

Quadrant III – References/Web links

Programme : Bachelor of Commerce (First Year)
Subject : Economics
Paper Code : CEC 102
Paper Title : Managerial Economics
Unit : Unit I – Pricing Decisions
Module Name : Sealed bid pricing, Retail pricing, Administered pricing, Export pricing
Module No : 05
Name of the Presenter : Ms. Pallavi P. Kalangutkar

Offline Resources:

- Pindyck, R. S., D.L. Rubin Feld and P. L. Mehta; Microeconomics, Pearson Education. N. Gregory Mankiw, Principles of Micro Economics, Cengage Learning
- D. M. Mithani; Managerial Economics: Theory and Applications, Himalaya Publishing House.
- P. L. Mehta; Managerial Economics: Analysis, Problems and Cases. Sultan Chand and Sons.