

# **DEPARTMENT OF ECONOMICS**

## **VALUE ADDED COURSE**

<b>Semester</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Hours</b>
III	21UECVAC1	DEMOGRAPHY	30

### **Course Outcomes:**

At the end of the Course, Students will be able to

- CO1. Comprehend the basic concepts and theories of population and demographic transition.
- CO2. Analyze the trends, determinants and social and economic implications of population explosion.
- CO3. Understand the concepts of fertility, nuptiality and mortality
- CO4. Comprehend the factors influencing migration and the impact of migration and \ urbanization in demographic perspectives.
- CO5. Examine the changes and shifts in population policies and understand the family planning strategies in India.

### **UNIT: I POPULATION AND DEVELOPMENT**

**6hrs**

Meaning and scope of demography; Theories of population; Malthusian theory, Optimum theory of population and theory of demographic transition – Population and development.

### **UNIT: II POPULATION TRENDS**

**6hrs**

Population trends in the twentieth century; Population explosion – Determinants of age and sex structure; Demographic effects of sex and age structure, economic and social implications; Age pyramids and projections.

### **UNIT: III FERTILITY, NUPTIALITY AND MORTALITY**

**6hrs**

Fertility, Nuptiality and Mortality - Importance of study of fertility – Factors affecting fertility – Socio-economic factors. Nuptiality – Concept and analysis of marital status, single mean age at marriage. Mortality – Death rates, crude and age-specific; Mortality at birth and infant mortality rate.

### **UNIT: IV MIGRATION AND URBANIZATION**

**6hrs**

Migration: Concept and types – International migration: Growth, Effects and pattern - Factors affecting migration – Urbanization: Growth, Effects and pattern - Factors affecting urbanization.

### **UNIT:V POPULATION POLICY**

**6hrs**

Evolution of population policy in India – The shift in population policy - Family planning strategies and their outcomes.

### **Text Book(s)**

1. Gaurav Datt & Ashwani Mahajan, “Indian Economy”, 67<sup>th</sup> Revised Edition 2013, S.Chand & Company Pvt. Ltd.
2. P.K.Dhar, “Indian Economy Its Growing Dimensions”, Reprinted 2017, Kalyani Publishers.
3. M.L. Jhingan , B.K. Bhatt and J.N. Desai “Demography”, (Reprint2019), 3rd Edition, Vrinda Publication (P)Ltd. New Delhi.
4. Written By Sehba Hussain, Edited By Prof.Shakoor Khan “DEMOGRAPHY”,

Semester	Course Code	Course Title	Hours
V	21UECVAC2	PRICING STRATEGIES	30

**Course Outcomes:**

At the end of the Course, Students will be able to

CO1. Compare different markets structure on the basis of their salient features.

CO2. Understand the importance of pricing decisions and their objectives.

CO3. Explore the different types of pricing strategies.

CO4. Acquaint with the recent pricing strategies of the corporate.

CO5. Explore the pricing policies and strategies of public sector undertakings.

**UNIT I: MARKET STRUCTURE**

**6 hrs**

Meaning – Features an Equilibrium Conditions: Perfect Competition, Monopoly, Duopoly, oligopoly and Imperfect Competition

**UNIT II: PRICING STRATEGY**

**6 hrs**

Meaning, Objectives and Importance of Pricing Objectives – Internal and External Factors affecting Pricing Decisions – Procedure for Price Determination

**UNIT III: TYPES OF PRICING - I**

**6 hrs**

Skimming Pricing, Penetrating Pricing, F.O.B Pricing, Zone Pricing and Base Point Pricing – Administered Pricing – Dual Pricing – Markup Pricing – Price Lining – Negotiated Pricing.

**UNIT IV: TYPES OF PRICING - II**

**6 hrs**

Competitive Bidding – Pricing a new product – Multiple Product Pricing – Pricing over the Life Cycle of a Product – Transfer Pricing – Differential Pricing – Cost Plus Pricing.

**UNIT V: PRICING STRATEGY OF PUBLIC SECTOR UNDERTAKINGS**

**6 hrs**

Meaning of Public Sector Undertakings – Features of PSUs – Marginal Cost Pricing Rule – No Profit No Loss Policy – Profit Price Policy

**Text Books:**

1. M.L.Jhingan and J.K.Stephen, Managerial Economics, 2 nd Edition Reprint 2010, Vrinda Publication (P) Ltd. New Delhi.

2. R.S.N. Pillai Bagavathi, Modern Marketing Principles and Practices, Reprint 2012, S.Chand & Company Pvt. Ltd.

3. Dr.D.M.Mithani, Managerial Economics Theory and Applications, Reprint 2010, Himalaya Publishing House.