

Name of the Faculty Member:	Prof. Anju Verma
Name of Activity:	Simulated Market
Name of Course/PAPER:	Managerial Economics
Semester:	I

Brief Description

Participants: Three Groups (Market, Customers and Observers)

Market: A group of 3-4 students who would act as market players. A total of 4-5 market players would comprise market.

Customers/Buyers: A total of 10-12 students would behave like customers.

Observers: A total of 3-5 students would be the observers and observe the behavior of market and customers.

Objective and Brief Description: The basic objective of this activity is to make management students understand about the strategies played by market to attract and persuade the customers. The students would understand the various concepts of managerial economics in a very easy and interesting way like the concept of demand, supply, price discrimination, monopoly, monopolistic etc. The students who would behave as market are asked to analyse the behavior of competitors and customers. They are also asked to make their strategies to penetrate the market (if they are new) or to maintain their existence by attracting the new customers and persuade their existing customers. The customers, on the other hand are asked to visit market for making their purchasing. They are also asked to bargain. The market is restricted with supply and customers are restricted with income so that their rational behavior is to be maximized. Observers are asked to analyse the behaviour of both (market and customers).