



[References]

Ordinal Utility Approach

Subject:	Business Economics
Course:	B. A., 1st Semester, Undergraduate
Paper No. & Title:	Paper – 101 Microeconomics – I
Unit No. & Title:	Unit – 2 Consumer Demand: Ordinal Utility Approach
Lecture No. & Title:	Lecture – 2 Consumer Demand: Ordinal Utility Approach

References

Books

- N. Gregory Mankiw (2012). "Principles of Economics", Cengage Learning India Private Ltd, New Delhi.
- H. L. Ahuja (2009). "Modern Microeconomics – Theory and Applications", S. Chand & Company Ltd, New Delhi.
- S H Agarwala (2008). "Microeconomic Theory and Applications", Excel Books, New Delhi.

Links

- <http://www.yourarticlelibrary.com/economics/the-uses-or-application-of-indifference-curve-analysis-economics/10722/>
- <http://www.economicdiscussion.net/cardinal-utility-analysis/4-assumptions-to-explain-the-equilibrium-of-the-consumer-with-curve-diagram/984>
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