derivation of demand curve (from Indifference curve). Demand forecasting-meaning and techniques. (14 Hours)

Unit-III:

Production Analysis: Concept of Production function, law of variable proportions, Returns to factor, change of scale, Returns to scale, Concept of Isoquant curve and Budget line, Equilibrium of a Producer. Analysis of Costs: Concepts and types of cost, Relationship between Production and Cost, Cost function, Short Run and Long Run cost curves, Economics of scale and scope, Relevant Costs, Break Even Analysis, Ideal size of Plant, Learning curve. (14 Hours)

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 Competition usually does not happen, Desirability of Perfect competition and Monopoly. Oligopoly and Cartels, Buyer's Vs Seller's Power. Concept of Transfer Pricing, Markup Pricing, Cyclical Pricing

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