

1. Record Nr.	UNINA9910782797803321
Autore	Venugopal
Titolo	Business economics . Volume 1 [[electronic resource] /] / Venugopal, K. Ramachandra
Pubbl/distr/stampa	New Delhi, : New Age International (P) Ltd., Publishers, c2006
ISBN	1-281-78889-9 9786611788896 81-224-2448-1
Descrizione fisica	1 online resource (142 p.)
Altri autori (Persone)	RamachandraK
Disciplina	657
Soggetti	Economics Business
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Cover; Preface; Contents; Chapter 1 Introduction; Chapter 2 Consumer Behaviour; Chapter 3 Theory of Demand and Analysis; Chapter 4 Demand Forecasting; Chapter 5 Law of Supply; Chapter 6 Cost and Revenue Analysis
Sommario/riassunto	This first edition on Business Economics brings all the concepts related to economic activities of the country, welfare of the consumers also business houses? survival, competition and taking quality decisions. The textbook comprises essential features of the relevant chapters which are not included in the book. The book also includes significant and living examples mentioning practical aspects related to the subject.