

Study Guide

Managerial Economics

Theory & Practice



Dr. C. T. Jayadeva
Dr. C. T. JAYADEVA
Principal B.E.,M.Tech.,Ph.D.
Adichunchanagiri Institute of Technology
CHIKKAMAGALURU-577102

Dr. Vinith H.P

Managerial Economics

Theory & Practice

First Edition

Author

Dr. Vinith H P



INSC International Publishers

Preface

It is increasingly being recognized that teaching principles of economics helps business administration students better understand the economic forces that helps in taking effective decisions in the real time business practices and also helps in developing and strengthening the overall analytical talent of students to solve present and future business problems.

Managerial economics, It is the integration or application of economic principles in business practices or business administration in order to solve the problems of the business. It has been receiving more attention in business as managers become more aware of its potential as an aid to decision-making, and problem solving.

This Book on Managerial Economics mainly introduces topics in microeconomics and macroeconomics to students to enable them to apply the same to business decisions. The purpose of this book is to simplify the process of understanding Managerial Economics. The Book covers a narrow range of topics. The readers can make their choice as per the need of study course.

The Book is initiated as a reference book for PG and UG students in faculties of Commerce & Management, especially in consideration with MBA students.

Contents

Chapter 1	Introduction to Managerial Economics	1- 14
1.1	Meaning of economics	1
1.2	Nature of managerial economics	2
1.3	Scope of managerial economics	2
1.4	Significance or uses of managerial economics	3
1.5	Role and responsibilities of managerial economist	4
1.6	Theory of firm and industry	4
1.7	Managerial theories	7
1.8	Decision Making	13
Chapter 2	Demand Analysis	15 -38
2.1	Demand analysis	15
2.2	Law of demand	18
2.3	Exceptions to the law of demand	22
2.4	Elasticity of demand	26
2.5	Income elasticity of demand	27
2.6	Cross elasticity of demand	27
2.7	Measurement of elasticity of demand	28
2.8	Uses or importance of elasticity of demand	31
2.9	Demand forecasting	32
2.10	Supply	35
Chapter 3	Cost and Production Analysis	39 - 64
3.1	Production analysis or concepts of production	39
3.2	Production function	39
3.3	Laws of Production	40
3.4	Production Function with Two Variable Inputs (I S O Quant's)	43
3.5	Optimum Input Combination or Least Cost Combination or Producer's Equilibrium	47
3.6	I SO cost curve	47
3.7	Selection of Optimum or Least Cost Combination or Producers Equilibrium	48
3.8	Diseconomies of scale	49

3.9	Diseconomies of Scale	51
3.10	Introduction to Cost	52
3.11	Types of Production Cost	55
3.12	Behavior of Cost under Short Run Production or Short Run Total Cost Schedule of a Firm	57
3.13	Behavior of Cost under Long Run Production or Long Run Cost Curves	59
3.14	Breakeven Analysis	61
Chapter 4	Market Structures and Pricing Practices	65 - 80
4.1	Market structures	65
4.2	Perfect Competition	65
4.3	Monopoly	67
4.4	Oligopoly market structure	71
4.5	Monopolistic market	74
4.6	Descriptive pricing approaches	77
Chapter 5	Indian Business Environment	81 - 93
5.1	Introduction to business environment	81
5.2	Economic & non-economic environment	84
5.3	Basic macroeconomic concepts	87
5.4	Contribution of Primary, Secondary and Tertiary Sectors to Indian Economy	88
5.5	SWOT analysis of Indian Economy	89
5.6	Measuring Economy	91
Chapter 6	Indian Industrial Policy	94 - 111
6.1	The new industrial policy of 1991	94
6.2	Private sector	96
6.3	Introduction to MSME's	99
6.4	Fiscal Policy	100
6.5	Monetary policy	107
	Case Study	112 - 114
	Market Structures Summary	115
	References	116
	VTU Question Papers	117 - 131

Title of the Book: Managerial Economics – Theory & Practice

Edition: First – 2022

Copyright 2022 © Dr. Vinith H P

No part of this book may be reproduced or transmitted in any form by any means, electronic or mechanical, including photocopy, recording or any information storage and retrieval system, without permission in writing from the copyright owners.

Disclaimer

The author is solely responsible for the contents published in this book. The publishers or editors don't take any responsibility for the same in any manner. Errors, if any, are purely unintentional and readers are requested to communicate such errors to the editors or publishers to avoid discrepancies in future.

ISBN: 978-1-68576-271-1

MRP: 250/-

PUBLISHER & PRINTER: INSC International Publishers

Pushpagiri Complex, Beside SBI

Housing Board, K.M. Road

Chikkamagaluru, Karnataka Tel.:

+91-8861518868

E-mail:info@iiponline.org

IMPRINT: I I P

About Author



Dr. Vinith H.P. having more than a decade of academic experience, has completed Doctoral Degree from prestigious Visvesvaraya Technological University, Belagavi, Karnataka, Master of Business Administration from Bangalore University and Bachelor of Business Management from Kuvempu University, Shankargatta, Shivamogga, Karnataka, has presented and Published more than 20 papers in various International, National Conferences & Journals, having worked as National level conference convener & editor for conference proceedings on Emerging Trends in Business and Economy, Qualified with KSLET, from Karnataka State Eligibility Test (KSET) center for lectureship accredited by UGC New Delhi. Has attended workshops and faculty development programs for enhancing Knowledge, Skills & Ability along with the objective of career advancement. Throughout the journey has coordinated various management fests, workshops, industrial visits, guest lectures and most importantly worked as a trainer for various Government Organizations. Started career as a lecturer in IDSG College, Chikkamagaluru and currently working as Assistant Professor in P.G Department of Management Studies, Adichunchanagiri Institute of Technology, Chikkamagaluru. His areas of interest are in study of Managerial Economics, Retail Management, and Indian Business Environment etc... His Interest and a decade of teaching experience in Managerial Economics have finally helped him in bringing out a Book on Managerial Economics-Theory & Practice.



InSc International Publishers



Rs.250/-

23

BUSINESS STATISTICS

THEORY AND APPLICATIONS

Dr. DEVANANDA H M



Index

Chapter 1	Introduction to Statistics	1 -70
1.1	Introduction	1
1.2	Definition of Statistics	1
1.3	Importance of Statistics	2
1.4	Functions of Statistics	3
1.5	Scope of Statistics	5
1.6	Limitations of Statistics	7
1.7	Statistical Data	8
1.7.1	Primary data	8
1.7.2	Secondary data	9
1.7.3	Primary vs. Secondary Data	10
1.7.4	Limitations of secondary data	11
1.8	Presentation of Data	12
1.8.1	Numerical Representation	
1.9	Measures of Central Tendency	26
1.9.1	Objectives of Averaging	27
1.9.2	Functions of an average	28
1.9.3	Characteristics or Properties of a typical average	28
1.9.4	Types of Measures of Central Tendency	29
1.9.5	Arithmetic Mean	30
1.9.6	Median	30
1.9.7	Mode	31
1.9.8	Empirical Relation between Mean, Median and Mode	43
1.9.9	Geometric Mean (G.M)	44
1.9.10	Harmonic Mean	45
1.10	Measures of Dispersions	50
1.10.1	Significance of Measuring Dispersion	50
1.10.2	Types of Measures of Dispersion	50
1.10.3	Range and its Coefficient	51
1.10.4	Mean Deviation and its Coefficient	53
1.10.5	Quartile Deviation and its Coefficient	55

1.10.6	Standard Deviation and its Coefficient	59
1.10.7	Variance and Its Coefficient	60
1.10.8	Standard Deviation of the Combined Series	63
	Review Questions	68
Chapter 2	Correlation and Regression Analysis	71 -104
2.1	Correlation Analysis	71
2.1.1	Correlation and Causation	72
2.1.2	Types of Correlation	73
2.1.3	Methods of Correlation	74
2.2	Regression Analysis	89
2.2.1	Uses of Regression Analysis	89
2.2.2	Types of Regression Analysis	90
2.2.3	Types of Variables	90
2.2.4	Line of Regression	91
2.2.5	Coefficients of Regression	91
2.2.6	Formulas in Regression Analysis	91
2.2.7	Difference between Correlation and Regression	101
2.2.8	Uses Correlation and Regression in Business	102
	Review Questions	103
Chapter 3	Probability Distribution	105 - 131
3.1	Terminology	105
3.2	Mathematical Expectation or Probability	106
3.3	Random Variable	109
3.3.1	Discrete Random Variable	109
3.3.2	Continuous Random Variable	109
3.4	Mathematical Expectation	109
3.5	Theoretical Probability Distribution	111
3.5.1	Binomial Distribution	111
3.5.2	Poisson Distribution	116
3.5.3	Normal Distribution	120

3.6	Bayes's Theorem	128
	Review Questions	130
Chapter 4	Time Series Analysis	132-152
4.1	Introduction	132
4.2	Components of a Time Series	132
4.2.1	Trend (Secular Trend, Long Term Movement)	133
4.2.2	Seasonal Variation	133
4.2.3	Cyclical Variation (Business cycle)	134
4.2.4	Irregular Variation (Random Fluctuation)	134
4.3	Measurement of Trend	134
4.3.1	Graphic (or free-hand curve fitting) Method	135
4.3.2	Method of Semi-Averages	135
4.3.3	Method of Moving Averages	137
4.3.4	Method of Curve Fitting by the Principle of Least Squares	140
4.3.5	Measurement of Seasonal Variation	145
4.4	Uses of Time Series	151
	Review Questions	152
Chapter 5	Hypothesis	153-194
5.1	Hypothesis Testing	153
5.2	The Significance Hypothesis Testing	154
5.3	Steps in Hypothesis Testing	154
5.4	Errors in Hypothesis Testing	156
5.5	Two-Tailed and One-Tailed Tests	157
5.6	Types of Tests in Hypothesis Testing	157
5.7	Parametric Tests	159
5.7.1	Z – TEST	159
5.7.2	<i>t</i> – Test	164
5.7.3	<i>F</i> - Test	169
5.7.4	Analysis of Variance (ANOVA)	174
5.8	Non Parametric Tests	181

5.8.1	Wilcoxon-Mann-Whitney test (or U-test)	181
5.8.1	Kruskal Wallis Test (<i>K-W Test</i>)	188
	Review Questions	191
Chapter 6	Computer Lab for Statistics	195-217
6.1	Introduction	195
6.2	Important Components of MS Excel	195
6.3	Microsoft Excel Window Components	196
6.4	Microsoft Excel Basic Functions	198
6.5	Basic MS Excel Formulas	199
6.5.1	SUM	199
6.5.2	AVERAGE	200
6.5.3	COUNT	200
6.5.4	COUNTA	201
6.5.5	IF	202
6.5.6	MAX & MIN	204
6.6	Types of Errors in MS Excel	205
6.6.1	–#DIV/0 Error	205
6.6.2	–#N/A Error	206
6.6.3	–#NAME? Error	207
6.6.4	– Null Error (#NULL!)	208
6.6.5	–#REF! Error	208
6.6.6	–#VALUE! Error	209
6.6.7	–##### Error	210
6.7	Data Analysis Using MS-Excel	210
6.7.1	Arithmetic Mean	210
6.7.2	Median	211
6.7.3	Mode	212
6.7.4	Standard Deviation	212
6.7.5	GEOMETRIC mean	212
6.7.6	Harmonic Mean	212
6.7.7	Correlation	212
	Review Questions	217
	Appendix	218- 231

About the Book

The book has been prepared to meet specific requirements of the First Semester MBA Students. The book serves as a practical self-learning guide with step by step explanation to enhance confidence in subject. Concepts have been simplified in such a way that it can be easily grasped even by the students having no back ground of statistics or mathematics. Problems for solved examples have been taken from the latest question papers of universities to appraise the students about the latest trends and to match with pattern of examination. The books severs as comprehensive text for both descriptive and inferential statistics which is most commonly included in all the universities offering MBA program.

About the Author



Dr. Devananda H M is working as Assistant Professor at P.G Department of Management Studies, Adichunchanagiri Institute of Technology, Chikkamagaluru, Karnataka. He is PhD in Management, MBA (HR & Marketing) with KSET, B.E in Automobile Engineering. He has 15 years of academic and corporate experience in reputed institutes and companies. He has been teaching various courses in the area of Business Analytics, Operations, Human Resource, and Marketing from past 12 years.

He is proficient in teaching statistical software's such as IBM SPSS, IBM AMOS, GNU PSPP, GNU R Programing and Rattle. He has published quality research articles in international journals and presented papers in the area of Management. He has conducted workshops on HR Analytics, Communication and



InSc International Publishers

ISBN: 978-1-68576-307-7



MRP Rs.300/-



Government of Karnataka
Department of Collegiate Education
I.D.S.G. Government College
(Accredited by NAAC with B++ grade, Affiliated to Kuvempu University)
Chikkamagaluru, Karnataka 577102



ONE DAY NATIONAL SEMINAR
ON

**Financial Inclusion in India:
Issues & Challenges**

Sponsored by: ICSSR SRC
(MINISTRY OF HRD-GOVERNMENT OF INDIA)

14th March 2020

Editors

Dr. K. M. Jagadeesha
Prof. Maruthi S M
Prof. Prashanth Kumar K N

InSc
Unit of SDPL



www.insc.in

Editors

Dr. K. M. Jagadeesha
Prof. Maruthi S M
Prof. Prashanthkumar K N

Editorial Board

Dr. S E Nataraja
Prof. Sampath Kumar.Y. G
Prof. Kiran M

ISBN: 978-81-940490-3-6

This work is subjected to copyright. All rights are reserved by the publisher, whether the whole or part of the content is concerned, and the rights of translation, reprinting, reuse of illustrations, recitation, and information storage by dissimilar methodology now known or hereafter developed. Neither the Publisher nor Editors are responsible for the content of the articles published in this book. Authors are sole responsible for their article content.

The publisher, author and the editors are safe to assume that the advice and information in this proceeding are believed to be true and accurate at the date of publication. Neither the publisher nor the authors or the editor's give warranty, with respect to the material contained in the proceeding or any errors or omissions that may have been made.

Institute of Scholars (InSc) www.insc.in

Penetration of E-Banking Services in rural area with Special Reference to Chikkamagaluru District

Mr. Vinith H P,
PG Dept. of Management Studies(MBA)
AIT, Chikkamagaluru,
Karnataka, India

Dr. Shrinivas R. Patil
IEMS-B School,
Hubli,
Karnataka, India

ABSTRACT

A bank is a financial institution that's generates the credit by giving money to a borrower who is in need, the process of lending can be done either directly or indirectly through capital market. In the modern world we are all heard about e-banking. E-banking is most popular in the current situation. Electronic banking is known as E-banking. It is known as virtual banking or online banking. The objective of this research was to assess the level of awareness and usage of E-banking services among rural population. For this purpose Data collected from 100 respondents (Bank Account Holders) through questionnaire as research instrument, the data has been analyzed with the help of tabular statement and hypothesis test, at last it is concluded stating level of E-Banking services in rural area is low and measures has to be taken to create awareness and train the people in order to take the fruitful benefit of E-Banking services.

I. BANKING

A bank is a financial institution that's generates the credit by giving money to a borrower who is in need, the process of lending can be done either directly or indirectly through capital market. This is one of the economic systems which manipulate on national economy. Banks are extremely organized in most countries. Most of the countries have this institution as a financial intermediary. Banks offers many services to their customers including acceptance of customer's money deposits, providing different banking services to customers, creating loans to individual and company and also most importantly the E-Banking services.

II. E-BANKING

In the modern world we are all heard about e-banking. E-banking is most popular in the current situation. Electronic banking is known as E-banking. It is known as virtual banking or online banking. E-banking is a result it shows how banking industry is continuously growing and modernizing. E-banking has the meaning that the to give automatic products of traditional banking and service direct to customer by using electronic devices and medias.

Types of E-banking services

The major types of E-banking services are divided on the basis of how operations and transaction takes place they are as follows;

- Account Details
- Transfer of balance
- Payment of bills
- Bill presentment
- Misc. Lending
- Service of business banking
- Customer service and management
- Cross selling
- Account aggregation
- fund transfer through electronic

Importance of e-banking

E-banking is very important for several factors since it helps the customer derived benefits from the bank. The internet banking service is very different from other networks, telephone banking, ATMs. Therefore internet banking brings various type of challenges and requires innovation. Many banks are already implemented and also many rural and cooperative banks are planning to implement e-banking because it has several advantages they have described as follows:

- E-banking system is very convenient for customers; it operates on the choice of the customer
- With the e-banking we can save the time of the bank as well as the public
- This is the first step to international banking
- E-banking provides the service throughout the year and 24/7 at any place
- It is well organization system for access the account through internet
- It is convenient in terms of labor time, capital
- By this banks can be competent in existing market and bank can attract new customer,
- Gain the market share and reach the good position in society and in industry.
- E-bank can be only access by the person who is registered so that it can avoid the threats

III. REVIEW OF LITERATURE

K T Geeth, V.Malarvizhi, E-banking system is very use full to customer and also bank and other organization like government organization etc. To expansion of productivity, to increase efficiency, bank service quality, expansion of bank globally ,E-banking here place a major role .it's very important to all commercial banks to adopted E-banking service in their countries as well to their customers .one of the study shows that in modern days younger generation were using electronic banking system more than the older generation because of the impact of the new technology and innovation. Some users are don't like to use because of the don't know to use E-banking in a proper way therefore the study also focuses in the conciliation that the necessary action should be taken by the bank to increase the awareness and also usage of Ebanking services for those customers who hesitates to make use of E-banking services.

Anand Radhakrishnan, Nowadays, the use of the internet is popular among all the age groups. Online Banking has become a need Day by day the E-banking users are increasing the people aged 26-35 are the people who uses more e-banking. E-banking makes the work easier and saves time of the customers. Banker and the customer awareness of the advantages of electronic banking have drawn the interest of many researchers, particularly from the last decade.

Dr. Thamaraiselvan Natarajan, The use of internet has revolutionized services across institutions. The Banking sector has registered important change in the use of online banking. The use of online banking is one factor which ensures the satisfaction of the customers of the bank.

Statement of the Problem

The E-commerce is the playing a major role in the 20th century and the E-banking is one of the important branches of E-commerce. I have chosen the topic "Penetration of E-Banking Services in rural area with special reference to Chikkamagaluru District", To know the level of awareness of towards E-banking services & further to know the usage level of E-banking services among rural population.

Objective of the Study

- To assess the level of awareness and usage of E-banking services among rural population

Scope of the Study

This study is restricted or limited to the 5 villages of Chikkamagaluru Taluk & District namely Lakya, Uddeboranahalli, Halc Lakya, Hiregowja, & Kanivchalli. Further scope of the study is limited just to know level of penetration.

Research Design

Table 1 : Showing the Research Design

Type of the Study	Descriptive
Source of data collection	
1.Primary data : The primary data is collected through the questionnaires	
2. Secondary data :The secondary data is a collected through books, journals and magazines, through E-journals etc.	



Micro Credit A Tool Of Financial Inclusion And Women Empowerment

Dr.K.S.Prakasha Rao
Associate Professor
P.G.Department of Management Studies,
Chikkamagalure
Mobile: 9449781179
prakashraomba.ait@gmail.com

I. INTRODUCTION

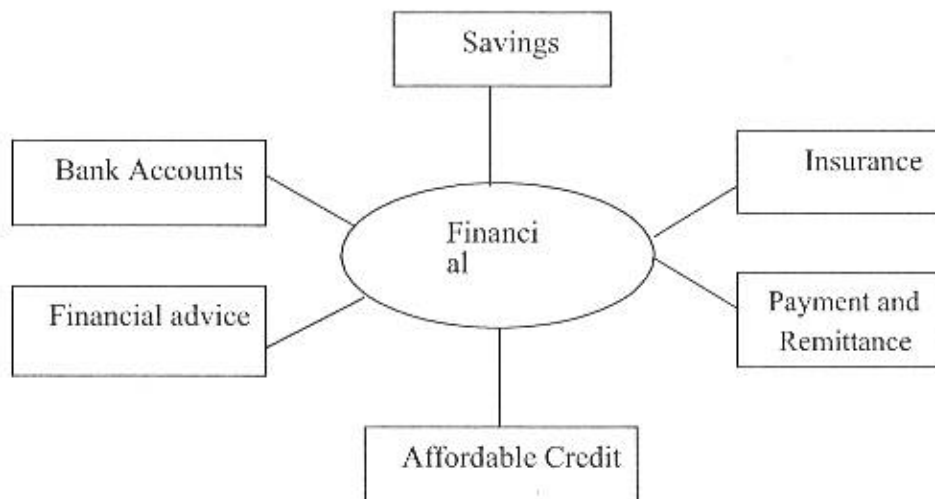
Credit is an important in the lives of the rural poor in a developing economy. Faced with a weak social security system to fall back upon, landless or near-land-less rural population is forced to depend upon credit for its livelihood. The low economic growth of these countries was perceived to be due to the lack of low capital resources, especially in the rural areas. A vicious cycle of low capital, low productivity, low incomes, low savings and consequently, a weak capital base was perceived to be operating, perpetuating a permanent poverty syndrome. Therefore the main challenge before developing countries like India is to provide financial services and credit to the poor so that poor emerges out of the poverty syndrome through meaningful income generating activities. It was this understanding that led various developing countries to make credit as an integral part of their poverty alleviation programmes. The conception and implementation of such programmes more often based on the broad principles of social banking helped several developing countries including India. Social banking is described as "the elevation of the entitlements of previously disadvantaged groups to formal credit even if this may entail a weakening of the conventional banking practices" [Copestake et al1984]. In India After nationalization of commercial banks in 1969, a number of programmes have been designed specially to enlarge the flow of credit to the poor. The government (state) adopted the direct lending programmes, development of credit institutions such as Regional Rural Banks (RRBs) and Integrated Rural Development Programme (IRDP), a credit based poverty alleviation programme implemented through Commercial Banks. Later TRYSEM, DWCRA, SITRA and GKY which came into existence one of after another and viewed as independent programmes, resulting in a lack of coordination and linkages. Taking into all the strengths and weakness of above programmes, a single self-employment program SGSY on 1.4.99 which offers perfect balance -between credit and subsidy. The focus of this program is towards micro- enterprises and involvement of SHGs. Women form a crucial part of human resource. Unless this section of population is given opportunities to prove their capabilities, the development would be imperfect. Women form a vital part of the Indian economy, who constitute 1/3rd of the labour force, and primary members contributing in the survival of the family. Women are the backbone of the agriculture sector, comprising the majority of agricultural labourers in India. In order to alleviate rural poverty, easy access to micro credit for development and promotion of micro enterprises and income generation activities is imperative. Keeping in view, SHG based micro financing programs and projects have implemented in India. Government of India has also implemented rural women's development projects known as Swashakti and Swayamsiddha, which envisage SHG based micro financing for empowerment of rural poor women. In order to address issues of development, a large number of women focused schemes have been promoted. Swaran Jayanti Gram Swarozgar Yojana, Swashakti, Swayamsiddha Programme and micro financing schemes of Rashtriya Mahila Kosh were launched by the Government of India to address issues of women's economic empowerment. Sustainable socio-economic development of rural poor has been one of the top priorities of government both at Centre and at State.

Swashakti and Swayamsiddha Projects are the two major projects which emphasis on formation of Women SHGs and their strengthening, bank linkages and convergence of ongoing development programmes. Though, these projects are being implemented by Central and various state governments, involving a large number of stakeholders, the performance and functioning of these projects is being affected by several socio-cultural and administrative factors. In this situation, these programmes need special focus for their review and examining the emerging problems, constraints and challenges for evolving out effective strategies to resolve them and also ensure effective and efficient functioning of micro credit programmes in India which aim empowering rural women. Against this backdrop, the present study purports to review the implementation of

Swayamsiddha and Swashakti projects in the selected states and examining the functioning of these programmes as well as assessing their impact on socio-economic status of rural women. Coming to the Karnataka, between 1984 and 1985, MYRADA, a non-governmental organization engaged in rural development, promoted genesis of the first SHGs, referred as Credit Management Groups, with a focus on the management of credit. In 1990s, IFAD, with world bank collaboration and in partnership with the Government of India and six state governments, including Karnataka, launched a similar programme titled Swashakti. This experience encouraged Karnataka to launch a state-wide programme called Sthree Shakthi (Women's Power), based on the SHG strategy. It is obvious that, the SHG concept was planned and implemented as a superior strategy for lending Micro Credit, eradication of poverty and development of women in the state.

II. FINANCIAL INCLUSION AND MICRO CREDIT

Policies of the current phase of financial liberalization had an immediate, direct, and dramatic effect on rural credit. There has been a contraction in rural banking in general and in priority sector lending and preferential lending to the poor in particular. The current Phase of financial liberalization popularized the concept of financial inclusion in India as a channel to "provide thrift, credit and other financial services and products of very small amounts to the poor enabling them to raise their income levels and improve living standards".



Source – Report of the committee on financial inclusion

"Financial inclusion may be defined as the process of ensuring access to financial services and timely and adequate credit where needed by vulnerable groups such as weaker sections and low income groups at an affordable cost."

The essence of financial inclusion is lying in the statement that "the future lies with those companies who see the poor as their customers", stated by C K Prahalad in his book "Fortune at the Bottom of the Pyramid". It is trying to ensure that a range of appropriate financial services is available to every individual and enabling them to understand and access those services. Apart from the regular form of financial intermediation, it may include a basic no frills banking account for making and receiving payments, a savings product suited to the pattern of cash flows of a poor household, money transfer facilities, small loans and overdrafts for productive, personal and other purposes, insurance (life and non-life), etc. Micro finance and micro credit have been recognized for their significant role in poverty reduction by creating self-employment opportunities, supplementing agricultural income, linking agricultural households to local markets through the sale and exchange of products and providing a source of employment for household members where wage employment is scarce as well as empowerment of women gender.

The characteristic features of micro-credit operations are small loans to poor households in rural and urban areas for income generation through self-employment. Micro-credit institutions may also provide facilities for savings and other financial services. Micro-credit, as discussed in the international literature, is associated with the following recurring empirical features:



Government of Karnataka
Department of Collegiate Education
L.D.S.G. Government College
(Accredited by NAAC with B++ grade, Affiliated to Kuvempu University)
Chikkamagaluru, Karnataka 577102



One Day National Seminar on
**INTEGRATED FINANCIAL
SECTOR REFORMS IN
INDIA**

ISBN 978-93-84698-67-6

Sponsored by:
ICSSR SRC, Ministry of HRD-Government of India

18th August 2018

Editors
Dr. K. M. Jagadeesha



www.insc.in

***INTEGRATED FINANCIAL SECTOR
REFORMS IN INDIA***

Editor

Dr. K. M. Jagadeesha
Dept. of P.G Studies in Commerce
IDSG Govt. College
Chikkamagaluru

Editorial Board

Prof. T. C. Basavaraja
Prof. Maruthi S M
Prof. Prashanthkumar K N
Prof. Sampath Kumar. Y. G
Dr. Hanumanthappa Makari.

ISBN: 978-93-84698-67-6

This work is subjected to copyright. All rights are reserved by the publisher, whether the whole or part of the content is concerned, and the rights of translation, reprinting, reuse of illustrations, recitation, and information storage by dissimilar methodology now known or hereafter developed.

The publisher, author and the editors are safe to assume that the advice and information in this proceeding are believed to be true and accurate at the date of publication. Neither the publisher nor the authors or the editor's give warranty, with respect to the material contained in the proceeding or any errors or omissions that may have been made.

Institute for Exploring Advances in Engineering (*IEAE*), www.ieae.in

GST a Game Changer and its impact on Online Purchasers with Reference to Bengaluru City–A Study

Mr. Vinith HP MBA, (Ph.D)

Asst. Professor

Dept. of MBA

AIT, Chikkamagaluru

Mob: 9481835100

Ph.no:08262-221022

vinithhpmba.ait@gmail.com

Abstract

GST is a single indirect tax for the whole nation, one which will make India a unified common market. It is a single tax on the supply of goods and services, right from the manufacturer to the consumer. Under GST, the government has fixed GST rates on 1,211 goods and 500 services in the range of 5 to 28 per cent. Therefore to identify the impact of GST over online purchasers, the research title was developed and the survey was done with the objectives to know the level of awareness the online purchasers have towards GST, and further study the impact of GST on Online Purchasers & there Purchase Intention. Some of the major findings are 83% of the respondents agree that, there is a general increase in Tax rates of products after implementation of GST, 72% of the respondents strongly agree that, return of products is complicated after implementation of GST, 73% of respondents strongly agree that, Cancellation of products purchased online is difficult after implementation of GST, 98% of respondents strongly agree that the product delivery is much faster. With the findings finally it is concluded that GST has a greater impact on online purchasers despite of this there is a greater scope for E-Retailing in future.

Key Words- GST (Goods & Services Tax), **Electronic Retailing**, Online Purchasers

|| Jai Sri Gurudev ||
Sri Adichunchanagiri Shikshana Trust ^(R)

One Day National Conference
On
“Emerging Trends in
Business & Economy”
Friday, 22nd June 2018



Organized by

P G Department of Management Studies

Adichunchanagiri Institute of Technology
Chikkamagaluru-577102

Editors

Dr. Prakash Rao K S
Mr. Vinith H P

First Impression: 2018

Proceedings of One Day National Conference on Emerging Trends in Business & Economy organized by P G Department of Management Studies, Adichunchanagiri Institute of Technology, Chikkamagaluru, Karnataka

© IEAE

No part of this publication may be reproduced or transmitted in any form by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from the copyright owners.

DISCLAIMER

The authors are solely responsible for the contents of the papers compiled in this volume. The publishers or editors do not take any responsibility for the same in any manner. Errors, if any, are purely unintentional and readers are requested to communicate such errors to the editors or publishers to avoid discrepancies in future.

ISBN: 978-93-84698-56-0

Publishing by
IEAE PUBLISHING HOUSE
Tel.: +91-8861518868
E-mail: info@ieae.in

Typeset by
Pushpagiri Publishing Services,
Chikkamagluru – 577102

Preface

One day National Conference on “Emerging Trends in Business & Economy” is organised by P G Department of Management Studies of Adichunchanagiri Institute of Technology, Chikkamagaluru. The sole objective of this conference is to share a common platform for Research Scholars, academicians, industry experts & P G students to share their ideas, thoughts, research findings etc.

The present decade of 21 century, is characterized by intense competition and dynamic changes in the business world & economies. Understanding the nature of global trends has never been more important ever before. Business concerns and companies across the world are attempting to grapple with the changing business environment and it is realized that executing an existing strategy may no longer be enough. Businesses and economies need to think more deeply about the opportunities and risks presented by evolving trends and chart a roadmap to success. In the above context one day national conference is organised, the discussions & presentations on the current trends were undertaken that will shape the future of business & economy.

The themes of the conference are related to Financial Management, Economy, Human Resource Management, Marketing and General Management. All the papers published are reviewed by subject experts. The Review committee members reviewed the papers and gave their valuable suggestions at various stages. We express our profound gratitude to all members.

The editors acknowledge the cooperation and support received from all the contributory authors. This conference has been successful in attracting participants from various parts of India.

We are extremely thankful and place our guidance to the Management, Teaching, and Non -Teaching Fraternity and Students of AIT whose constant support has encouraged us at every phase of this conference.

Editors



Dr. Prakasha Rao K.S.

**Head, PG Department of Management Studies
Conference Chair, NCETBE 2018**

Message

Undoubtedly, globalised Economies and diversified business houses have fundamentally transformed our society in recent decades. The pace of change in various sectors of economy is very much progressive and exploring new horizons. However, the major transformation is likely to be due to the key public policy decisions like Inclusive development, Demonetization, GST, Make-in-India, start-up India etc., with profound impact on many sectors of our economy, and the potential to lead to new paradigms in manufacturing, services and infrastructure development. The delegates in NCETBE-2018 will discuss and present implications of new economic policies and next generation business models. A diverse range of topics in the areas of Economy, Finance, Accounting, Marketing, Human Resources, and General management are featured in the conference. Organization of a conference would not be possible without the dedicated efforts of many individuals. The NCETIBE-2018 is indebted to all the stakeholders, and volunteers who worked tirelessly to ensure the best quality experience for the delegates during their valuable time with us. Finally, I would like to thank our sponsors, and supporters for their contribution to the conference.

|| Jai Sri Gurudev ||
Sri Adichunchanagiri Shikshana Trust^(R)

One Day National Conference
On
“Emerging Trends in
Business & Economy”
Friday, 22nd June 2018



Organized by

P G Department of Management Studies

Adichunchanagiri Institute of Technology
Chikkamagaluru-577102

Editors

Dr. Prakash Rao K S

Mr. Vinith H P

First Impression: 2018

Proceedings of One Day National Conference on Emerging Trends in Business & Economy organized by P G Department of Management Studies, Adichunchanagiri Institute of Technology, Chikkamagaluru, Karnataka

© IEAE

No part of this publication may be reproduced or transmitted in any form by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from the copyright owners.

DISCLAIMER

The authors are solely responsible for the contents of the papers compiled in this volume. The publishers or editors do not take any responsibility for the same in any manner. Errors, if any, are purely unintentional and readers are requested to communicate such errors to the editors or publishers to avoid discrepancies in future.

ISBN: 978-93-84698-56-0

Publishing by
IEAE PUBLISHING HOUSE
Tel.: +91-8861518868
E-mail: info@ieae.in

Typeset by
Pushpagiri Publishing Services,
Chikkamagaluru – 577102

Preface

One day National Conference on “Emerging Trends in Business & Economy” is organised by P G Department of Management Studies of Adichunchanagiri Institute of Technology, Chikkamagaluru. The sole objective of this conference is to share a common platform for Research Scholars, academicians, industry experts & P G students to share their ideas, thoughts, research findings etc.

The present decade of 21 century, is characterized by intense competition and dynamic changes in the business world & economies. Understanding the nature of global trends has never been more important ever before. Business concerns and companies across the world are attempting to grapple with the changing business environment and it is realized that executing an existing strategy may no longer be enough. Businesses and economies need to think more deeply about the opportunities and risks presented by evolving trends and chart a roadmap to success. In the above context one day national conference is organised, the discussions & presentations on the current trends were undertaken that will shape the future of business & economy.

The themes of the conference are related to Financial Management, Economy, Human Resource Management, Marketing and General Management. All the papers published are reviewed by subject experts. The Review committee members reviewed the papers and gave their valuable suggestions at various stages. We express our profound gratitude to all members.

The editors acknowledge the cooperation and support received from all the contributory authors. This conference has been successful in attracting participants from various parts of India.

We are extremely thankful and place our guidance to the Management, Teaching, and Non -Teaching Fraternity and Students of AIT whose constant support has encouraged us at every phase of this conference.

Editors



Vinith HP
Assistant Professor,
PG Department of Management Studies
Conference Convener, NCETBE 2018

Message

On behalf of AIT, I extend a very warm welcome to all the delegates and participants for the National Conference on the subject “Emerging Trends in Business and Economy”. The Conference aims to bring different ideologies under one roof and provide opportunities to exchange ideas face to face, to establish research relations and to find global partners for future collaboration. The themes and sub-themes for this conference are indicative of relevant research areas to give the prospective authors innovative prepositions about the ambit of discussion.

I on behalf of Organizing Committee & Adichunchanagiri Institute of Technology, Chikkamagaluru sincerely place a record admiration and awe deep sense of gratitude to all Delegates, Resource Persons, Advisory Board Members, Chairpersons, and Participants.

We remain grateful to Management of Adichunchanagiri Shikshana Trust @, Adichunchanagiri Institute of Technology, and our esteemed Sponsors for the administrative, financial & moral support in organizing national conference and enable it to reach summit.



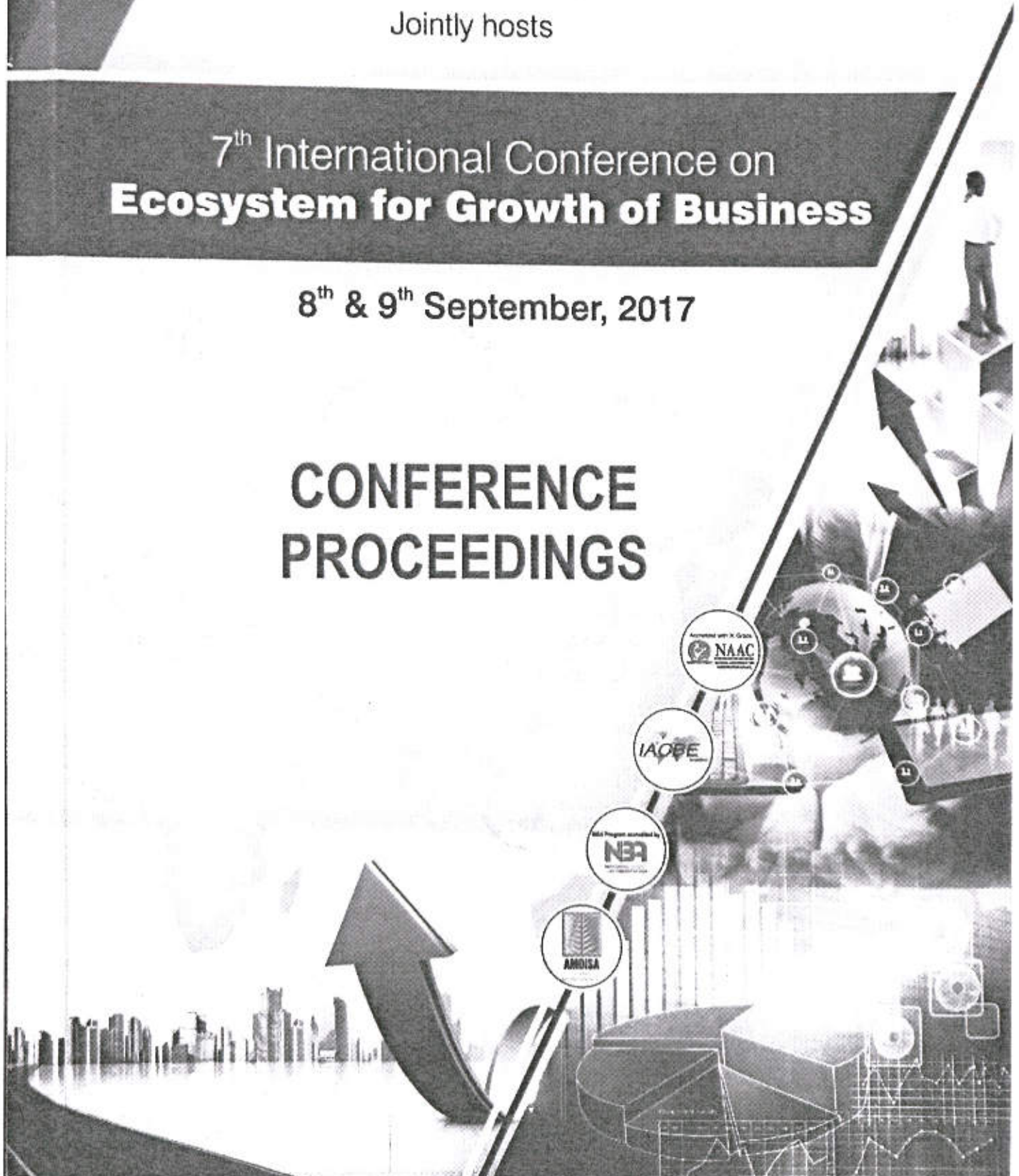
**ACHARYA BANGALORE B-SCHOOL
&
ACHARYA ACADEMY OF MANAGEMENT STUDIES**

Jointly hosts

7th International Conference on
Ecosystem for Growth of Business

8th & 9th September, 2017

**CONFERENCE
PROCEEDINGS**



39.	Role of Flexible Working Arrangements in facilitating participation of women in workforce in India - Paramita Roy
40.	Are Indian Companies adding Economic Value to their Owners? Cases of Automobiles, Metal, Media and Telecom Sectors - Priyanka Goyal
41.	Awareness & Preferences of Customers towards Online Grocery Retailing with reference to Bengaluru City - Vinith H P
42.	Micro Women Entrepreneurs: Voice of the voiceless -Ms. Usha Rani M R
43.	Assessing the Role of Marketing mix in International Shipping Services: 8 P's in Ethiopian Context- Dr. Aravind Soudikar
44.	Financial Ecosystem And Its Effect In State Bank Of India - Mrs. Nayana N
45.	An Empirical Study To Analyze The Impact Of Disruptive Business Innovation On The ROI Of Select Indian ICT-NI-SP - Sanjay Navin
46.	A Study on the corporate social and environmental practices followed by select industries with respect to Bengaluru district - Ms. Selvi Satyanarayanan
47.	Indian Health Care And Insurance Industry On The Eco-System Of A Digital Transformation- Amruthamma
48.	Customer Perceived Value And Preference Towards Online Retail Websites - Dr. K R Swaroop
49.	A study on Reengineering in Micro Health Insurance Industry as an Enabler in the Health Care Eco System - Dr Vijaya BhaskarKolur
50.	Talent Management- The path to organizational growth - Pallavi B
51.	Patient Safety: The Role Of Human Factors and Eco-Systems Engineering - Dr. Arun
52.	A Study on Digital Platform will Impact the Entire Ecosystem of the Banking Industry - Ms. Rajini
53.	Performance Appraisal in Medicon Leather pvt.ltd - A Case Study - Veena Kumari
54.	A Comparative study on Entrepreneurial Urge in Technical and Management students of select Colleges in Mysuru city - Ms. Zareen Ummer
55.	A Meticulous investigation on the power of Perceived Training Quality near training on Training and Development in Indian IT/ ITES Industry - Ajith Sundaram
56.	Long Run Co-movement between Macroeconomic Indicators and IT Index: A Study on Indian Equity Market - Dr. Dippi Verma

Awareness & Preferences of Customers towards Online Grocery Retailing with Reference to Bengaluru City 41

Mr. Vinith HP, Assistant Professor, Department of MBA, AIT, Chikkamagaluru. vinithhpmba.ait@gmail.com; Mobile: 9481835110
Dr. Shrinivas R. Patil, Professor & Director, IEMS-B School, Hubli. shriji.patil@gmail.com; Mobile: 9990475413

Abstract

The Change is inevitable. Everything in the world is changing except the change itself. Retailing is one sector which is facing the war of change. This sector is poised for takeoff along a new trajectory with modernization, customization and organization (i.e., transformation from unorganized to organized sector). E-retailing is reshaping in many aspects of the business and the social life. Online Grocery Retailing refers to grocery store that allows private individuals and businesses to purchase groceries and grocery products online. This study will try to describe the awareness and preferences of Online Grocery purchasers' in Bangalore City., In order to achieve this, the following objectives are framed like to know the awareness of Customers towards Online Grocery Retailing ,to identify the Preferences of Online Grocery Purchasers and some of the major findings are as follows 72% of the respondents are aware of Online Grocery Retailing between the period of 1 to 2years, 70% of respondents are aware of Online Grocery Retailing services through advertisement, 64% of respondents agree that Online Grocery Retailing services are more complicated & risky than the traditional retailing, 92% of the respondents want continue with Online Purchase in future.

Keywords: E-Commerce, Online Grocery Retailing, Online Grocery Purchasers

C. T. Jayadeva
Dr. C. T. JAYADEVA
Principal B.E.,M.Tech.,Ph.D.

Adichunchanagiri Institute of Technolog
CHIKKAMAGALURU-577102