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Demand Analysis-Concept of Demand-Determinants of Demand- Elasticity of Demand: Price, Income and Cross Elasticity of Demand - Managerial Applications of Elasticity of Demand- Demand Forecasting- Techniques- Accuracy of Forecasts.

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Production and Cost Analysis- Production Function- Cobb Douglas and CES Production functions-Law of Diminishing Returns to Scale-Optimal Combination of Input Factors -Expansion path and ridge lines-Economies and Diseconomies of scale. Cost analysis-Economic and Accounting Costs - Cost-volume Profit Analysis.

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Market Structure and Modern Pricing Practices-Price Determination under Perfect Competition- Monopoly and Monopolistic Competition- Competitive Pricing and Non-Pricing Strategies- Pricing Discrimination Using Coupons and Rebates - Peak load pricing - Bundling - Bundling as a Pre-Entry Strategy-Transfer pricing.

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