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It is certified that the work contained in the thesis titled “**Determining Pricing and Lot-Sizing Policies under Promotional Expense for some Veblen Products**” by **Amit Ambar Gupta** (Roll No.: 15101001) has been carried out under my/our supervision and that this work has not been submitted elsewhere for a degree.

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LIST OF SYMBOLS USED

α	Maximum additional sales price from product promotion (\$)
β	Additional sales price and promotional expense elasticity
γ	Scale parameter used in defining relationship between additional sales price and product advertisement expense
θ	Shape parameter used in defining relationship between additional sales price and product advertisement expense ($0 < \theta < 1$)
η	Advertisement scale parameter for defining relationship between demand and advertisement expense
δ	Advertisement elasticity for defining relationship between demand and advertisement expense
$\rho(B)$	Additional realizable selling price per unit as a function of expense (B) on product promotion (\$)
A	Ordering cost per order (\$ per order)
B	Advertisement expense (\$)
C	Annual purchasing cost (\$/year)
H	Annual holding cost (\$/year)
O	Annual ordering cost (\$/year)
P	Realisable selling price per unit before promotion (\$/unit)
Q	Lot size (units)
R	Annual revenue (\$/year)
T	Cycle time in year (year)
$D(P)$	Annual demand at selling price P without any promotion (units/year)
$D(B)$	Annual demand due to advertisement effect (units/year)
C_P	Unit purchasing cost (\$)
h_r	Holding cost per monetary unit for a year for the product (\$/\$-year)
T_P	Annual profit (\$)