

MANAGERIAL ECONOMICS LECTURE NOTES MBA Ebook

Managerial Economics Lecture Notes MBA

In the highly competitive and dynamic world of business, managerial economics serves as a vital discipline that bridges the gap between economic theory and managerial practice. For MBA students, comprehensive lecture notes on managerial economics are essential for understanding how economic principles can be applied to solve real-world managerial problems, optimize decision-making, and enhance organizational performance. These notes encapsulate core concepts, analytical tools, and practical approaches that are crucial for developing strategic insights and making informed managerial decisions.

Introduction to Managerial Economics

Definition and Scope

Managerial economics is the application of economic theories and concepts to business management. It involves analyzing various economic variables and factors to make rational decisions aimed at achieving organizational goals such as profit maximization, cost minimization, and market share expansion.

Key aspects include:

- Decision-making under uncertainty
- Resource allocation
- Market analysis and forecasting
- Pricing strategies
- Profit management

Importance of Managerial Economics in MBA

Understanding managerial economics enables MBA students to:

- Apply economic principles to managerial problems
- Develop strategic plans based on market analysis

- Forecast economic trends affecting the business environment
- Make rational pricing and investment decisions
- Enhance organizational efficiency and profitability

Fundamental Concepts in Managerial Economics

Demand Analysis and Elasticity

Demand analysis forms the foundation for many managerial decisions. It involves studying the consumer's willingness to buy products at various prices.

Key points include:

- Law of demand: inverse relationship between price and quantity demanded
- Determinants of demand: consumer income, tastes, prices of related goods
- Elasticity of demand: measures responsiveness of quantity demanded to price changes

Understanding demand elasticity helps managers:

- Set optimal prices
- Forecast sales under different pricing strategies
- Assess the impact of market changes on demand

Cost Analysis and Cost Concepts

Cost analysis is essential for controlling expenses and maximizing profits.

Major cost concepts:

- Fixed costs: do not change with output level
- Variable costs: vary directly with production
- Total costs: sum of fixed and variable costs
- Average costs: per-unit costs
- Marginal costs: cost of producing one additional unit

Managers utilize cost analysis to:

- Determine the most cost-efficient level of production
- Implement cost-cutting measures
- Decide on product pricing and output levels

Market Structures and Business Environment

Understanding different market structures helps managers formulate competitive strategies.

Main types include:

- Perfect Competition: many buyers and sellers, homogeneous products
- Monopoly: single seller dominates the market
- Monopolistic Competition: many firms with differentiated products
- Oligopoly: few firms dominate, with interdependent decision-making

Each structure influences pricing, marketing, and strategic planning differently.

Decision-Making Techniques in Managerial Economics

Optimization and Marginal Analysis

Optimization involves selecting the best alternative to maximize or minimize objectives such as profit, cost, or utility.

Key principles:

- Marginal analysis: comparing marginal benefits and marginal costs
- Equilibrium conditions: where marginal benefit equals marginal cost

Applications:

- Determining optimal output levels
- Pricing strategies to maximize revenue
- Resource allocation for efficiency

Forecasting and Demand Estimation

Accurate forecasting aids in strategic planning and risk management.

Methods include:

- Qualitative techniques: expert judgment, market research
- Quantitative techniques: time series analysis, regression analysis

Using these methods, managers can predict future sales, costs, and market trends to make proactive decisions.

Break-even Analysis

Break-even analysis helps determine the level of sales at which total revenues equal total costs, indicating no profit or loss.

Steps:

- Calculate fixed costs and variable costs per unit
- Determine contribution margin per unit
- Compute break-even point: Fixed costs divided by contribution margin

This analysis guides decisions related to pricing, production levels, and market entry.

Pricing Strategies and Profit Planning

Pricing Techniques

Effective pricing is vital for competitiveness and profitability.

Common strategies:

- Cost-plus pricing: adding a markup to cost
- Demand-based pricing: based on consumer willingness to pay
- Penetration pricing: low initial price to gain market share
- Skimming pricing: high initial price targeting early adopters
- Competitive pricing: setting prices based on competitors

Profit Planning and Control

Profit planning involves setting revenue and expense targets aligned with organizational goals.

Steps:

- Forecast sales and revenues
- Estimate costs and expenses
- Develop budgets and financial plans
- Monitor performance and variances

This process ensures that managerial decisions contribute to sustained profitability.

Application of Managerial Economics in Business Decisions

Production and Operations Decisions

Deciding optimal output levels and resource utilization.

Considerations:

- Analyzing production functions
- Applying cost-volume-profit analysis
- Managing capacity and technology choices

Investment and Capital Budgeting

Assessing investment opportunities using techniques like:

- Net Present Value (NPV)
- Internal Rate of Return (IRR)
- Payback period

These tools help evaluate the profitability and risk of new projects.

Market Analysis and Competitive Strategy

Understanding market dynamics enables managers to:

- Identify target markets
- Develop competitive advantages

- Formulate entry and expansion strategies

Conclusion

Managerial economics lecture notes for MBA students provide an essential foundation for strategic decision-making in business. By mastering demand analysis, cost concepts, market structures, and decision-making tools, students can develop the analytical skills needed to navigate complex economic environments effectively. These notes serve as a comprehensive resource, equipping future managers with the knowledge and insights necessary to optimize organizational performance and achieve sustainable growth in a competitive marketplace. Regular study and application of these principles will reinforce understanding and enhance managerial effectiveness, ultimately contributing to successful business leadership.

Managerial Economics Lecture Notes MBA: A Comprehensive Guide for Future Business Leaders

In the realm of business education, managerial economics lecture notes MBA serve as an essential foundation for aspiring managers and entrepreneurs. These notes distill complex economic theories and principles into practical insights that help managers make informed decisions, optimize resources, and strategize effectively in dynamic market environments. Whether you're a student preparing for exams or a professional seeking to reinforce your understanding, a well-structured set of lecture notes can be invaluable. This article offers an in-depth exploration of core concepts, practical applications, and strategic insights rooted in managerial economics tailored specifically for MBA students.

Understanding Managerial Economics: The Bridge Between Economics and Management

What Is Managerial Economics?

At its core, managerial economics is the application of economic theory and tools to business management. It aims to analyze and interpret economic data to facilitate decision-making, planning, and control within organizations. Unlike pure economics, which often focuses on broader societal issues, managerial economics zeroes in on the microeconomic factors affecting individual firms.

Why Is It Essential for MBA Students?

MBA students equipped with managerial economics knowledge are better prepared to:

- Analyze market structures and demand patterns
- Price products and services effectively
- Optimize resource allocation

- Forecast economic trends impacting their industries
- Make strategic decisions grounded in economic rationale

Core Topics Covered in MBA Managerial Economics Lecture Notes

- Demand and Supply Analysis

Fundamental Concepts

Demand and supply are the pillars of microeconomics and are critical for managerial decision-making.

- Law of Demand: As the price of a good increases, the quantity demanded decreases, ceteris paribus.
- Law of Supply: As the price of a good increases, the quantity supplied also increases.

Demand Elasticity

Understanding how sensitive demand is to price changes is vital.

- Price elasticity of demand
- Income elasticity
- Cross elasticity

Applications in MBA:

- Pricing strategies
- Revenue forecasts
- Market entry decisions

- Production and Cost Analysis

Types of Costs

- Fixed costs

- Variable costs
- Total, average, and marginal costs

Production Functions

- Short-run vs. long-run production
- Law of diminishing returns

Strategic Insights:

- Cost minimization
- Economies of scale
- Break-even analysis

- Market Structures

Understanding different market forms helps managers craft competitive strategies.

- Perfect competition
- Monopoly
- Monopolistic competition
- Oligopoly

Implications for Managers:

- Pricing power
 - Product differentiation
 - Entry and exit barriers
-
- Pricing Strategies

Pricing decisions are central to profitability.

- Cost-based pricing

- Value-based pricing
- Penetration pricing
- Price skimming

MBA Focus:

- Dynamic pricing models
- Price discrimination

- Profit Management and Optimization

- Profit maximization rules
- Break-even analysis
- Marginal analysis

Applying Managerial Economics in Business Decisions

Strategic Planning

Managerial economics provides tools for forecasting future market conditions and aligning business strategies accordingly. For example, demand forecasting helps in inventory planning and production scheduling.

Pricing Decisions

Understanding elasticity and market structure guides optimal pricing. For instance:

- In highly elastic markets, small price reductions can significantly boost sales.
- Monopolistic firms might leverage product differentiation for premium pricing.

Cost Control and Efficiency

Analyzing cost behavior enables managers to identify inefficiencies and areas for cost reduction, improving overall profitability.

Risk Analysis and Uncertainty Management

Quantitative models, such as decision trees and sensitivity analysis, help managers evaluate risks associated with various strategic options.

Strategic Frameworks and Models from Managerial Economics

The Keynesian Cross Model

Used for understanding income and expenditure relationships, helping in macroeconomic planning.

The Break-Even Analysis

Calculates the sales volume at which total revenues equal total costs, guiding sales targets and pricing.

The Firm's Profit Maximization Model

Employs marginal revenue and marginal cost analysis to identify the optimal output level.

Game Theory

Analyzes competitive interactions, especially in oligopolistic markets, to anticipate competitor moves and formulate strategic responses.

Practical Tips for MBA Students: How to Make the Most of Your Lecture Notes

- Regular Review: Consistency helps reinforce concepts.
- Practice Problems: Apply theories to real-world scenarios.
- Case Studies: Analyze business cases to understand application.
- Group Discussions: Collaborate to deepen understanding.
- Update Notes: Incorporate current economic trends and data.

Conclusion: The Strategic Edge Gained from Managerial Economics

Mastering managerial economics lecture notes MBA equips future managers with analytical tools necessary for making sound business decisions. From demand analysis to strategic pricing and cost management, these concepts form the backbone of effective management practice. As markets evolve with technological advancements and globalization, the ability to interpret economic data and apply economic principles becomes increasingly vital for success. By integrating these insights into their strategic toolkit, MBA students can elevate their decision-making capabilities, foster innovation, and lead organizations toward sustainable growth.

Embark on your MBA journey with a solid grasp of managerial economics, and unlock the strategic insights that can transform your managerial effectiveness and business acumen.

Question What are the key topics covered in managerial economics lecture notes for MBA students? The lecture notes typically cover topics such as demand and supply analysis, production and cost theory, market structures, pricing strategies, elasticity, profit maximization, and decision-making under uncertainty. How can MBA students effectively utilize managerial economics lecture notes for exam preparation? Students should review key concepts, practice solving problems, understand real-world applications, and summarize notes to reinforce understanding, ensuring they grasp both theory and practical implications for exams. What are the benefits of studying managerial economics during an MBA program? Studying managerial economics helps MBA students develop analytical skills, understand market dynamics, make informed managerial decisions, and apply economic principles to solve business problems effectively. Are there any recommended resources or textbooks that complement MBA managerial economics lecture notes? Yes, popular textbooks include 'Managerial Economics' by William F. Samuelson and Stephen G. Marks, 'Managerial Economics' by Paul G. Keat and Philip K. Y. Wong, and online resources like MIT OpenCourseWare and Khan Academy. How do managerial economics lecture notes help in understanding market behavior and decision-making? They provide foundational concepts and frameworks to analyze market dynamics, consumer and firm behavior, and strategic decision-making, enabling students to apply economic reasoning to managerial choices. What are common challenges students face when studying managerial economics in an MBA program? Students often struggle with complex models, mathematical aspects, applying theory to practical situations, and integrating concepts across different topics in a cohesive manner. How can MBA students improve their comprehension of complex topics in managerial economics lecture notes? Students can improve understanding by engaging in active learning, participating in discussions, seeking clarification from instructors, using supplementary resources, and practicing problem-solving regularly.

Related keywords: managerial economics, MBA lecture notes, business economics, managerial decision-making, microeconomics for managers, economic analysis, managerial finance, strategic management, economic theory, MBA coursework

tally erp inventory notes

tally erp inventory notes are an essential resource for businesses and accounting professionals who utilize Tally ERP software to manage their inventory processes effectively. Understanding how to navigate, utilize, and optimize inventory notes within Tally ERP can significantly enhance inventory control, streamline operations, and ensure accurate reporting. Whether you are a beginner

or an experienced user, having comprehensive notes and guidelines can make your inventory management smoother and more efficient. In this article, we will explore the key aspects of Tally ERP inventory notes, covering fundamental concepts, features, best practices, and troubleshooting tips to help you make the most of this powerful tool.

Understanding Tally ERP Inventory Notes

What Are Inventory Notes in Tally ERP?

Inventory notes in Tally ERP are annotations or remarks that users can attach to specific inventory transactions, stock items, or stock groups. These notes serve as a way to document additional information, special instructions, or relevant details that are not captured in standard transaction entries. They are particularly useful for internal communication, audit trails, or clarifying particular inventory movements.

Key Purposes of Inventory Notes

- Providing additional context to transactions
- Documenting reasons for stock adjustments or discrepancies
- Noting special handling instructions
- Facilitating internal communication among team members
- Ensuring audit compliance and traceability

How to Create and Use Inventory Notes in Tally ERP

Adding Inventory Notes to Transactions

To add inventory notes to a transaction in Tally ERP, follow these steps:

- Open the transaction voucher (e.g., Stock Journal, Purchase, Sales)
- Navigate to the particular line item or entry where you want to add notes
- Look for the ?Narration? or ?Remarks? field associated with the item or transaction
- Enter your notes or comments relevant to that transaction
- Save the transaction

It's important to ensure that notes are clear, concise, and relevant to facilitate future review or audits.

Attaching Notes to Stock Items or Groups

In addition to transaction-level notes, Tally ERP allows users to add notes directly to stock items or groups:

- Go to Gateway of Tally > Inventory Info.
- Select Stock Items or Stock Groups
- Choose the specific item or group for which you want to add notes
- Press ?Alt+Enter? to view the detailed stock item or group ledger
- Locate the ?Description? or ?Notes? field and enter your notes
- Save your changes

This feature helps in maintaining detailed records for each inventory element.

Managing Inventory Notes Effectively

Best Practices for Using Inventory Notes

To maximize the usefulness of inventory notes, consider the following best practices:

- Be specific and descriptive in your notes to avoid ambiguity
- Use standardized terminology for consistent documentation
- Regularly review and update notes to reflect current information
- Limit the length of notes to keep them concise and readable
- Train staff to understand and utilize notes appropriately

Organizing Inventory Notes for Better Access

Effective organization of notes ensures quick retrieval and clarity:

- Maintain a centralized note-taking system or log for complex or recurrent issues
- Use consistent tags or keywords within notes for easy filtering
- Link notes to relevant transactions or stock items for context
- Regularly audit notes to identify patterns or recurring issues

Benefits of Maintaining Accurate Inventory Notes

Enhanced Inventory Control

Accurate notes help in tracking the history of stock movements, reasons for adjustments, and

special handling instructions. This detailed information improves decision-making and inventory accuracy.

Improved Audit and Compliance

Well-maintained notes provide a clear audit trail, demonstrating transparency and compliance with internal policies and regulatory standards.

Facilitating Communication

Inventory notes serve as a communication tool among team members, ensuring everyone is aware of specific details related to inventory items or transactions.

Reducing Errors and Discrepancies

Clear notes can help identify the root causes of discrepancies, reducing errors in stock counts, valuations, or adjustments.

Common Challenges and Troubleshooting Tips

Challenges in Managing Inventory Notes

- Overly vague or generic notes
- Lack of standardized procedures for note entry
- Difficulty in locating relevant notes during audits
- Notes becoming outdated or irrelevant over time

Tips for Overcoming Challenges

- Establish clear guidelines for note-taking and documentation
- Use templates or predefined formats for consistency
- Regularly review and update notes to ensure accuracy
- Leverage Tally ERP's search and filter features to locate notes efficiently

Advanced Tips for Leveraging Inventory Notes

Integrating Notes with Reports

While Tally ERP does not natively support reporting based solely on inventory notes, users can:

- Export transaction data along with notes to external tools for analysis
- Use custom fields or additional modules for enhanced note tracking

Automating Note Entry

For large-scale operations, consider:

- Using macros or scripts to insert standardized notes during bulk imports
- Configuring user roles and permissions to control who can add or modify notes

Conclusion

Inventory notes in Tally ERP are a vital component of comprehensive inventory management, offering clarity, documentation, and control over stock movements and statuses. By understanding how to create, organize, and utilize these notes effectively, businesses can enhance their operational efficiency, improve audit readiness, and foster better internal communication. Implementing best practices and leveraging the full capabilities of Tally ERP for inventory notes can lead to more accurate inventory tracking, reduced discrepancies, and ultimately, a more streamlined supply chain and accounting process. Whether for small businesses or large enterprises, mastering inventory notes is a step toward more transparent and effective inventory management.

Tally ERP Inventory Notes: An In-Depth Investigation into Inventory Management Features and Best Practices

In the realm of enterprise resource planning (ERP), Tally ERP has emerged as a trusted name, especially among small and medium-sized businesses seeking comprehensive yet user-friendly solutions. Among its core functionalities, inventory management plays a pivotal role in ensuring operational efficiency, stock accuracy, and streamlined supply chain processes. This article provides an in-depth investigation into Tally ERP Inventory Notes, exploring their significance, features, best practices, and how they impact overall inventory management.

Understanding Tally ERP Inventory Notes

At its core, Tally ERP Inventory Notes refer to detailed annotations, documentation, or digital notes associated with inventory items, transactions, or stock movements within the Tally environment. These notes serve as a crucial communication tool for various stakeholders, including inventory managers, warehouse staff, finance teams, and auditors.

Unlike basic inventory records, inventory notes in Tally often include supplementary information such as:

- Specific handling instructions
- Batch or serial number details
- Quality notes
- Inspection comments
- Special storage conditions
- Delivery or receipt remarks

They enhance traceability, transparency, and accuracy in inventory management processes.

The Significance of Inventory Notes in Tally ERP

Effective inventory notes are vital for several reasons:

- Improved Traceability

Notes provide detailed histories of stock items, including movements, damages, or quality issues, enabling quick tracing during audits or disputes.

- Enhanced Communication

They facilitate clear communication across departments, ensuring everyone is aligned on stock conditions and special instructions.

- Regulatory Compliance

Certain industries require meticulous documentation for regulatory audits, and inventory notes help fulfill these requirements.

- Operational Efficiency

By recording specific instructions and remarks, inventory handling becomes more streamlined, reducing errors and delays.

- Data Accuracy and Reporting

Detailed notes contribute to more accurate inventory reports, aiding in better decision-making.

Features of Inventory Notes in Tally ERP

Tally ERP offers various features that support the recording and management of inventory notes:

1. Multiple Entry Points for Notes

- Notes can be added at multiple stages such as purchase, sales, stock transfers, and adjustments.
- They can be attached to specific items within transactions.

2. Customizable Remarks

- Users can define custom fields or remarks tailored to specific needs.
- For example, adding fields for batch expiry dates or handling instructions.

3. Integration with Inventory Modules

- Notes are integrated seamlessly with stock items, enabling real-time visibility.
- They support batch and serial number tracking, crucial for industries like pharmaceuticals or electronics.

4. User Access and Permissions

- Role-based access ensures that only authorized personnel can add, edit, or view sensitive inventory notes.
- This feature safeguards data integrity.

5. Search and Filter Capabilities

- Advanced search options allow users to locate specific notes based on criteria such as date, item, or transaction type.

6. Export and Audit Trails

- Notes can be exported for external review.

- Audit trails track changes to notes, ensuring accountability.

Implementing Effective Inventory Notes in Tally ERP

To maximize the benefits of inventory notes, organizations should follow best practices in their implementation:

1. Standardize Note Formats and Content

- Develop templates for common notes such as damage reports, quality issues, or special handling.
- Use consistent terminology for clarity.

2. Train Staff Thoroughly

- Ensure warehouse and inventory staff understand how and when to record notes.
- Emphasize the importance of detailed, accurate entries.

3. Integrate Notes into Workflow Processes

- Embed note-taking into routine procedures like receiving, dispatching, and stock reconciliation.
- Use Tally ERP's automation features to prompt note entries at critical points.

4. Maintain Data Security and Access Controls

- Restrict editing rights to prevent unauthorized modifications.
- Regularly review permissions.

5. Regular Review and Audits

- Periodically audit inventory notes to identify inconsistencies or missing information.
- Use audit findings for continuous process improvement.

Case Studies: Practical Applications of Inventory Notes in Tally ERP

Case Study 1: Pharmaceutical Industry

A mid-sized pharmaceutical company leverages Tally ERP to manage its extensive batch inventory. Inventory notes are used extensively to record batch expiry dates, storage conditions, and quality inspection results. This detailed documentation ensures compliance with regulatory standards and simplifies recall processes if necessary.

Case Study 2: Electronics Retailer

An electronics retailer uses inventory notes to track serial numbers, warranty periods, and customer-specific remarks. When stock is transferred between stores, notes help maintain serial number tracking, minimizing theft and misplacement.

Common Challenges and Solutions in Managing Inventory Notes

Despite their advantages, organizations may face challenges in managing inventory notes effectively:

- Challenge: Inconsistent note entries leading to data gaps

Solution: Implement standardized templates and conduct regular staff training.

- Challenge: Overloading notes with unnecessary information

Solution: Define clear guidelines on what constitutes relevant notes to maintain clarity.

- Challenge: Difficulty in retrieving specific notes during audits

Solution: Utilize Tally's search, filter, and export features for efficient retrieval.

- Challenge: Ensuring data security for sensitive notes

Solution: Enforce role-based permissions and audit trails.

Future Trends and Enhancements in Tally ERP Inventory Notes

As technology evolves, so do the capabilities related to inventory notes:

- Integration with Barcode and RFID Technologies

Automate note entry through scanning, reducing manual errors.

- Use of Cloud-Based Storage

Enhance collaboration and remote access to detailed inventory notes.

- AI and Analytics Integration

Analyze notes for patterns, predictive maintenance, or quality issues.

- Mobile Application Support

Allow warehouse staff to record notes on-the-go via mobile devices.

Conclusion: The Strategic Value of Inventory Notes in Tally ERP

Tally ERP Inventory Notes are more than mere annotations; they are strategic tools that enhance transparency, accountability, and operational efficiency. Properly implemented, they enable organizations to maintain high standards of inventory control, ensure compliance, and facilitate informed decision-making. As businesses grow and inventory complexities increase, leveraging the full potential of inventory notes within Tally ERP becomes indispensable.

To harness maximum benefits, companies should standardize note practices, invest in staff training, and utilize Tally's advanced features for search, security, and reporting. With continuous technological advancements, inventory notes are poised to become even more integral to comprehensive ERP solutions, supporting smarter, faster, and more reliable inventory management strategies.

In Summary:

- Inventory notes in Tally ERP serve as essential documentation tools.
- They improve traceability, communication, and compliance.
- Effective management requires standardization, training, and technological integration.
- Future innovations will further enhance their utility, making inventory notes a cornerstone of modern ERP systems.

By understanding and implementing best practices for Tally ERP Inventory Notes, organizations can significantly elevate their inventory management capabilities, leading to increased operational excellence and competitive advantage.

QuestionAnswer What are the key features of Tally ERP inventory management? Tally ERP inventory management offers features like stock tracking, batch and expiry management, multiple warehouse handling, barcode scanning, and real-time stock updates to streamline inventory control. How can I create and manage inventory notes in Tally ERP? You can create inventory notes in Tally ERP by recording stock movements through vouchers like Stock Journal, Delivery Note, or Purchase Receipt, which document the details of inventory transactions systematically. Can Tally ERP generate reports based on inventory notes? Yes, Tally ERP can generate detailed inventory reports such as Stock Summary, Movement Analysis, and Batch-wise Reports, which are based on data recorded through inventory notes and vouchers. How do inventory notes help in tracking stock movements in Tally ERP? Inventory notes record every stock transaction, allowing users to monitor stock inflow and outflow accurately, detect discrepancies, and maintain optimal inventory levels. Is it possible to customize inventory notes in Tally ERP for specific business needs? Yes, Tally ERP allows customization of inventory notes and vouchers to suit specific business requirements, including defining custom fields and workflows. What are best practices for maintaining accurate inventory notes in Tally ERP? Best practices include updating inventory notes promptly after transactions, reconciling stock regularly, maintaining detailed documentation, and training staff on proper voucher entry procedures. How does Tally ERP ensure data security for inventory notes? Tally ERP offers user-level access controls, secure data storage, and backup options to protect inventory data and ensure only authorized personnel can make changes to inventory notes. Can Tally ERP integrate inventory notes with other modules like accounting and sales? Yes, Tally ERP seamlessly integrates inventory notes with accounting, sales, and purchase modules, ensuring consistent data flow and comprehensive business management.

Related keywords: Tally ERP inventory, inventory management, Tally ERP notes, stock management, inventory tracking, Tally ERP training, inventory reports, Tally ERP tutorials, warehouse management, inventory control

Read the full article online: [Tally Erp Inventory Notes](#)