



# ***Quantitative Techniques for Management***

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**Genre :** The book has been written primarily to meet the requirements of Bachelor of Business Administration (B.B.A.) of various Indian Universities Under Choice Based Credit System (CBCS).

**Title and Key Features :** The title of the book is "Quantitative Techniques for Management". The important concepts have been given in the text book. The list of figures, tables and charts are also provided. At the end of the each chapter, the theoretical questions and Multiple Choice Questions have been provided with answers.

**Organisation of the Book :** The book under review has been organized into eleven chapters. The first chapter of the book i.e. the "Introduction to OR" provides some of the areas of management decision making where the tools and techniques of Operation Research are applied.

The second chapter "Linear Programming" is a mathematical programming technique to optimize performance.

The Third Chapter is of Transportation Problem.

The Fourth Chapter discusses assignment problem.

The Chapters five "Game Theory" is about competitive situation which is seen in business economies and science.

The Chapter six is of Network Analysis, PERT and CPM, PERT is a statistical techniques and a decision making tool.

In chapter seven of the book, "Decision Theory and Decision Tree" a process of choosing a course of action of several alternative courses for the purpose of achieving a goal or goals is given.

In Chapter eight and nine, "Simulation and Markov Process", the system's performance is measured through the process of simulation is discussed.

The language of the book is easy to understand. References have to be provided at the end of the each chapter.