

Principles of Marketing

B.Com III

Date - 27th to 30th Nov. 2017

Topic:- Price

By :- Ranveer Jyoti

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Methods of Determining Prices

1. Methods of determining price on the basis of cost
2. on the basis of market conditions.

Price objectives

Importance of pricing in Marketing process.

Factors affecting Pricing Decisions

Price Competition Vs. Non-Price Competition

Discount (Rebate)

Ranveer

Money and Financial System

Class:- B. Com III

Date:- 27th Nov. to 30th Nov. 2017

Topic:- Credit Creation and Money Supply

By:- Parveen Tyoti

Contents

- # Meaning and Introduction
- # Basis of Credit Creation
 - (i) Primary deposits
 - (ii) Derivative deposits
- # Process of Credit Creation
- # The Supply of Money
- # Determinants of Money Supply and Total Bank Credit

Parveen