

<b>Institute / School Name</b>	Darbhanga College of Engineering, Darbhanga
<b>Program Name</b>	B.Tech Mechanical Engineering.
<b>Course Code</b>	HS106
<b>Course Name</b>	Industrial Economics and Accounting
<b>Course Coordinator Name</b>	Mr. Prabhakar kumar
<b>semester</b>	6

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## **Course Description**

Economics is an important part of the manufacturing sector. In industrial economics we study economics related to industries. This course is designed to address all the topics related to industrial economics such as demand, production, cost analysis, market, supply, methods to study investment return and accounting.

## **Course Objectives**

- The economics of the management, operation, growth and profitability of engineering firms.
- Macro-level engineering economic trends and issues.
- Engineering product markets and demand influences.
- The development, marketing, and financing of new engineering technologies and products.

## **Course Outcomes**

1. Analyze the difference between science, engineering, technology & economics.
2. Apply law of demand concept to real market and have clear understanding of various market factors to the demand of market products.
3. Analyze all the factors of production and able to identify significant factors.
4. Analyze various concepts of cost and revenue and apply break even analysis in real situation.
5. Analyze all sorts of market and apply law of supply to real market.
6. Apply basic models of investment return in practical situation.
7. Apply accounting in practical use.

## HS-106 INDUSTRIAL ECONOMICS AND ACCOUNTING

L T P/D Total  
3-1-0 4

Max Marks: 100  
Final Exam: 70 Marks  
Sessional: 20 Marks  
Internals: 10 Marks.

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<b>Various definitions of Economics:</b> Nature of Economic Problem, Relation between science, Engineering. Technology & Economics
<b>Meaning of demand,</b> Law of Demand, Elasticity of demand, Practical importance & application of the concept of elasticity of Demand
Land, labor, Capital ,Entrepreneur & Organization –their Characteristics law of variable Proportion .Return to Scale
Various concept of cost, Cost function, Short & Long run cost. Concept of Revenue ,Break-Even Analysis
Type of market –Perfect completion, Monopoly ,Oligopoly ,Monopolistic competition ,Main feature of these market ), Meaning of Supply and Law of Supply, Role of Demand & Supply in price in prime ,Main feature of these market ), Meaning of Supply and Law of Supply, Role of Demand & Supply in price in prime determination imperfect t competition
(a) Simple and compound interest, Annuities, (b)Basic methods For making economy Studies - (i) Present worth method, (ii) Future worth method (iii)I.R.R method (c) Comparison of alternative –(i) Present worth method, (ii\ ) Future Worth method (iii) I.R.R method.
Meaning Scope and Role of accounting, Accounting concept & Convention. Accounting as information System. Recording of transaction in journal and Ledgers. Trial –Balance, Preparation of final Account.

### 1. Textbooks

**TB1:** Modern Micro Economics by Theory -H.L.Ahuja-S.Chand

**TB2:** Advance Economic Theory by M .L.Jhingan-Konark Publication

### 2. Reference Books

**RB1:** Stonier & Hague by A test book of Economic Theory-Pearson

**RB2:** Industrial Organisation and Engg. Economics by Banga & Sharma.

**RB3:** Engineering Economics by Degarmo , Sullican & Canada –McMillan

**RB4:** Double Entry Book Keeping by T.S.Grewal –S .Chand



## 1. Scope and Objectives of the Course

Topics that may be addressed in engineering economics are inflation, uncertainty, replacements, depreciation, resource depletion, taxes, tax credits, accounting, cost estimations, or capital financing. All these topics are primary skills and knowledge areas in the field of cost engineering.

Since engineering is an important part of the manufacturing sector of the economy, engineering industrial economics is an important part of industrial or business economics. Major topics in engineering industrial economics are:

- The economics of the management, operation, and growth and profitability of engineering firms;
- Macro-level engineering economic trends and issues;
- Engineering product markets and demand influences; and
- The development, marketing, and financing of new engineering technologies and products.
- Benefit–cost ratio

## 2. Textbooks

**TB1:** Modern Micro Economics by Theory -H.L.Ahuja-S.Chand

**TB2:** Advance Economic Theory by M .L.Jhingan-Konark Publication

## 3. Reference Books

**RB1:** Stonier & Hague by A test book of Economic Theory-Pearson

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**RB3:** Engineering Economics by Degarmo , Sullican & Canada –McMillan

**RB4:** Double Entry Book Keeping by T.S.Grewal –S .Chand

## 1. Course Plan

Lecture Number	Date of Lecture	Topics	Web Links for video lectures	Text Book / Reference Book / Other reading material	Page numbers of Text Book(s)
1-3		Various definitions of Economics		TB1, RB3	1-8
		Nature of Economic Problem, Relation between science, Engineering, Technology & Economics of Irrigation Systems	<a href="https://www.youtube.com/watch?v=RaXQ8wQ6TUs">https://www.youtube.com/watch?v=RaXQ8wQ6TUs</a>		
<b>Tutorial - 1</b>					
4-9		<b>Meaning of demand</b>		TB1, RB3	7-45
		Law of Demand, Elasticity of demand, Practical importance & application of the concept of elasticity of Demand	<a href="https://www.youtube.com/watch?v=vRFBcta3GRE">https://www.youtube.com/watch?v=vRFBcta3GRE</a>		
<b>Tutorial – 2, Assignment I</b>					
10-14		<b>Meaning of Production and factor of Production</b>		TB1, RB3	46-69
		Land, labor, Capital ,Entrepreneur & Organization –their Characteristics law of		<a href="https://www.youtube.com/watch?v=F9gscMb13hk">https://www.youtube.com/watch?v=F9gscMb13hk</a>	

		variable Proportion .Return to Scale			
<b>Tutorial - 3</b>					
15-19		<b>Cost Analysis :</b>		TB1, RB3	70-140
		Various concept of cost, Cost function, Short & Long run cost. Concept of Revenue ,Break-Even Analysis		<a href="https://www.youtube.com/watch?v=TywirlymIDY">https://www.youtube.com/watch?v=TywirlymIDY</a>	
<b>Tutorial – 4, Assignment 2</b>					
20-26		<b>Meaning of Market :</b>		TB1, RB3	141-202
		Type of market –Perfect completion, Monopoly ,Oligopoly ,Monopolistic competition ,Main feature of these market ), Meaning of Supply and Law of Supply, Role of Demand & Supply in price in prime ,Main feature of these market ), Meaning of Supply and Law of Supply, Role of Demand & Supply in price in prime determination imperfect t competition		<a href="https://www.youtube.com/watch?v=wkji4WOEgFc">https://www.youtube.com/watch?v=wkji4WOEgFc</a>	
<b>Tutorial - 5</b>					
<b>Mid-Semester Exam (Syllabus covered from 1-16 lectures)</b>					
27-33		<b>Engineering Economy :</b>		TB1, RB3	141-202
		(a) Simple and compound interest, Annuities, (b)Basic methods For making economy Studies -(i) Present worth method, (ii) Future worth method (iii)I.R.R method (c) Comparison of alternative –(i) Present worth method, (ii)\ Future Worth method (iii) I.R.R method.		<a href="https://www.youtube.com/watch?v=C5o6U7zOebM">https://www.youtube.com/watch?v=C5o6U7zOebM</a>	
<b>Tutorial 6</b>					
34-42		<b>Accounting:</b>		TB1, RB3	203-283
		Meaning Scope and Role of accounting, Accounting concept & Convention. Accounting as information System. Recording of transaction in journal and Ledgers. Trial –Balance, Preparation of final Account.		<a href="https://www.youtube.com/watch?v=wkO2lowPOLE">https://www.youtube.com/watch?v=wkO2lowPOLE</a>	

1. **Evaluation Scheme:**

Component 1	Mid Semester Exam	20
Component 2	Assignment Evaluation	10
Component 3**	End Term Examination**	70
	<b>Total</b>	<b>100</b>

\*\* The End Term Comprehensive examination will be held at the end of semester. The mandatory requirement of 75% attendance in all theory classes is to be met for being eligible to appear in this component.

## **SYLLABUS**

<b>Topics</b>	<b>No of lectures</b>	<b>Weightage</b>
<b>Various definitions of Economics:</b> Nature of Economic Problem, Relation between science, Engineering. Technology & Economics	3	8%
<b>Meaning of demand,</b> Law of Demand, Elasticity of demand, Practical importance & application of the concept of elasticity of Demand	5	11%
Land, labor, Capital ,Entrepreneur & Organization –their Characteristics law of variable Proportion .Return to Scale	5	10%
Various concept of cost, Cost function, Short & Long run cost. Concept of Revenue ,Break-Even Analysis	5	10%
Type of market –Perfect completion, Monopoly ,Oligopoly ,Monopolistic competition ,Main feature of these market ), Meaning of Supply and Law of Supply, R ole of Demand & Supply in price in prime ,Main feature of these market ), Meaning of Supply and Law of Supply, R ole of Demand & Supply in price in prime determination imperfect t competition	7	18%
(a) Simple and compound interest, Annuities, (b)Basic methods For making economy Studies -(i) Present worth method, (ii) Future worth method (iii)I.R.R method (c) Comparison of alternative –(i) Present worth method, (ii) Future Worth method (iii) I.R.R method.	7	18%
Meaning Scope and Role of accounting, Accounting concept & Convention. Accounting as information System. Recording of transaction in journal and Ledgers. Trial –Balance, Preparation of final Account.	9	23%

**This Document is approved by:**

<b>Designation</b>	<b>Name</b>	<b>Signature</b>
Course Coordinator	AMIT KUMAR	
H.O.D	Dr. VIKAS KUMAR	
Principal	Dr. J N JHA	
Date		

### **Evaluation and Examination Blue Print:**

Internal assessment is done through quiz tests, presentations, assignments and project work. Two sets of question papers are asked from each faculty and out of these two, without the knowledge of faculty, one question paper is chosen for the concerned examination. Examination rules and regulations are uploaded on the student's portal. Evaluation is a very transparent process and the answer sheets of sessional tests, internal assessment assignments are returned back to the students.

The components of evaluations alongwith their weightage followed by the University is given below

Mid SEM Test 20%

Assignments/Quiz Tests/Seminars 10%

End term examination 70%

(From amongst the three sessional tests best of two are considered)



<b>Institute / School Name :</b>	MIT MUZAFFARPUR		
<b>Program Name</b>	<b>B.E. INFORMATION</b>		
<b>Course Code</b>	HS106		
<b>Course Name</b>	INDUSTRIAL ECONOMICS AND ACCOUNTING		
<b>Lecture / Tutorial (per week):</b>	3/1	<b>Course Credits</b>	4
<b>Course Coordinator Name</b>	AMIT KUMAR		

### LECTURE PLAN

<b>Topics</b>	<b>Lecture Number</b>
<b>Introduction</b>	
Introduction to Economics	1
Nature of Economic Problem	2
Relation between science, engineering, Technology & Economics	3
3 <sup>rd</sup> lecture extended	4
<b>Meaning of Demand</b>	
Law of demand and its graph	5
Factors affecting Law of demand	6
Exception to the Law of Demand	7
Elasticity of Demand	8
Types of Elasticity of Demand	9
<b>Meaning of Production and factor of Production</b>	
Factors of Production , Production function	10
Law of variable Proportion	11
Law of variable Proportion Extended	12
Law of returns to scale	13
Law of returns to scale Extended	14
<b>Cost Analysis</b>	
Concept of cost	15
Cost function , Short run and Long run Cost	16
Concept of Revenue	17
Break even Analysis	18
Break even analysis extended	19
<b>Meaning of Market</b>	
Types of market	20
Types of market extended	21
Main features of these market	22
Law of supply	23
Factors affecting supply, exception	24
Role of demand and supply in Price determination	25
Previous Lecture Extended	26
<b>Engineering Economy</b>	
Simple and Compound Interest	27
Simple and Compound Interest Extended	28
Basic Methods of economic Studies	29
Present Worth method and Future worth Method	30
IRR Method	31
Problems on above topics	32
Comparison of alternatives	33
<b>Accounting</b>	
Meaning scope and role of accounting	34

Accounting concept and convention	<b>35</b>
Previous lecture extended	<b>36</b>
Accounting as information system	<b>37</b>
Recording of transaction in Journal and Ledgers	<b>38</b>
Trial- Balance	<b>39</b>
Preparation of final account	<b>40</b>

**Department of Mechanical Engineering  
Industrial Economics and Accounting (HS-106)**

**Assignment 1**

1. Explain the difference between science, engineering, Technology & Economics.
2. Define elasticity of demand and its types with example.
3. Explain factor of production and production function.
4. Explain law of variable proportion and its stages with assumptions

### **Assignment 2**

1. Explain law of demand with graph.
2. Explain law of Returns to scale and its stages.
3. What are the types of market? Explain them with their features.
4. What is law of supply and factors affecting it?

**Department of Mechanical Engineering  
Industrial Economics and Accounting (HS-106)**

**Assignment 3**

1. What are the exceptions to the law of supply?
2. Describe discounted cash flow technic with example.
3. Describe I.R.R method with an example.
4. Write the meaning and scope of accounting.
5. What are the accounting concept and convention?

### **Tutorial Sheet 1**

1. Company XYZ is considering an investment of \$100,000. The useful life of the project is 10 years. The cut off period is three (3) years. The board of directors has identified two alternatives A and B. The expected annual cash flows are as follows, Find payback period for A and B.

<b>Cost or Cash Flow</b>	<b>Alternative A</b>	<b>Alternative B</b>
Initial cost	(\$100,000)	(\$100,000)
Cash flow year 1	35,000	35,000
Cash flow year 2	28,000	35,000
Cash flow year 3	32,000	35,000
Cash flow year 4	40,000	35,000

2. What is the value of an investment of \$3,500 after 2 years if it earns 1.5% compounded quarterly?
3. Mrs. Jefferson purchased an antique statue for \$450. Ten years later, she sold this statue for \$750. If the statue is viewed as an investment, what annual rate did she earn?
4. A machine can reduce annual cost by \$40,000. The cost of the machine is 223,000 and the useful life is 15 year with zero residual value.

#### **Required:**

- (a) Compute internal rate of return of the machine.
- (b) Is it an acceptable investment if cost of capital is 16%?

### **Tut Sheet II**

1. From the following data, you are required to calculate break-even point and net sales value at this point:

Direct material cost per unit	₹ 10
Direct labour cost per unit	5
Fixed overhead	50,000
Variable overheads @ 60% on direct labour	
Selling price per unit	25
Trade discount	4%

If sales are 10% and 25% above the break even volume, determine the net profits.

**2. From the following particulars, find out the break-even-point:**

Variable Cost per unit	₹ 15
Fixed Expenses	54,000
Selling Price per unit	20

What should be the selling price per unit, if the break-even point should be brought down to 6,000 units?

3. Pepsi Company produces a single article. Following cost data is given about its product:- Selling price per unit Rs.40 , Variable cost per unit Rs.24, Fixed cost per annum Rs. 16000, Calculate: (a) break even quantity (b) break even sales (c) sales to earn a profit of Rs. 2,000 (d) Profit at sales of Rs. 60,000 .

**Tut Sheet III**

- Find the compound interest on Rs. 10000 at 12% rate of interest for 1 year, compounded half-yearly.
- The difference between SI and CI compounded annually on a certain sum of money for 2 years at 8% per annum is Rs. 12.80. Find the principal.
- Sunlight company needs a machine for its manufacturing process. The cost of the new machine is \$80,700. The expected useful life of the machine is 8 years. At the end of 8-year period, the machine would have no salvage value. After installation, the machine would increase cash inflows by \$30,000 per year. Sunlight is interested to know the net present value of the machine to accept or reject this investment. The minimum required rate of return of the company is 16% on all capital investments.

Required:

- Compute net present value of the machine.
- Is it acceptable to purchase the machine?

## **IEA QUESTION BANK**

### **SET1---**

1. Explain law of demand with graph.
2. Explain law of Returns to scale and its stages.
3. What are the types of market? Explain them with their features.
4. What is law of supply and factors affecting it?
5. Explain the difference between science, engineering, Technology & Economics.
6. Define elasticity of demand and its types with example.
7. Explain factor of production and production function.
8. Explain law of variable proportion and its stages with assumptions.
9. What are the exceptions to the law of supply?
10. Describe discounted cash flow technic with example.
11. Describe I.R.R method with an example.
12. Write the meaning and scope of accounting.
13. What are the accounting concept and convention?

### **SET 2-----**

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4. A machine can reduce annual cost by \$40,000. The cost of the machine is 223,000 and the useful life is 15 years with zero residual value.

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Required:

1. Compute net present value of the machine.
2. Is it acceptable to purchase the machine?

GO

Page 2

*Law of demand :*

Law of demand expresses the functional relationship between price and quantity demanded

According to law of demand " Other things remaining Constant there is an inverse relationship between price and quantity demanded

*opposite relationship between price and quantity demanded as shown in the following diagram. When price falls, quantity demanded increases and vice versa. This is the law of demand.*

*Demand function for a commodity describes the relationship between the quantity demanded for a commodity and the factors affecting quantity demanded. The quantity demanded for a commodity is affected by many factors like,*

*its own price, income of the consumer, tastes and preferences, population, etc.*

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GO

*keeping all other factors constant except the price*

Qd = f(P) Assumptions of the law of demand : 1) The price of related goods to be considered should remain constant

2) There should be no change in the income of the consumer

consumers' culture Notes

3) There should not be any change in tastes and preferences of the consumer.

4) There should be no change in the size of population

5) The product that is to be considered must be a

normal good. : Pure 6) There should be perfect competition in the market Demand schedule and demand curve :

The law of demand can be explained with the help of a demand

Schedule and a demand curve Demand Schedule represents the various quantities of a product demanded at different prices. In other words, demand schedule represents the various price-quantity combinations.

Price of the product demanded

POR

university 10

180 130

195

200

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This schedule represents different combinations of price and quantity demanded when the price of the product changes. "As the price of the product falls, the quantity demanded increases."

*As the price of the product falls, the quantity demanded increases. For example, if the price of a product falls from 20 to 15, the quantity demanded increases from 100 to 140 units.*

For 200 units when we represent the demand schedule on a graph we will get a downward-sloping demand curve. [Notes on Demand Schedule](#)

Demand is

on this figure, the demand curve is downward sloping.

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Combination

A

Q1 22

demand

me

1) Income effect:

Money income of a consumer changes when the price of a product changes. When the price of a product falls, the real income of the consumer increases. This is because the consumer can now purchase more of the same product with the same amount of money. For example, if the price of a product falls from 20 to 15, the consumer can now purchase 140 units of the product with the same amount of money that he could previously purchase 100 units of the product.

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Page-5

a) Substitution effect

*of the price of the produit falls, it becomes relatively cheaper than its  
Seebstiteade Those fore bene Consumers will now Suebsteteade the costliey poodluck  
fraro tu cheaper me. As a sout of colich Quantity demanded for the cheaper one  
will increase tuis ng cau ed soobs At fetelcom feed*

Lecture Notes in 3) New consumer ;

*When Hue pace of fue procolier lave people who were not  
perochaser, fue proocket Before Shartof*

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due to its purchaseing at A a result of which

quantity demanded on the mosfeer in cocotte

dere fo its

lower

para.

4) Psychological effect :- .

*when the people find the posodkent of a cheaper pozice Huey  
usually purchase messe geantly which is quite putere et psychologekal. Due  
to Which quantify demanded in coooves Limitations to low of demand ;*

ecture

Notes.in These are some situations where low of demand does not aporated 0  
beemos ineffeebebe Therapy are the lime fratione

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## 2). *Article of distinction / Veblen effect*

This exception to law of demand is associated with the name of

Veblen and therefore known as Veblen effect. A few goods like diamond jewellery, Costly Cars, Costly clothes etc are purchased by the rich & Wealthy Section of the society to show their status to others. The price of such goods are so high

that they are beyond the reach of common people, the

higher the price of such goods, greater is the demand because higher is their prestige value. When the price of

such goods fall such people think that their prestige value

has come down and they don't purchase those goods

therefore the quantity demanded falls with fall in their price & increases with increase in their income. This is also against the laws of demand, 3). *Conspicuous necessities*

Certain things have become the necessities of modern life & people purchase them despite their high prices. The

demand for Cars, LED, Bikes etc has not come down, though their prices are increasing day by day:

## 4) Ignorance

A common ignorance is another factor which

sometimes induces forces the consumer to purchase the goods at a higher price because they think that high price goods are better in quality that is why

Page-8

The goods as a higher price because they think that

Go To Page Page number in quality that Goods

Page-8

People prefer to purchase goods from high priced AC Shopping Mall rather than to purchase Comme des Garçons from Ordinary People at lower price. lower price 5). Expectation of future Change in price.

When the people expect an increase in price in future they purchase more quality of the goods even if current

price is high on the other hand when they expect a fall in price in future even if current price is less

they purchase less quantity. This is also against the law of demand. Law 6). Emergency

During emergency like war, flood, famine etc there is a

fear of food shortage therefore people generally purchase more quantity even at higher price and store them to use

in future 7). Change in fashion: If the product is out of fashion even if the price is low

still then these people don't purchase the product or quantity demanded is less. On the other hand if the product is in fashion even at high price people are ready to purchase the product the quantity demanded is more at high price.

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Go To Page Page number

## GO Page-9 Elasticity of demand

The laws of demand states there is an inverse relationship between price & quantity demanded, i.e. when price increases quantity demanded falls & vice versa with increase in quantity

demand. Other words the law of demand gives only the direction of change in quantity demanded with change in price but

*it doesn't tell us the magnitude of Change in quantity demanded: By how much quantity demanded changes with change in price. The magnitude of Change is given by the concept elasticity*

of demand

*Elasticity of demand measures the degree of change in quantity demanded as the result of change in price,*

income & prices of other related goods. From this definition of Elasticity, we can classify it into

*3 types*

1). Price Elasticity 2). Income Elasticity 3). Cross Elasticity

Lecture Notes.in

1). Price Elasticity

It measures the degree of change in quantity demanded as a result of change in price. It is denoted by

$E_p = \frac{\text{Proportionate change in quantity demanded}}{\text{Proportionate change in price}}$

*Proportionate change in price*

$\frac{\text{Change in quantity}}{\text{Original quantity}}$

*Change in Price / Original price.*

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Go To Page Page number see un price / original GO

Page-10

9 ep

Alfa.

*Aplp. - e n*

Q. A pen company sells 400 units at Rs 12 per piece. If price is lowered by 10% the

*to sell 6500 units calculate*

*Company would be able to find the price elasticity of demand.*

Soln:

Price

12

Qty 400 650

to

$A_p = -2$

$\Delta Q = 250$

$Q_p = 2300$

0

M26 126

x 1200

ep -L-2.25ure Notes.in

Note!

Price and Quantity are inversely related.

Price elasticity is always a negative number.

To measure the degree of change in quantity demanded due to change in the income of the consumer. It is denoted as income elasticity

Income elasticity = "

change in quantity demanded / proportionate change in income.

Page-11

che

proportionate

change in income

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Change in Qty Original and

new income

income



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AQ

Income elasticity is always positive. Q Suppose a consumer's income increases from A 1000 to Re A 000 and his purchase of good X increases from 2. To 3,000 units that is his change in elasticity

for y Solny arco ureNotes.in

AB= 1000

oe

woo

DANSD LectureNotes in

T 10 = 2.5 Intel Gook elasticity

*ge measures the degree of change in quantity demanded of X as a result of change in price of y  
When and y are related goods or substitute goods,*

it is denoted as  $\epsilon_{xy}$

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alm donde

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denota

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pooporo kelancel Change in quantity demanded a proportionate change in price of y

$\epsilon_{xy} = \frac{\Delta Q_x}{Q_x} \div \frac{\Delta P_y}{P_y}$

DQ

Qy

Dy App

sax

.

Q Demand function as  $Q_x = 10 - 6P_x + 12p_x - 4P^2 + 104$

Calculate closite ty of demand cep of patce n' Roses and Qty demanded as 1200 units

Sep DGP

Ap

=-6

800 lan

Q The demand equn of x wt e  $Q = 150 - 100 + o sy$

wherre Qi Pidy are quantity prowce and income respectively anume that  $p=4,4=100$  1) golero poocle the counctureNotes.in . a) findout epf ey of given proi'ce & zñ come lover fon. )  $Q = 50 - 10.4 + Os$  XIOD

$50 - 40 + 50 I$

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Os x lenge

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0.83

@ The demand equn of  $x^2 = 500 - 3P\%^{**} 20$ .

$Q = 900 - 3P_x \text{ tapu} + 0.14$  where Q i Quantity  $P_x$  poice of x Pa si parce of a lot Read y fue añcome of fue consumer

$PQ=10, PP = 20$  tu y come fined Parce nincenned con eles ting

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$$Q_x = 500 - 3P_y + 202 + 0.14$$

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$$c \text{ ENotes.in } 500 - 3.10 + 2.2. + 0.(\text{Como?})$$

$$2 \ 500 - 30 + 40 + \text{God}$$

$$094 \ 1140 - 30$$

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$$ep = dae$$

*dp.*

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$$0.1 \times 60 \text{EV}$$

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Page-15

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Go To Page Page number

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15 The value of price elasticity no do. Ex:- Substitute goods. a)  
perfectly in elastic demand :

Here quantity demanded

*demand curve is not affected by change in price. o quantity demanded*

prices y come whatever may be the price · The demand curve is a vertical line parallel to y-axis and price elasticity is zero

Cor:- 1) Insulin 3) Unidirectional elastic demand -

A given percentage change

Q, PP, in price brings an equal percentage change in quantity Price L demanded. The demand curve as 10 degree below state are down used slope structure

io 43 relatively elastic demand :

Here quantity demanded is more affected by Change in price or o

Small change in price

QQIPP,

psi quantity demanded , The demand curve is a flatter

☺☺ in comforts and luxurious goods

brings a

larger

change in

Profits

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P! Comforts and luxurious goods Go To Page Page number

O GO

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## 5. Relatively inelastic or less elastic demand :

Hope quantity demanded as less offered by change in price. Demand Curve is a steep line

A smaller change in price leads to a small change in quantity demanded

or

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origin, of demand in a graph

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*more elastic.*

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QQ,

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Production -

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*toanseforming en packs*

*to output. Eulptera*

*Potchestion fonction :*

*The relationship betwan z peet and outpeed as Caved peoduction function  
digebraically acte con wille proclavedeon Hunctim as in*

*$Q=f(L,K, mi)$  whea  $G + Output$*

likime + factors and in pelts

$L > labours K \rightarrow Coep\acute{e}lal$

24 > Jaco molesche Theory of produ felona

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Page-26

buero thecrores of produse becer.

There are variable

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There are fecro thecrores of procddue becom.

Law of variable popper tions :-(SRPF) 2) cow of Returons to sale (CRPP) Basic Conceph - Total product (TP):

Total proooked at the to-face output poodlined by a

facon.sf given quantita, of a variable labour  
Hue Veroiable Jactor and 3r 10 labourer poodluce 200 quinalals, 200 quilalt as the total

product a) Averooqe Product :- (AP)

*of a the output por unit ofa variable factor of labour in the variable forector*

TP

APL =

TP No of labours

3) Morogenad Prosduet :-(mp)Totes in

gl m the coldition to tolae poodlut by using one more canit al o varoiabile facte's

MPL - da Lecture Notes.in Q. Given the production fonction  $Q = 22 - 0.25L$  final

the moogensed prooduct of los barro when Lalo soin  $Q = 12 - 0.asL3$

$MPL = db = 2L - 0.75 \text{ 2?}$

$= 2 \times 10 - 0.15 \text{ 103} 2 - 20 - 75 = -55$

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e

-  $2 \times 10 - 0.15 \text{ 1012}$  Go To Page Page

number = -55

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Equal Pooduet Curoves :

Equal poodet woves pepecsends those factors Combination wüch orbe cepable of peodluung the same output . Each equal promenet move 'repraeseros a defenak sevel of of outpur. Higher Equal poodet unes give Leglur output But člay point on Same Igual poodet

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by using any factor Cernbinations: Law of variable Proportions

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*fee or upooduetion. This is the new name zin the theory of*

*law Of Di minisluna octerms of for the famous loco*

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MP2

Units of Labor

MPC

Page-30

MEGO

Go To Page Page number/ labor

Page-30

Stage - III :

*Lecture Notes. in This is stage of negative output in this stage TP declines and therefore the TP curve slopes down and The Mp of the variable factor is negative and therefore mp curve goes below the axis .The AP continues to be positive As the marginal product of labour is negative this stage is known as the Stage of negative output,*

Page-31

Classmate

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Good Pomelo calculator

Go To Page Page number

GO

CRS

a constant returns to Scale. 1) decreasing returns to Scale

3) Diminishing return to scale etc

Lecture Note Factor X A production function may show either of these

*on whether the 3 types depending*

proportionate change or less or less than

*than ex ante , equals*

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*pro*

*postemak Tin Output change en inputs.*

det er aneeme there are two inputs ar fac terrors že laboures

*for and capital that will be used peroduction*

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casove.  $CBC = AB = of$

$AB = OA \quad AB + OA \quad 04 + CA \rightarrow OB = 204 \text{ Notes.in}$

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Succenéve equal proodwet cicones are equacles done foom each others along the straight line Partha troolegu the origets, thus along the line op 7 Be incal

$BC = AB = OA$  in  $AB - OA$

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On In triange OAM and OBN) are similar

Lecture Notes.in

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BN AM

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ON= pony

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BN = QAM 100 cnits que produced by Camberoba Ond labours and Aby capétal. To proo dun dro aníts at B ON Cabaceres and on ccpital ore essed

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100 units are soo cuced bz

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100 units are produced by com behchg on tebal and Ally capital. To poodlu quo anih on babam cond BN Capital core cesed,

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Returns to Scale Operater due to the following factors

1) Internal of external economies of scale u Internal & external diseconomies of scale.

*Increering Returns to Scale operale due to internal &*

werternal eo nomicies

Guternal economies referrs to the advantages enjoyed by thel yaum due to increase in its Scale.

Intiemal economics consist of

+ Labour economies, llono rises due to indivisibility of factors / machine, managerial economies , margeting

llonomies etc. cctures 1) Labour Economics -

On the low run, their is increase in wook force.it leads to Specialisation & division of labour which increases the

efficiency of labour due to which output inw eases at an increasing rate ureNotes.in

ii ) Indivisibility of machine

When quantity produced is less the machine can't be wred to the optimum extend but when there is increase

ein output the machine are fully utilised & their is



increasing returns to scale.

lo Managerial Economies -

When the firm operates in a small scale, one manager has to look after all the departments but when

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mo

business expands different managers are in charge

*has to look after all the departments but when Go To Page Page number*

GO Page-38

business expands different managers are in charge of

different works which promotes efficiency & Production in a greater Proportion.

*her ease*

iv). Marketing

ecture Notes

1). There mayn't be proper co-ordination among all the departments which affect the production adversely.

Page-39 Market

Go To Page Page number

*Page-56 MODULE- III*

prod

## \* COST CONCEPTS 8 ELEMENTS OF COST

The analyses of cost si of great e importance in economics because production decision of the producers are influenced by cest consideration. The

as it influence the cost very significant noductos, supply, sales and the determination of price in the market. O

There are four factor of production ir, Land, Labeur, capital and organisationen order to produce a product, producer needs these factors of production. And these factors are not available freely: Thus, the expenses incurred by the producer to pay for these factors of production lai karwn as "cost of productios?

So, cost refers to the total amount of money spent in the production of goods.

## clarification of costsotes.in

costs are classified according to their Common characteristics. Sonde of clarification are gives below:

Lecture Notes in

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2

## say this sit ni the role of the next best oppordly

Pelle have to choose between different alternatives | Go To Page. Page number their money and Gome.

- the So, the opportužily cost of cuything

alternative that has been

forgone.

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Page-60

and nail in furniture makey are the enempus of

indirect materials, Go To Page Page number

Page-00

supervisors, Salary paid to the

The example of indirect labore are, wage paid to the store keeper, supervisors, Salary pod back office employees, blei

And the excempls of indicet experies are rents, electricity bills, insurance,etc

Lecturen Overheedo ara classified in to three groups:

Page-61

coa collinaid Dishibution overheads : Ovur heads include rent on office bumbung, Salanes to back office staffs legal charges, etc. The variable Go To Page Page numbere etationary exp Go

Postage Dagens titephone case de bilg en penses, bte

Page-61

CC) selling and Distribution overheads :

Expenses incurred for the promotion of Sales and relaining customers are considered as selling

and commission fail to Overheads. For eslample, salaries the sales managers, executives, agents, and advertisement expenses are and selling overheads.

On the other hand, expenses incurreal for fremsporting good from point to

the manufacturing the warehouse stores and upto their delivery to the Customers are koris as disfributioz over hoods. I sonce of examples of distribution overheads are, warchouse rend,

Salanes paid to warehouse employees, experies on delivery vans truck, insurance on 'transit', etc.

price

of a produck

ni derived as

The selling Shoron below:

(a) Direct material cost + Direct labour cost +

Direct expenses = prime cost.

aby prime cosf + Fachory overhead = factory cost.

CC) *Factory cost + Administrative overhead =*

cost of production. Cdo cost of production

+ opening finished Stock

Closely finished stock = cost of goods sold.

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7

closing finished stock = cost of goods sold. Go To

Page Page number

GO

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ce) cost of goods sold + Selling s distribution

Over head = cost of sales. CF) cost of cales + profit - Sales.

og Soles/o.ucality sold = Selling Price per unit. Lecture Notes.in

In the above calculation, if the opening finished Stock equal to the closing finished Stock Theo the cost of production ñ equal the cost of goods sold.

quarterly, bolf Yenye s jeden in

Lecture Notes.in

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Page-63

Proforma of a cost sheet:

0000

0000

particulars

Anouk CRO Direct Material

Xxx Direct labor

XXX

X\*X Direct Expenses tes.in

Prime cost + Factory overheads

XXX

Factory cost + Administrative overheads  
 XXX  
 Prime cost of production T<sub>0</sub> + Selling & Distribution overheads  
 XXX  
 Cost of sales 0000 + profit balancing  
 figure) in  
 xxx ecture Not SALES 0000

Example: 1 : from the following particulars given below

Prepare a cost sheet's in Dived Material 1,50,000 Direct labour 50,000 Factory overheads 60, 000 Administration cards 75,000 Distribution heads | 20,600 sales 4, 65,000 Direct expenses | 20,600 selling over heads 209,000

Page-64

0000

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Cabina

cost of production Go To Page Page number

Cost of sales + profit balancing figure)

ecture Not SALES

0000

Xxx

0000

Example:1: from the following particulars given below

prepare a cost sheet. Dived material 1,50,000 Dived labour 50,000 Factory overheads 60,000 Administration des 75,000 Distributio? heads 20,000 sales 4, 65,600 Direct penses 20,600 selling over heads as, 600

Page-64

Solutions:

cru

Particulars

Amount Direct maturiol

1,50,000 Direct labeur

50,000

20,000 Direct expenses Lecture Notes. Prime cost

2,20,00

60,000 Addi Factory overhead

works cost

2, 80,000 2, 80,000

overhead

cost of production 3,55,000

25,000 Atli Administrative

25,000 Add: selling overhead

20,000 Add Distribution overheaded

cost of sales 4100,000 Add: profit a

65,600 - sales 14,65,00

Lecture Notes.in

Sales Sales

7,20,000

Go To Page Page number

Page-00

GO

\* Difference between Fixed cost of a variable cost

*FIXED COSTS VARIABLE COSTS* → These costs are \* They costs vary with the

independent of output level of output. O + These are the costs of → These are the costs of fixed factors

| Variable factors. + These costs exist even → They costs become Zero

at zero level of output. at zero level of output. → These costs are found → These costs are seen in I only on the short period

→ These are the supply- \*\* They are called as prime

material costs

business log.sos

ما

Lecture Notes.in

Lecture Notes.in

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12

\* Break - Even Analysis

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terenu

\* Break- Even Analysis

The main objective of break-even analysis is to find the cut-off production volume from where a firm makes profit.  
Leb,

$S$  = Selling price per unit  
 $L$  = Variable cost per unit

$FC$  = Fixed cost per period

$Q$  : volume of production  
The Total sales is given by the following formula:

$TS = S \times Q$  The total sales of the firm for a given production volume is given as :

$TC = TVC + FC$  The linear plots of the above two equations are shown in following figure

Lecture 10

Break-even analysis

Unit 1

Part A

*BEP Break-Even Point*

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13

of the

Total sales

has

The intersection point

**BEP Break-Even Point**

Page-68

GO

The intersection point of the Total sales Revenue line and the Total cost line is called the Break-even point. The corresponding volume of production on the x-axis is known as the 'Break-even sales quantity'. At the intersection point the total cost is equal to the total revenue. This point is also called no loss or no-gain situation. For any production quantity which is less than the break-even quantity,

the total cost is more than the total revenue. Hence, the firm will be making loss for any production quantity which is less than the Break-even quantity. For any production quantity which is more than the Break-even quantity, the total revenue will be more than the total cost. Hence, the firm will be making profit.

$\text{Profit} = \text{Total sales} - (\text{Variable cost} + \text{Fixed cost})$

The formulae to find the break-even quantity and break-even sales are given below:

**BEQ**

## E Cecisentengs.in

FC

BES BES

=

- clay Notes.in S-V =

The contribution is the difference between the Total Sales and the total variable cost. The margin of Safety (MS) is the total sales over and above the break-even sales.

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14

the contribution and

1. formulas to compute break-even sales. Go To Page Page number

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14

The formulas to compute the contribution and Margin of safety are given below;

Contribution = Total Sales - Variable cost per unit - Selling Price per unit - variable cost  
Lecture Notes.in

M.S = Actual sales - Break even sales

Per unit

profit

by Total sales.

combine)

MS as a percentage of sales

$$= (MS / \text{sales}) \times 100$$

Example; Alpha Associates has the following details:

Fixed cost = Rs. 20,00,500 Variable cost per unit - Rs. 160

Selling price per unit = Rs. 200 Find,

(a) the break even Sales quantity (b) The break even sales (c) If the actual production quantity is 6000 find

(i) contribution, and (ii) Margin of safety by all methods,

Page-70

Go To Page Page number



GO

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15

solution:

Cambre Cha t

*Selling price*

*FC*

(a) Break-even quantity

=

20,00.000

--20,000 UN 200-160

(b) Break.eves cales. - e

XS

2900.000 x 200 = Rs. 40,60,000

100

CC) contribution

= sales - VC

(C x 9) - Gv xe) Lectu=(200x600) -(100x60,000)

= 1,20, 60,500 - 60,00,600

60,60,000

Lecture Notes.in

method -T

M. S = Sales - BES

= 60,000x200 – 40,60,600 31, 20,50,600 - 40,60,000 - Rs. 80,60,60

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GO

Go To Page Page number

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Method - 71

Profit

M. S =

x soles

Contribution

$$\text{profit} = \text{Sales} - \text{CFC} + \text{vx8}$$

$$= 1,20,00,000 - 80,00,000 \text{ Lectur}$$

$$= \text{R}8.40,00,600$$

$$40,60,000 \text{ MS -}$$

$$\text{ex } 1,29,60,600 \text{ } 60,00,000$$

$$= \text{Rs. } 80,00,000$$

$$80.80.600 \times 160 = 67\% \text{ M. S sa percent}$$

of sales - 7,20,0000

\* profit - volume Ratio CPA Ratio)

Lect Plv ratio a valid ratio which ai useful for further andyse's. The formerla for

Plr ratio

Plv ratio

contribution

soles

Sales - Variable cost

Sales

*BEP s Plvratio a'*

The relationship between given below!

FC BEP a

Plv ratio

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17

15EP 2 .

Plv ratio Go To Page Page number

GO

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Profit

M.S

- Plu ratio

Example:2: consider the following data of a company for the

Year 2014 Lecture Not

Sales = Rs. 1,20,000 Fixed cost Rs. 25,000

Variable cost R1.45,600 Find the following:

cas contribution Cb) Profit (c) 23EP d) MS

Solution:

cas contribution - Sales - VC

Lecture 120.60 \$ 45.000

-75.000 Cb) pufet - Contribution-fces,

- 75600 - 25000

= 50,000

ce) SEP

P/V ratio -

Contributo?

Sales

75000x10 = 62.50%

62.67

1,20,600

BEPFC: 25.com

\*160 R. 40,850 Pirrotia Col) Mos e noht Hoxto = Rs. 80.500

Plyoto 62'500

62.50

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## Supply Schedule and supply curve

The law of supply can be explained with the help of a supply schedule and a Supply Curve. Supply Schedule depicts the various quantities of a product offered for sale at different prices. As quantity supplied on different at different prices, supply Schedule represents their various price and quantity supplied combination.

price ! all

[Go To Page Page number](#)

[GO](#)

## Supply Schedule and supply curve

The law of supply can be explained with the help of a supply schedule and a

Curve. L

Supply Supply Schedule depicts the various quantities of a product offered for sale at different prices. As quantity supplied at different prices, supply Schedule represents their various price and quantity supplied combination.

price ! all

Curve

Supply

CR)

ID

50

16

| 100

See on the graph

table that with increase

supply as the price increases in the quantity

supply 2 units with

quantity price Ratio

to 12 quantity Supply increase

in price in the

increase

factor

with a to 80 units

in the to 200

unit. when the quantity Supply

Shedule on a graph the will

get the Supply love

on the figure is the curves in Supply Curve which is an upward  
sloping curve representing the various price quantity combinations

**Figure**

Love

the

90 units

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**Q: Supply**

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*Factors affecting Supply ?*

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7) Tax code seabed:

*When government imposes it increases cost of production and discourages the producers*

*Therefore quantity to produce moves*

*Supply curve shifts to the left. On the other hand reduced.*

*when government imposes a tax, the supply curve shifts to the left, and the equilibrium quantity decreases.*

*Subsidies encourage producers to produce more, so the supply curve shifts to the right, and the equilibrium quantity increases.*

*Applied will be more and more*

*Acceptable limitations to law of Supply 1- The law does not apply to collection*

*(flee old coins gold Stamps, ancient paintings etc. on their supply & demand, Bebe cannot influence supply)*

*Supply by offering a high price for them 2- perishable goods - the laws of supply and demand do not*

*operate in case of perishable products like fruits, vegetables, fish, eggs etc which can not be stored*

*for a longer period of time 3- when the seller in urgent need of money, they would like to sell the product even at a lower price*

*Lecture Note's: 4- When the seller wants to close his business, at that time he sells the product at a lower price*

*proiu s. The low does not hold good when the sellers want to dispose of the old Stacks and Purchase new Shack at that time they come in case they sell only at a lower price.*

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daly we four projet

4 o CDVóí sě

## Pay back periold. (PB)

traditional method however it walukon terms of trine which is required to recov to investment Do Couth inhow able toru  
CCFAT) per annum is writorm Bayback period is given by :

P8 = Initial investment

Coristant unnuual cash in How (CFAT)

Hon

-

(variable) year to yetua

-il cash intew often tox it non uniform

than payback period is given by

$P8 = A +$  where,

وعم أزدا = م

لزا

اماعالحياه الماعلجولي

(net invested cash flow) B = Absolute value

of ammulative cash outflow

at the end period A (it is net invested

Coub flow at the end 4 peuód A). C = Cab in how during the next period ofter A

## Greater the Peybeck

( Advantage of

payback period

pesseed Sheeter will

uitate. 1. Egy and dimple to 3. Con be

we to measure risk in the project

3. for Companies facing Liquidity problem, it provides a good p anking of progests that wood return money early.

it does not account the trine value of money. fait does not quount Coun flouss which criure Abler pay back period

o

the risk -

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die Betros S GATE PE

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PE i planning to undertake a p onte sneguung tal investment of 105 Crore, the project is empeded to generar con flow other twy (LFAT) od 25 Crores Por its Lube in each yea I yerini tekshe, the pay back periods,

Bol

PB =

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105

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initi od mestment Con Pannual cash flowy ebten to

A company is planning to take a project requiring insbicas investment of 2 50 Grere is expected to generale

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1st year - jo (srove 2nd year -- 134 3rd year -----16

19 19 496 year 5th year - 39"

(aluate this payback period.

YEAR Cash inbow All Tay

(CFAT) (tor

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Chiet impied cash flow)

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+ 13 + 16 +19 + 2

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in ARR ord!

P.B =

A + B

=

3+

=

3.58 year

### • Discounted cash flow Technique

In aug. rate of retwin + payback period methods there was no time vale money but in chiscounted Cash How technique the future coon Hows are converted in porcsent vame so that investment (cash out flow) returna (cash in How) or benifits ot e both are accounted

an inflow at same time ie at preient value. i at picient value is greater than cash outflow (investom than project is financially vibles,

$$\text{table } F = \text{Plitr.)"} P = F / (1 + 0.13)^n \quad P = F$$

$(1 + 0.13)^n$  .

Pe present Value Ft future Value  $92 + \text{interest per annum} / \text{cost on Capital } n \rightarrow \text{No of period/years.}$

citam =  $(1 + 0.13)^n$  >> Discounting factor.

Hard Kutun Me Basa Project Management BE prepelleicht by me Son ECLES

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Pa Present value of Biscouted Canh How (DCF)  $F = \text{future carn How (CE)} .$

$$F_t = C F_2 = C f_n =$$

future cash flow

....

.

after .

1 year 21ty cars m yeurs..

The total discounted cash How (total poresent Lecture) which is Equwalent to future cash Hows do im" years is Equal to :

DEF = of  
main tanto

Ω

DCE = CF1 x Kx + CEXKz + ... + Can X kn med present maine

2

kec

D-F for first year

- nth yecer y Kunsten

A

CF + cash flow.aftos Tax.

\$

Total present Value (DCF) > Total initial investment, then Rooject is financially viable

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Net present Value (NPV):

Tate 1 Pincsent Value of cash inflow – Totalessent

NPV =

Value Cash out

NPV =

Total DCF - Total initial cost.

=

Totod OCF -

Totat investment at present cost

NPV > 0, then project is financially viable NPV = 0, then project meets just Break even  
(ie. No project profit - No loss Situation NPV < 0,  
project is not financially viable.

i

. if more than one projects have the same NPV then the project  
with maximum NPV is most viable. '

(6). Benefit Cost Ratio (BCR);- ..

BCR =

.

Total Benefits at present Value. Total investment (lost) at present value

if

BCR > 1, project is financially viable (Accept)

BCR < 1, "

" "

" Not an (Reject)

BCR = 1, Indifference

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Initial investment for a project

28,000,000

Initial investment for a project

28,000,000

.

,

Initial investment for a project

- 28,000,000

1

\*\*\* YEAR

Initial investment for a project

28,000,000

G F (\*) 80,000 1,20,000

70,000



40,000

s

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9,000

lest

Capital Cinhest state

9% than find the NPV

oh in How

→ DCF

Total Present Value (pv).

-

(n+7)

$(1+r)^2 = (1+y)$

$(1+r)^n$ .

$(1+r)$

=

\*

30000 (1 + \$40)

to 1,20,000

$(1 + \% 100)^2$

70000  $(1 + 9100)$

49,00 + 200 (1 7100" (1+ Vice

DCF = -2,69,700

NPV =

. = NPV =

- Total p.v. of investment Total

P.V g (auh in flow

269,700 – 3,40,000

29,700 > 0

project is Viable

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WA Muthuset tied)

norrland

(6) Internal Rate of Return (IRR)

e Ekonomie

( - it is also known

OR Marginal productivity Fietunn OR yield on Return OR

(DGFA

ORI Discounted cash flow rate of setu

In

ERR

→

IRR is the discount satt at which the present Valo of a future cash in flowy i Equal to total initial investment it means the net porcent Value is Zelo

IRR that rate at which the project achieve no probit no lots situation lett achieve break even.

→

IRR is used for Capital budgetting it for profitability of Investment ibi IRR is > Lost of capital (Inbrest Pal then project should be undertaken. IRR gives idea about rate of return whereas NOV gries idea about value ob return

hare TRR Can also be we..to evaluate big back of Shaumery

→

→

*NOTE: The term internal meaning in internal Metunn rate) means*

*that calulation does not in corporate Environmental*

*inbrest Nute factors such as*

*infletion*

+

IRR Can be Calculated as follows . ib i is Internal return hel natc (TRR)

$NPV = 0$

\*

Total PV of count in flow (DCF) - Total Av of investment (cash outfias

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DCF - Initial Cost EO

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i IRR

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porojat is viable ;

x Thermal sa Puke

mple :- Calulak the IRR boy a project having cash flouses as

Shown in table. The total inihal Cost of the project

is 7 1,33,400. H o Cost on Capital is 47. Give your decision about exemption of project.

year ist

2nd 3rd

Cash Hiow (CEAT)

736,200

54,300 F 48,100

i = IAR

li = Total initial forst = 1,23,400;

DCF = li = wpro

Sei

SFR

Ett tija

54800

36200 (ii)

CI+

$$- 1,93400 = 0$$

$$42,100 = 1,23,400 * 7 + t)$$

$$i = 60596 = 5.99\%$$

m IRR

> Cost on Capital rate a lie i

5.964 > 4% Pooject is viable

Since,

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as em

**CATIFU**

von DTUBO Proce

DMM

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