

Managerial Accounting
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Module - 13
Lecture - 28
New Product, Shut Down and Joint Products

Dear students, in last session we were discussing about decision making and various cost, related to decision making. If you remember, we have already discussed about relevant cost and sunk cost. Today, we will talk about introduction of new product. We will also talk about closing down a factory, temporarily; that is shut down cost, and then will discuss about joint products and whether, to process a joint product or no. To take a very brief recap, what do you understand by relevant cost and can you give any example of relevant cost? Just think over.

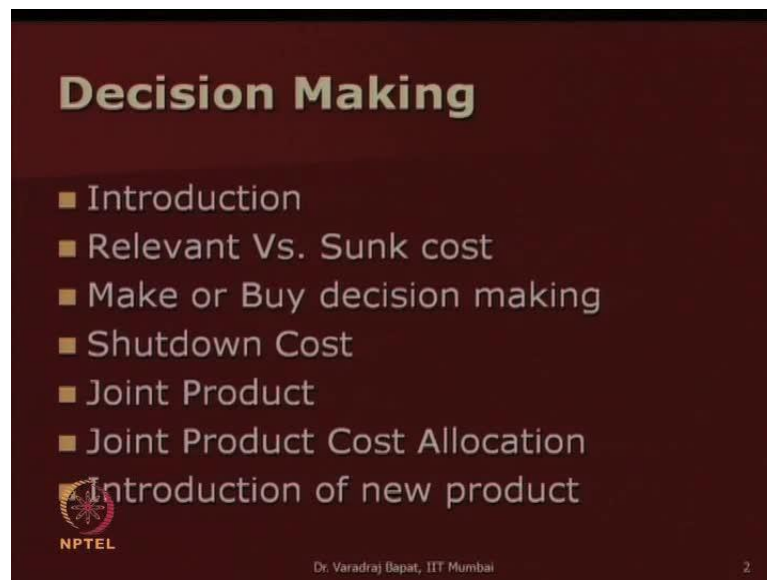
I think you are getting it right. So, relevant cost is that cost, which is relevant to the decision. In other words, that particular cost really, affects the decision making. For example, if company has spent lot of money on R and D of a product, a new product has been developed, technologically; market research has also been done. Now, the decision is to be taken about whether, to launch a product or no. So, what will be the relevant cost and what will be the sunk cost; can you think of? So, the cost on R and D, the cost on market research; both are sunk costs. Though they are very important, they have already been incurred; they should not have any role in deciding whether, the product should be commercially, launched or no. The decision about launching of the product should solely, depends on how much surplus the product will generate on its launching.

So, we will look at the cost of the product and the revenues from the product. Suppose you take a decision of make or buy, which also, we have discussed in the last session. We are making a particular product at say, 15 rupees per unit. There is an offer from the supplier; that is supplier willing to supply it at 12 rupees. Shall we go for buying or we should continue to make at 15 rupees? How will you take a call? Again, think of what is a relevant cost and what is sunk cost.

What is a relevant cost in this case is these 15 rupees. 15 rupees is the total cost of making verses, we have 12 rupees as the cost of buying. Is these 15 rupees relevant for

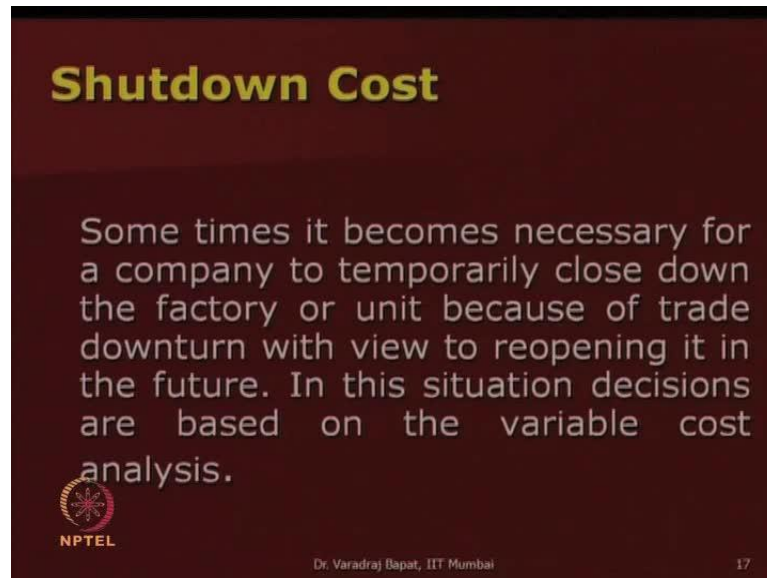
make or buy decision? The answer is no, because we already have facilities. We should not look at the total cost; we should rather, look at variable cost. So, if we break down this 15, and it is told to you to that 7 rupees is fixed and 8 is variable, and 12 rupees is the cost of buying; now, what is relevant? 8 rupees, which is a cost of variable cost of production, is a relevant cost and it should be compared with 12 rupees, which is a cost of buying. Now, you can see that 8 rupees becomes relevant for the decision and we may decide that we should make, rather than, buy at 12 rupees. 7 rupees, which is the fixed cost is to be considered as sunk cost in this case. So, sunk cost is that cost, which is already committed or which has already been incurred, and is not going to change, because of the decision. So, it should not be considered while, taking the decision. I hope it is clear to you, and make or buy decision is also clear to you. So, let us go ahead now.

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Let us go to shut down cost. Now, many times what happens in a business scenario; it becomes difficult to run a particular product, because of the temporary downturn.

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Shutdown Cost

Some times it becomes necessary for a company to temporarily close down the factory or unit because of trade downturn with view to reopening it in the future. In this situation decisions are based on the variable cost analysis.

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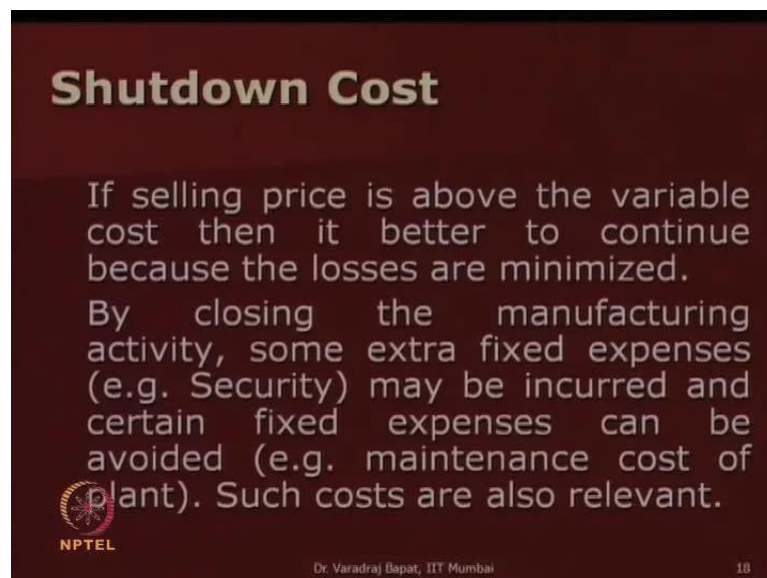
So, that the demand for the product falls, and once the demand falls, the product becomes loss making. In such case, company has to decide whether, the production should continue or not. If so happens that the revenues you are generating, are below the total cost; is it advisable to continue the production? Answer will be yes, because we do not look at the total cost; we should rather, look at variable cost. If we continue our example that 7 rupees is a fixed cost, 8 rupees is variable cost. So, 15 rupees is the total cost. We use to sell the product at say, 18 rupees, initially. Now, the selling price of the product comes down to 15. So, we are not making any profit. It further comes down to say, 13. Shall we make it? Answer is yes, because we are able to produce at 8. So, even if you sell at 13, we at least, generate some contribution. We will be in loss, but if we close it, the losses will be to the tune of 7 rupees per unit, which is the fixed cost.

So, since the fixed cost does not change, as long as the product contributes to the fixed cost, it may be advisable to make it, but further, what may happen is if we decide to temporarily close the product; close the product line or the production of a particular product; there is some change in the fixed cost. How will you define fixed cost? In the normal course, we will say that fixed cost is that cost, which does not change with the level of activity. So, irrespective of units, certain costs like rent, say maintenance, are incurred, but what happens is if we close down the productions facility, temporarily; we are not talking of permanent decision, but when we temporarily close down the production facility, some of the fixed costs may go down. For example, some of the

employees working there; we can transfer through other divisions. We may decide to keep the plant off. So, our fixed power cost may go down and so on.

But some of the fixed cost may increase like, we may need more security, because even if the plant is closed, some amount of security is required to ensure that plant and machinery is properly secured. So, there might be some changes in the fixed cost. What we have to look is the fixed cost, which is incurred, in case the production is on, and fixed cost, if we shut down. The difference in this fixed cost also becomes relevant. So, will look at this difference plus, the variable cost and that is compared with the revenue for taking a decision on shut down. Now, let us see what is the formula?


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Shutdown Cost

If selling price is above the variable cost then it better to continue because the losses are minimized.

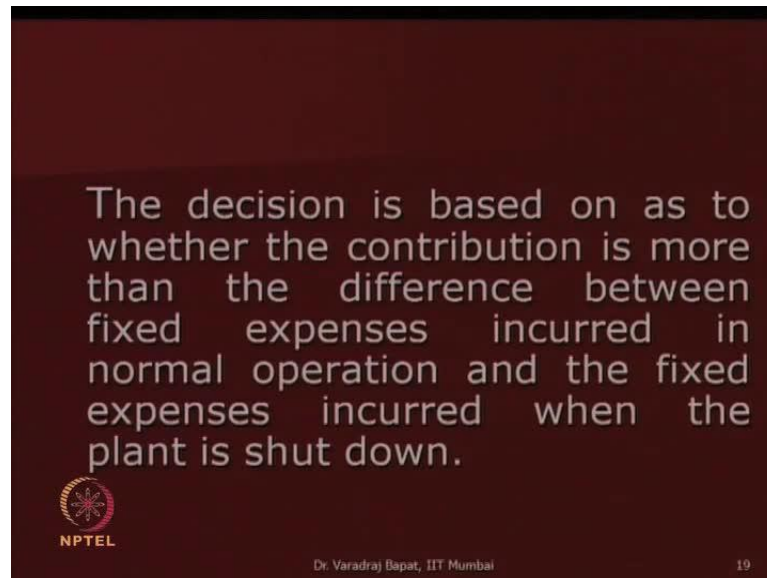
By closing the manufacturing activity, some extra fixed expenses (e.g. Security) may be incurred and certain fixed expenses can be avoided (e.g. maintenance cost of plant). Such costs are also relevant.

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Here, we can see that the selling price is above the variable cost. Then, it is better to continue, but as we discussed, some of the fixed cost also, slightly changes.

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Now, the decision is based on the contribution, after adjusting the difference in fixed cost. Now, let us try to do one or two problems on the same, so that it is little more clear to you.

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Particulars	Rs.	
Fixed Expenses at 75% capacity	25000	
Additional Expenses when the factory is shut dc	10000	
Fixed Expenses when the factory is shut down	3000	
Production at 75% capcity (in units)	15000	
Contribution per unit Rs. 2		
Demand is very low and company is operating at 40% capacity only.		
will it be advisable to shutdown operations temporarily.		
	75%	40%
	15000	8000
Contribution pu 2	30000	16000
Less: Fixed Costs	25000	25000
Profit	5000	-9000

Here, you can see in the excel sheet, the details of the problem. The fixed cost at 75 percent capacity is rupees 25000. Additional fixed expenses if the factory is shut, is 10000 and fixed expenses with the factory is shut down is 3000. Production at 75 percent capacity is 15000 unit; contribution per unit is 2. Now, what has happened is demand is

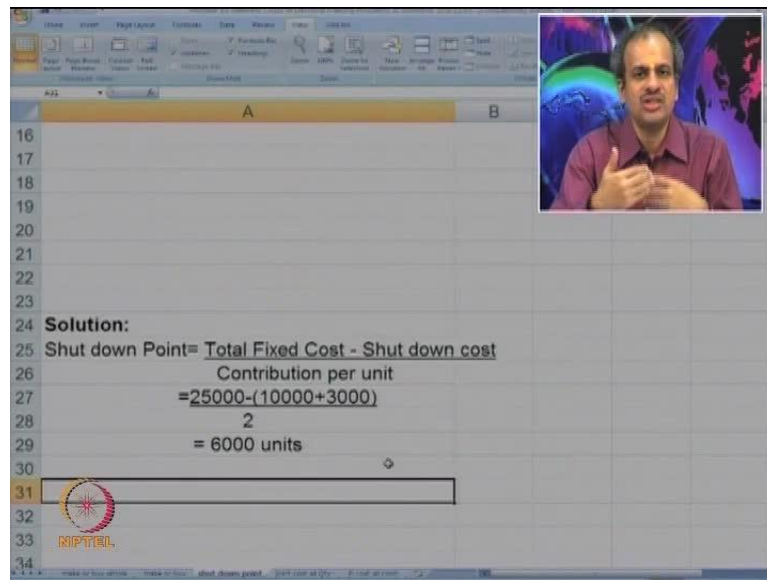
very low, and company is able to operate at only 40 percent of the capacity. Is it advisable to shut down, temporarily; that is the question. So, how will you take a call? Now, here you can see that as long as we are operating at 75 percent capacity, our fixed cost are 25, and as you know, fixed costs do not change with the level of activity.

So, even if the capacity is 50 percent or 40 percent or 30 percent, the fixed cost will remain the same, but if we completely, close down the facility for temporary time, then the fixed cost will come down to just 3000, because we may transfer our fixed employees; we may close down our power facility; we may close down some extra cost, which are incurred on cleaning of the plant; the time of manger, etc. will get saved.

But we have to incur some extra fixed cost, which are to the tune of 10000. Let us first, try to look at the profitability, in case, we continue to operate. Now, you know that the contribution per unit is 2 rupees. Now, let us look at what happens at a different levels of activities. Suppose we work at 75 percent, then how many number of units do we make? They have given that production at 75 percent capacity is 15000. So, how much contribution do we generate? 15000 into 2; so 30000 come to the kitty of the company; that is a contribution. I will write in full for more clarity. From this contribution, we have to pay our fixed cost. How much are the fixed costs? It is given that the fixed costs are 25000. So, at 75 percent capacity, the unit of operates at a profit of 5000. I hope it is clear to everyone.

Now, currently, they are not able to operate at that capacity. The production is down and it is only at 40 percent. So, first, we have to calculate what will be the number of units at 40 percent. So, number of units come to 8000; is it right? So, how much will be the contribution? 2000 per unit; so it comes to 16, correct. What will be the fixed cost? Fixed cost remains at 25. So, the profit is minus 9, or in other words, there is a loss of 9; is it right? Now, it is looking like it is almost impossible to increase the level of activity to a level of taking the plant to profit. So, if you operate at 30 percent 40 percent or even 50 percent, we are likely to be at loss always, right. So, one option company has is instead of running the plant, temporarily close it down, which will bring down the fixed cost from 25 to 3, but there will be additional fixed cost to the tune of 10. So, how will you decide? Are able to take a call? So, by closing down, we lose that 2 rupees per unit contribution, but we save on fixed cost, but we also incur 10000 more on fixed cost.

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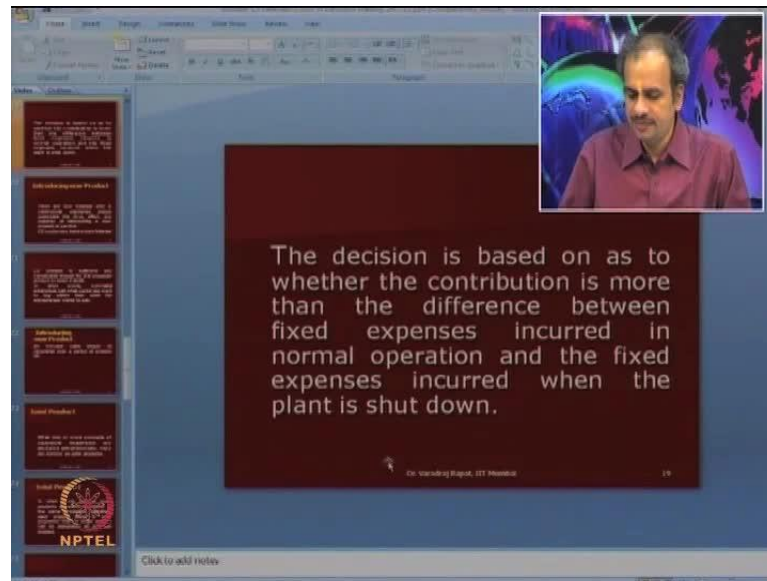
The screenshot shows a video lecture interface. On the right, a small video window shows a man in a maroon shirt speaking. The main area is a spreadsheet with the following text:

Solution:
Shut down Point= $\frac{\text{Total Fixed Cost} - \text{Shut down cost}}{\text{Contribution per unit}}$
 $= \frac{25000 - (10000 + 3000)}{2}$
 $= 6000 \text{ units}$

At the bottom left of the spreadsheet, there is a logo for NIPTEL.

Let us look at the solution. We calculate the revised fixed cost. You know that the total fixed cost currently, is 25. It will reduce to 3, right, but extra fixed cost of 10 is incurred. So, essentially, we are reducing 7000 from it. So, 25 minus 10 plus 3; that is 25 minus 13. So, we will continue to incur 12000 and a contribution per unit is 2 rupees. So, 6000 units become that level of activity where, whether, we operate or not operate; the cost will remain the same, right. So, that is considered as the shutdown point; are you getting? Now, carefully, look at the formula. We say that total fixed cost minus shutdown cost. What is shutdown cost? Because after the closure, the fixed cost will come down to 3 plus, extra fixed cost of 10. So, essentially, 13 is the fixed cost on shutdown; 25 is the normal fixed cost. So, we saved 12000 by taking a decision of closing down, and we divide it by per unit, which is per unit contribution, which is 2. So, equivalent to 6000 units, we were able to generate a contribution of 12, which we are saving. We can just go back and check what we have done.

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The decision is based on as to whether the contribution is more than the difference between fixed expenses incurred in normal operation and the fixed expenses incurred when the plant is shut down.

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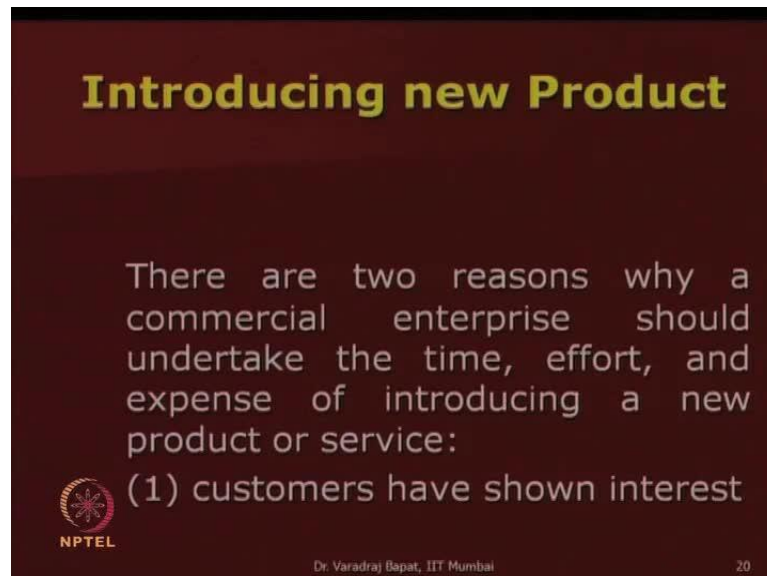
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A screenshot of a presentation slide. The slide has a dark red background with white text. The text reads: "The decision is based on as to whether the contribution is more than the difference between fixed expenses incurred in normal operation and the fixed expenses incurred when the plant is shut down." Below the text, it says "Dr. Varadraj Bapat, IIT Mumbai". In the bottom left corner, there is the NPTEL logo. In the bottom right corner, there is a small number "19". A video inset in the top right corner shows a man in a maroon shirt speaking. The slide is part of a presentation, as evidenced by the navigation pane on the left side of the screen.

I hope the shutdown point issue is now, very clear to you. Now, the next is about introducing of a new product.

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Introducing new Product

There are two reasons why a commercial enterprise should undertake the time, effort, and expense of introducing a new product or service:

- (1) customers have shown interest

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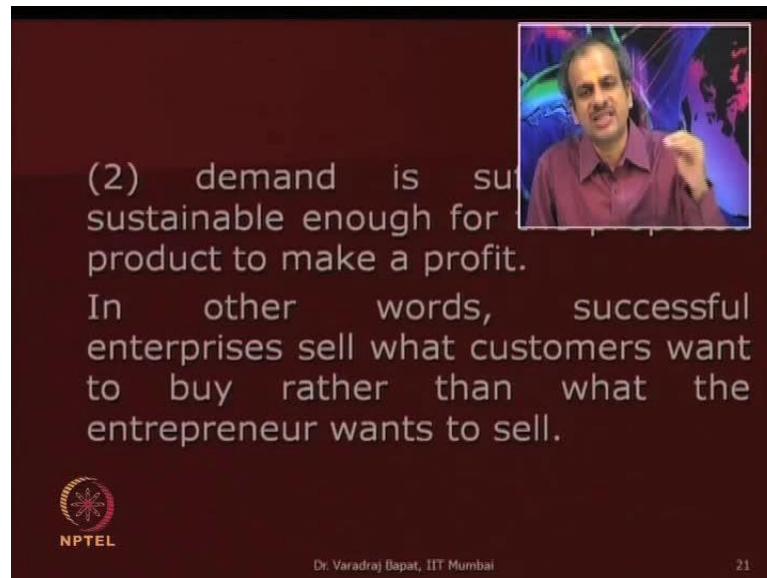
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A slide titled "Introducing new Product" with a dark red background and yellow text. The text reads: "There are two reasons why a commercial enterprise should undertake the time, effort, and expense of introducing a new product or service:". Below this, there is a list with one item: "(1) customers have shown interest". The NPTEL logo is in the bottom left corner. The text "Dr. Varadraj Bapat, IIT Mumbai" is in the bottom center, and the number "20" is in the bottom right corner.

Now, what happens is after certain time, the life cycle of the old product; product is no longer; the old product remains profitable for a long time and company has to decide on launching of a new product. So, what are the factors considered? The first is customer should have interest.

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(2) demand is sufficient and sustainable enough for a product to make a profit.
In other words, successful enterprises sell what customers want to buy rather than what the entrepreneur wants to sell.

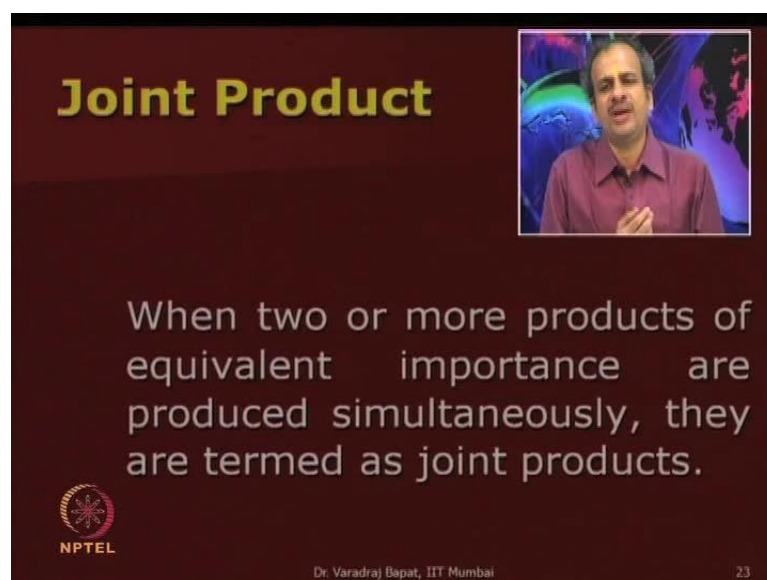
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So, we will look at the market research and see whether, the customers have interest. Second; there should be sufficient and sustainable demand, because only once in a while, customers have interest, is not enough. We should have sustainable demand of such level where, we are able to make profit. If both the conditions are met, then it may make sense to introduce a new product.

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Joint Product

When two or more products of equivalent importance are produced simultaneously, they are termed as joint products.

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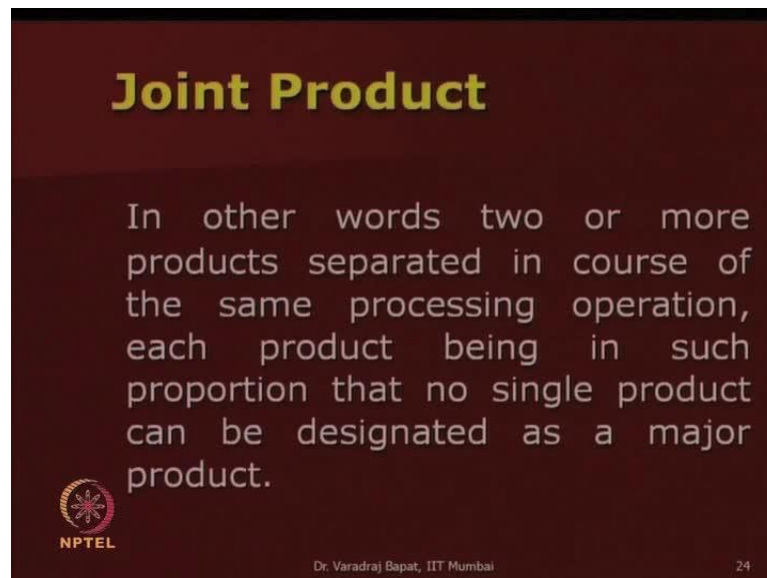
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This is a very simple decision. Earlier, we have discussed it, when we talked about relevant cost and sunk cost. So, I think it will be clear to you. Now, the next concept

which, we discuss is known as joint products. Many times, what happens is from one production process, instead of one product coming out; two or more products come out, and most of them are of similar importance. Then, they are called as joint products. Can you think of any example of one production process giving more than one products? Each one of us operates or uses some vehicle. Vehicle runs on which fuel; either, petrol or diesel in most cases. In some case, may be gas.


Where all from we get this petrol, diesel or gas? Of course, for us, it is from petrol pump, but where does it get manufactured? I think you all know it gets manufactured in a refinery. So, crude oil is refined and we get petroleum products, but is there a separate process for petrol or separate process for diesel? The answer is no. From the crude oil, when the refining activities done, simultaneously, number of products emerge. They include petrol; they include diesel; they include gas; sometime, they include other petro chemicals. Of course, they may require slight further processing, but basic process is common. So, these are the examples of joint products. Can you think of any other example?

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Joint Product

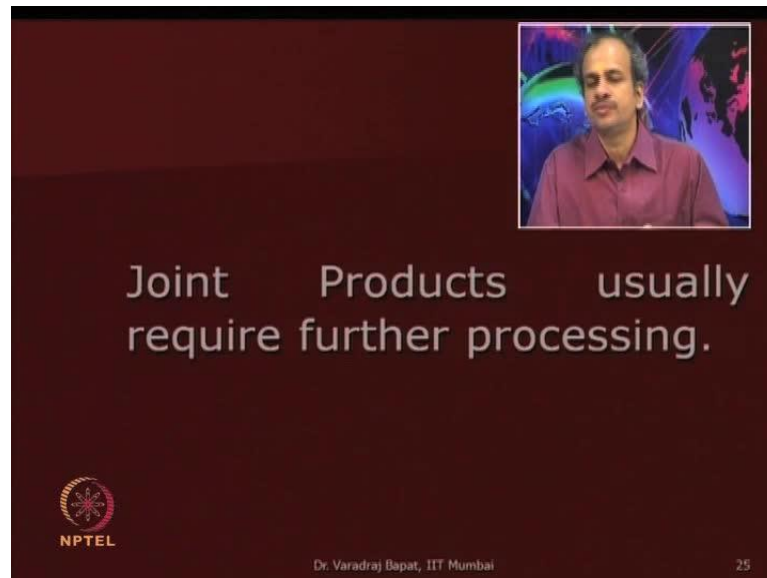
In other words two or more products separated in course of the same processing operation, each product being in such proportion that no single product can be designated as a major product.

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When one or more product is separated in the course of same processing operation and not that only one product is important; many products are important. Then, it is considered as joint product.

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Joint Products usually require further processing.

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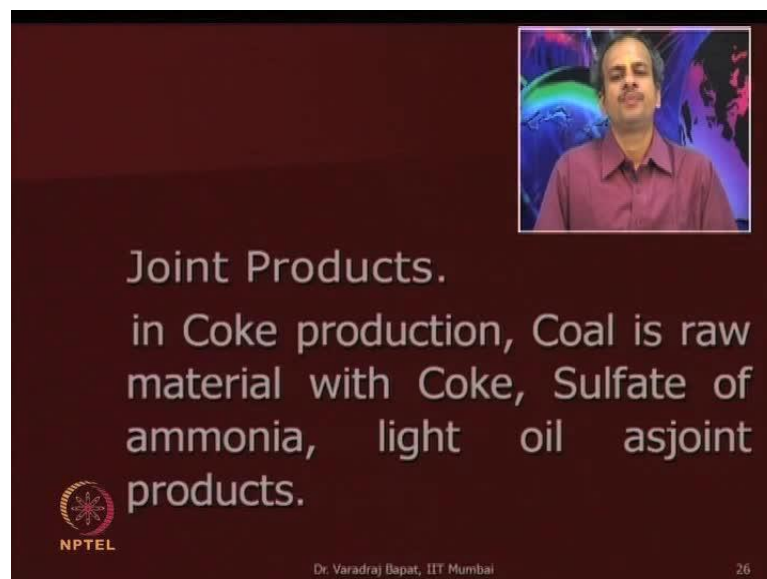
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They will generally required further processing.

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Joint Products.
in Coke production, Coal is raw material with Coke, Sulfate of ammonia, light oil as joint products.

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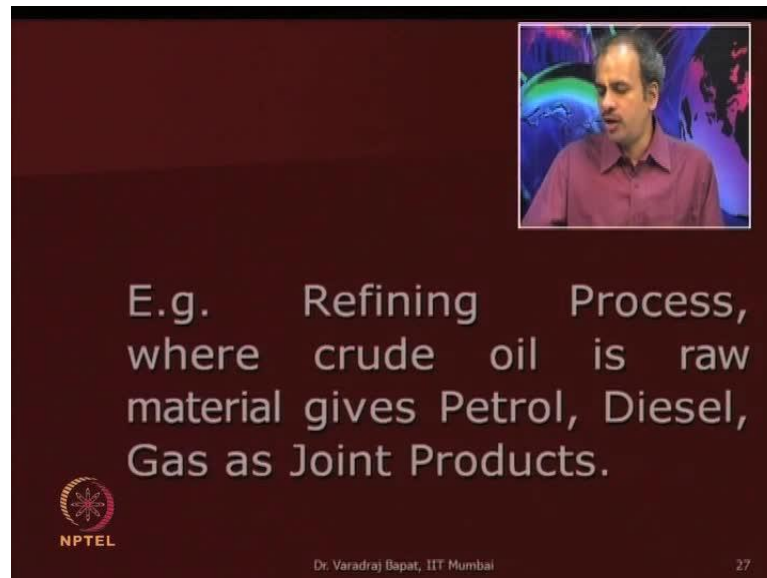
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This slide features a dark red background. In the top right corner, there is a small video inset showing the same man from the previous slide. The main text is centered in a light gray font. At the bottom left is the NPTEL logo, and at the bottom center is the speaker's name. The slide number '26' is in the bottom right corner.

Here is one more example. In coke production, coal becomes a raw material, and not just coke; usually, sulfate of ammonia, light oil. So, we get also emerged from the same process. So, coke, sulfate of ammonia and light oil; all three are considered as joint products.

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E.g. Refining Process, where crude oil is raw material gives Petrol, Diesel, Gas as Joint Products.

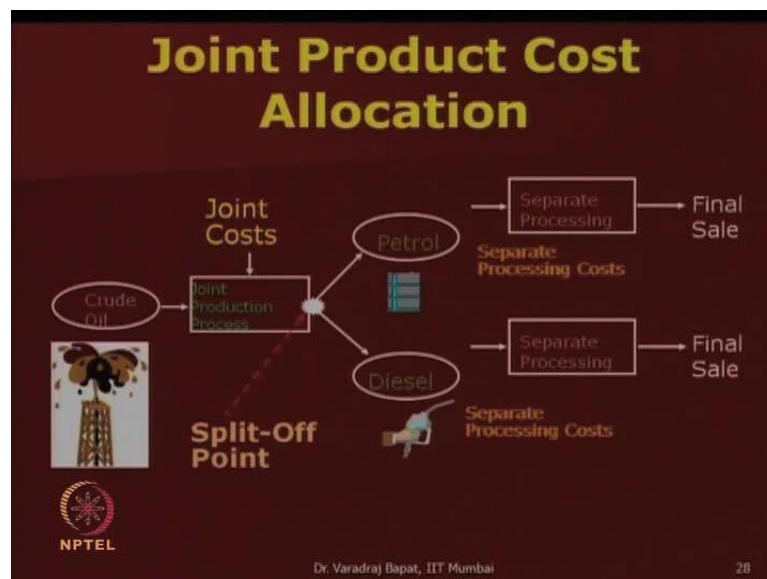
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Refining process; we have already discussed. We get petrol, diesel, gas as joint products.

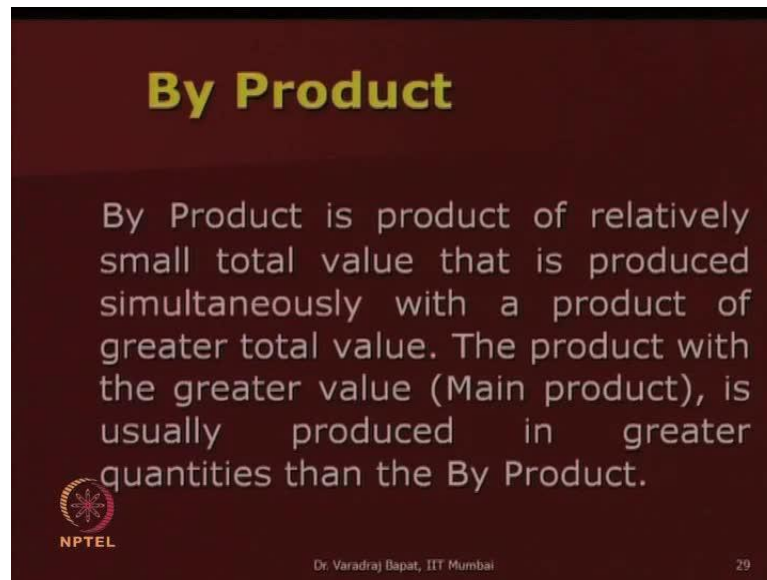
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Here, pictorially, it is shown. We get crude oil, which is extracted from the earth; either, below the sea or above the sea. We get the crude oil. Then, it is refined in the refinery. At the refining, up to the split of point, some joint costs are incurred in the refinery. Then, we get petrol and diesel and other products like gas. Then, they may require slight refining. Maybe it is led is taken out, some more process are done and then we get finally, syllable form of petrol and diesel. So, we have two set of costs. One are the joint


costs, which are common for petrol, diesel, gas. Then, on each product, separate costs are incurred. So, it becomes necessary that the joint costs, which are the cost of refining process are properly, charged to petrol and diesel. We will see how they are charged. So, after separation point, then there is some processing and the products are ready for sell.

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By Product

By Product is product of relatively small total value that is produced simultaneously with a product of greater total value. The product with the greater value (Main product), is usually produced in greater quantities than the By Product.

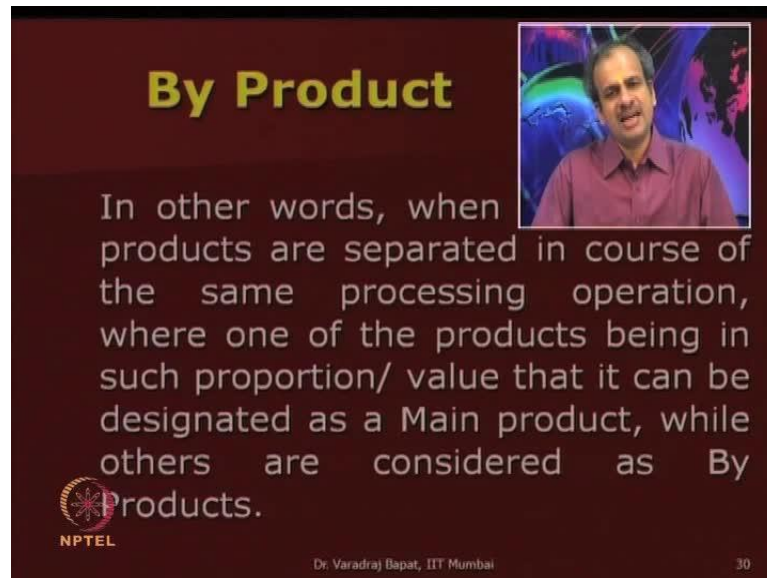
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Now, what happens is sometimes, from the same process, more than one products emerge, but they are not of equal economic importance. So, one product is very important. In such case, that one product, which is important, is called as main product. Other products will also emerge, but they are of subsidiary importance; they are not so important. Those products are called as by products. Can you think of example of a by product?

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By Product

In other words, when products are separated in course of the same processing operation, where one of the products being in such proportion/ value that it can be designated as a Main product, while others are considered as By Products.

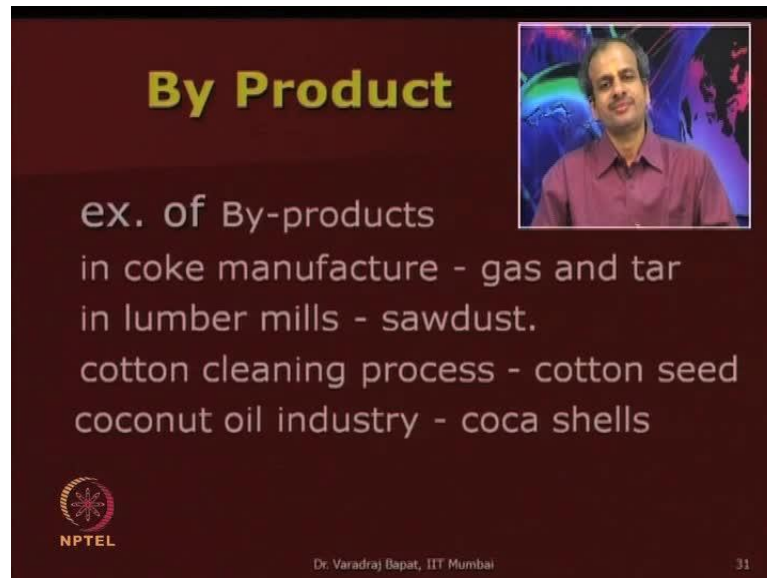
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Sometimes, main product could be joint products, like from refining, you get petrol, diesel, gas; they are the main products, but you may also get some other products, which are not so important, economically. Their prices are much lesser. So, they become by products. Can you think of any example of a by product? If you have seen any machine shop, whenever, any machining activities done on lathe or any other equipment, usually, some scrap gets generated. The scrap consists of metal. So, it has a sellable value, but that value is no way comparable to our finished goods. It is more like a raw material or more like scrap to be disposed of at relatively, less value. So, that metallic powder, which get generated, is a by product; whereas, the product, which we are making from the lathe is the main product.

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By Product

ex. Of By-products
in coke manufacture - gas and tar
in lumber mills - sawdust.
cotton cleaning process - cotton seed
coconut oil industry - coca shells

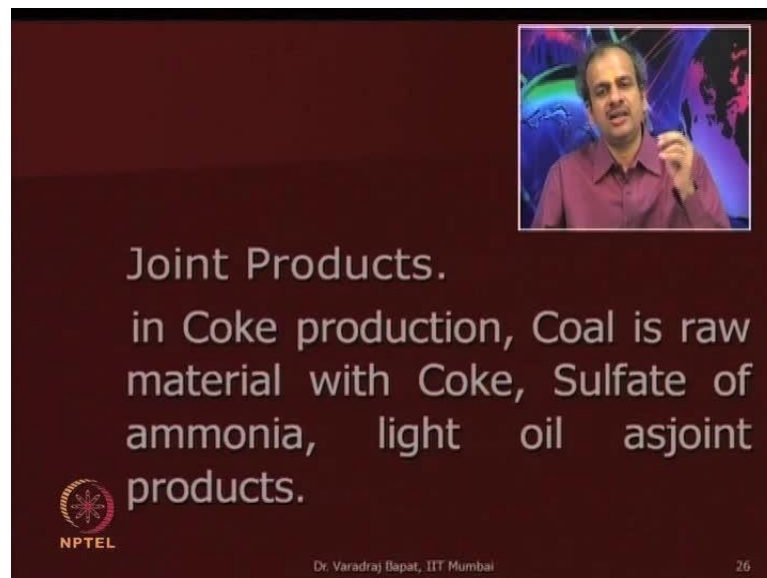
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One more example; we were talking of the coke manufacture. We discussed that while, we manufacture coke, here we have seen it.

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Joint Products.

in Coke production, Coal is raw material with Coke, Sulfate of ammonia, light oil as joint products.

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So, in coke manufacturing, we get sulfate of ammonia and light oil, which are considered as joint products, but simultaneously, gas and tar also, comes out; that is not so important. So, it is considered as a by-product. In lumber mills, you know where, the wood is cut; lot of sawdust get generated and it can be sold out. That sawdust is a by-product. Again, in a cotton cleaning process, when the cotton is being cleaned, the cotton

seed is taken out and then from the cotton seed, oil is extracted and then the remains become good food for animal, but that cotton seed, which is removed from the cotton in the cotton cleaning process is usually, considered as a by-product.

Same way, when the coconut oil is taken, then the coca shells, which remain; they become the by-products. So, variety of examples can be given. In fact, most of the manufacturing processes do give some scrap or do give some minor important products; they are considered as by-products.

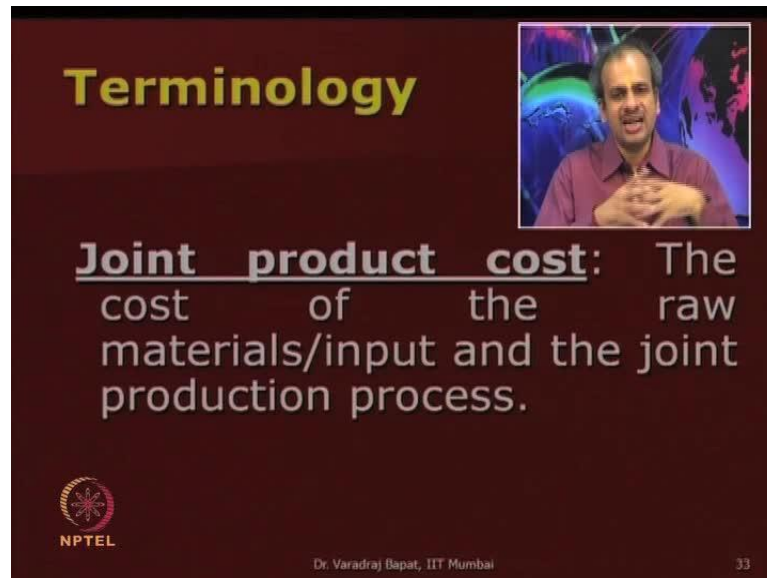
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The slide features a dark red background. At the top left, the word "Terminology" is written in a bold, yellow, sans-serif font. In the top right corner, there is a small inset video frame showing a man with short dark hair, wearing a maroon shirt, speaking. Below the title, the text "Joint Product Process: A process that results in production of two or more products, which are termed as joint products." is displayed in a white, sans-serif font. At the bottom left, the NPTEL logo is visible, consisting of a circular emblem with a gear-like pattern and the text "NPTEL" below it. At the bottom center, the text "Dr. Varadraj Bapat, IIT Mumbai" is written in a small white font. At the bottom right, the number "32" is displayed in a small white font.


Here are some of the important terminologies. Any process that generates two or more equally or equivalent important products, then such are called as joint products, and that process is called as joint product process.

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Terminology

Joint product cost: The cost of the raw materials/input and the joint production process.

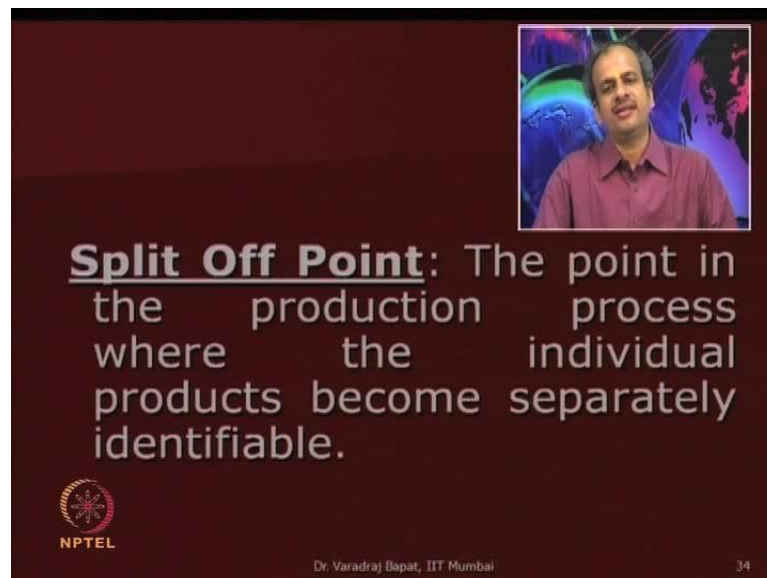
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The cost, which are incurred for the joint process, before split off point; they are considered as joint product cost.

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Split Off Point: The point in the production process where the individual products become separately identifiable.

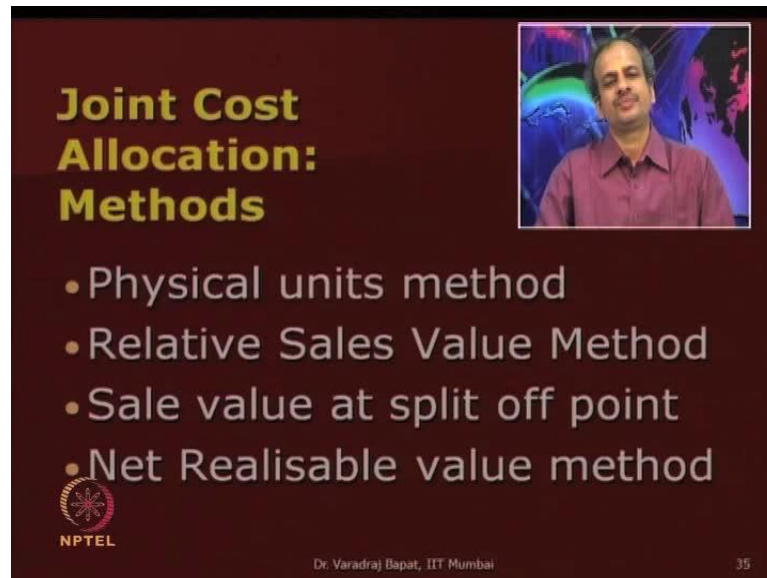
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Split off point; it is that point where, those individual products can be identified and they are separated. So, up to that point you have one process. From there, two or three products become separate, and some more processing may be done. That point is called as split off point.

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Joint Cost Allocation: Methods

- Physical units method
- Relative Sales Value Method
- Sale value at split off point
- Net Realisable value method

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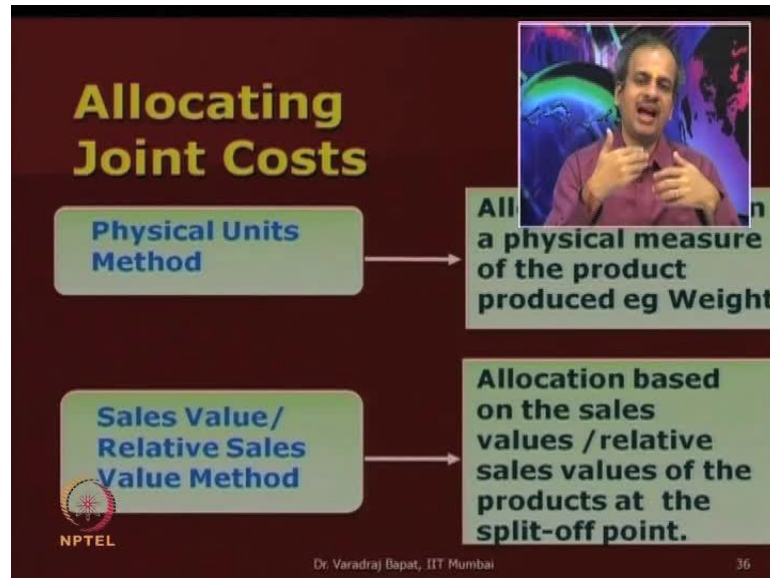
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As we were discussing, what happens is up to joint product level, the cost come together. So, it becomes necessary that, that cost is appropriately charged to the joint products. It is not possible to identify them on one-to-one basis; we have one joint cost that requires to be extracted. So, what are the different methods? The easiest method is physical units. So, if we know that from a refinery process, let us say petrol and diesel come out. Only two products come out, and we know that petrol, say, 1 lakh litres of petrol is manufactured and 130000 litres of diesel is manufactured. Then, the total joint product, joint cost may be charged in the ratio of 1 lakh to 130000 to petrol and diesel, respectively; this is one method.

But the problem is with this method is that both the products then get the same cost per litre or per unit, which may not be fair. So, petrol may be more costly; diesel may be less costly. We may also get a very refined form of fuel known as aviation fuel, which is for airlines. That may be even far more costly, but physical unit method allocates the cost, same cost per unit basis. Though it is very simple, the cost which is charged, may not be appropriate, considering the economic realities. So, there is another method, which is known as relative sale value. Here, the sale value is taken as base and from the sale value, post processing cost or after split off cost are reduced. So, we get the relative sale value. Sometimes, we know sale value is at split off point. Then, it is good; we can directly charge the cost based on the sale value of split off point. When the sale values are not known, we may calculate relative sale value. Sometimes, relative sale values are

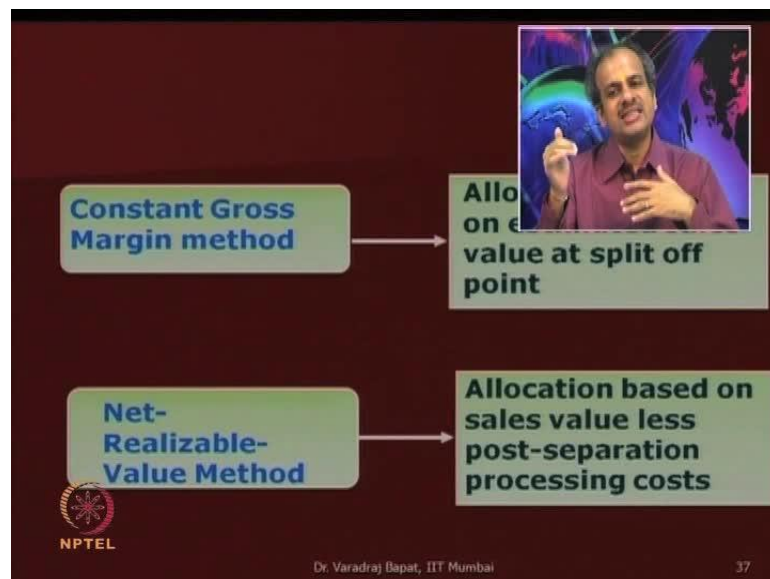
also tough to calculate, but net realizable value can be found. So, all the three; I mean physical units is, of course, based on the physical units; remaining three are based on the sale value of those products. Here is a little bit of comparison.

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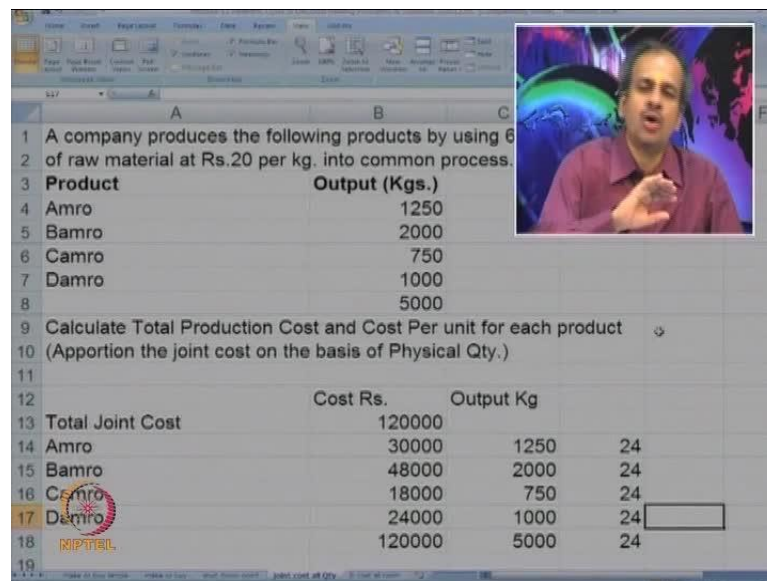
We have already discussed it. Physical unit methods actually, goes by number of litres or weights; whereas, a sale value or relative sale value method look at the economic value at split off point and then economic value is estimated using either, the sale value at split off or calculating the relative sale value at split off.

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There are also other methods like constant gross profit method. We will look at the gross profit of the earlier period and that gross profit is reduced from the final sale value to arrive at an estimated sale value. In case of net realizable value, what is done is post separation cost, since they are known; they are removed from the sale value. So, we get that the realizable value at split off point, and then that is used as a basis for separation. So, this was about the discussion about joint products. Now, let us look at some of the problems. That will make it more clear to you how are the joint cost charged.

(Refer Slide Time: 28:30)



The screenshot shows a presentation slide with a spreadsheet problem. The problem text is as follows:

1 A company produces the following products by using 6000 litres of raw material at Rs.20 per kg. into common process.

Product	Output (Kgs.)
4 Amro	1250
5 Bamro	2000
6 Camro	750
7 Damro	1000
8	5000

9 Calculate Total Production Cost and Cost Per unit for each product (Apportion the joint cost on the basis of Physical Qty.)

	Cost Rs.	Output Kg	
13 Total Joint Cost	120000		
14 Amro	30000	1250	24
15 Bamro	48000	2000	24
16 Camro	18000	750	24
17 Damro	24000	1000	24
18	120000	5000	24

Now, here, you can see that company produces the following products by using 6000 litres. The raw material cost is 20 per kg and four products emerge; amro, bamro, camro and damro. The total output you can see is 5000. The total production cost and cost per unit is required to be calculated. Now, here, the basis given is only the physical units or the weights in kgs. So, it is very simplistic. We can get the total cost and then divide it appropriately, based on the output. So, how much is total r m cost? We will say it is a joint cost. It is 6000 into 20 or 5000 into 20? It is 6000 into 20, because the cost will be incurred on all the units and now, this cost of 120000 should be charged in the ratio of output. So, these are number of kgs of output. We know that the total cost is 120000 for output of 5000, right. Now, we will try to charge the cost in the proportion of weights. I think there is some problem with the formula; numerator should, I should add the dollar and now, will try to take sum; is it right?

So, we are able to charge 30000, 48000, 18000 and 24000. This is in the proportion of the output in kgs, right, and this is the cost in rupees. Now, is it a good way, good method or there is some problem with this method? What is the short coming of this method? Shorting coming is that per unit cost will be same. We will see how much is per unit cost. It is 24 rupees for amro, and you can see that for bamro, camro and damro; all the products, it is exactly same, 24 rupees. So, here, there is a problem that it might be that a product say, amro, may be more important, but we come out with a cost, which is same, because we charge it on the basis of number of units or the weights. Let us see another method also.

(Refer Slide Time: 04:44)

The screenshot shows a presentation slide with the following content:

1 Find out the cost of joint products P1 and P2 using contribution margin method from the following details.

2

3 Joint cost:

4 Marginal Cost 9000

5 Fixed Cost 5000

6 Sales Units Per unit price

7 P1 200 50

8 P2 150 40

9

10 Soln

11 Joint Cost

12 Marginal Cost 9000

13 Fixed Cost 5000

14 14000

15 Product Units

16 P1 200 8000 40

17 P2 150 6000 40

18 350 14000 40

19

Now, one more problem; here, we have two products; p1 and p2. We are going to use the contribution margin method. The joint costs are given. Marginal cost is 9000; marginal or variable cost. Fixed cost is 5000. Now, here, the two products are there; number of units is 200; for p2, it is 150. Per unit price; that is the selling price is 50 and 40. Now, let us try to solve it. How to solve; any one can think of something? First, we will try to find out how much is the joint cost?

We are given that the joint cost is 9 and 5. If we make a sum, you can readily, see, it is 14. Now, the issue is how to charge this 14. One method which, we have already seen is going by number of units. So, let us try to see what happens if we go by number of units. We know that for the product p1, the number of units are 200. For p2, it is 150. So, the

easiest way is to charge 14000 on the basis of numbers. So, total is 350 and the total cost is 14000. So, 14000 upon 350, into 200. So, we are able to charge 8000 to p2 and 6000 to p1. Exactly, 14000 is allocated, but is it a fair method; not so because if we try to go be per unit, we can see that per unit cost is 40; p1 also 40; p2 also 40 and total is 40. Now, you can see that p 2, selling price is only 40; p1, the selling price is 50. Perhaps, p1 has more economic value, but is not reflected on per unit method. So, we have to do something. So, an improvisation is done in the form of what is known as contribution margin method. In contribution margin method, what is done is what we do is we know separately, the marginal cost and variable cost.

Now, marginal cost; that is variable cost and fixed cost. Now, marginal cost is more linked to the quantity. So, marginal cost; that is here, you can see, marginal cost was 9 and fixed cost was 5. So, marginal cost is charged on the basis of number of units, which is 250 and 150. So, it is more a raw material cost. So, 9000, we have divided has 200 by 350. So, you get 5143 and for p2, you get 3857, right. Fixed cost, instead of apportioning on the basis of number of units, it is apportioned on the basis of their contribution margin. Now, how will you know the contribution margin? You know that it is selling price minus variable cost. Here, there is working note. First, we have calculated the revenue of the products. So, revenue; we are aware that 200 units are sold at 50. So, if you multiply, you will get 10000 here, and 150 into 40; you will get 6000.

(Refer Slide Time: 36:16)

The screenshot shows a presentation slide with a video inset of a man in a maroon shirt. The slide content is as follows:

19
20
21
22 **Solution:**
23 Marginal cost (variable cost) is apportioned on the basis of
24 quantity sold.

25 P1	5143
26 (9000*200/350)	
27 P2	3857
28 (9000*150/350)	
29	
30 Fixed cost is apportioned over joint products in the ratio of 31 their contribution margin i.e.	
32 P1	3469
33 (5000*4857/7000)	
34 P2	1531
35 (5000*2143/7000)	
36	
37 Working Note: Computation of contribution margin ratio	

The slide also features a logo for 'NIPTEL' at the bottom left of the content area.

So, for products p1 and p2, the sale revenue is 10 and 6. Then, we have calculated the marginal cost, which is charged on the basis of number of units. So, from sale revenue, the marginal cost is reduced or the variable cost is reduced, which gives us a contribution. Now, here, you can see the contribution is 4857 and 3143; the total is 7000. Can we verify this total? Answer is yes, we will just try to verify it, right now. So, 10 plus 6; 16000 is total revenue, and 9000 is the total marginal cost, which was anyway, known to us. So, we know that from 16000, 9 is the marginal cost. So, 7000 is 16 minus 9; that is 7000 is our contribution. Now, this is a surplus, which is coming from each of the products. Then, we will charge it.

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Products	Sales Revenue	Marginal Cost	Contribution
P1	10000	5143	4857
P2	6000	3857	2143
	16000	9000	7000

Product Profitability			
Joint Costs charged by Contribution Margin Method			
	P1	P2	Total
Sales	10000	6000	16000
Less: Variable Cost	5143	3857	9000
Contribution	4857	2143	7000
Less: Fixed Costs	3469	1531	5000
Profit	1388	612	2000

We will take that as base and based on 4857 and 3127, will try to allocate the fixed cost, which is 5000. So, fixed cost is allocated. Now, let us try to work out the profit. If you now, calculate the product profitability, we are doing it by (()). So, joint cost are charged by contribution margin method which, we have just learnt. You know how to calculate profitability. We do sales minus variable cost; that gives us the contribution and contribution less fixed cost gives us the profit. Now, how much is the variable cost of p? Actually speaking, we do not know, but we have worked it out. We have estimated. So, we will go by that. For p1 and for p2, you have calculated it as 5143 and 3857 and we also know their sales, which is 10000 and 6000. We will also do total, parallelly. We have already done it, but I am just showing it more clearly.

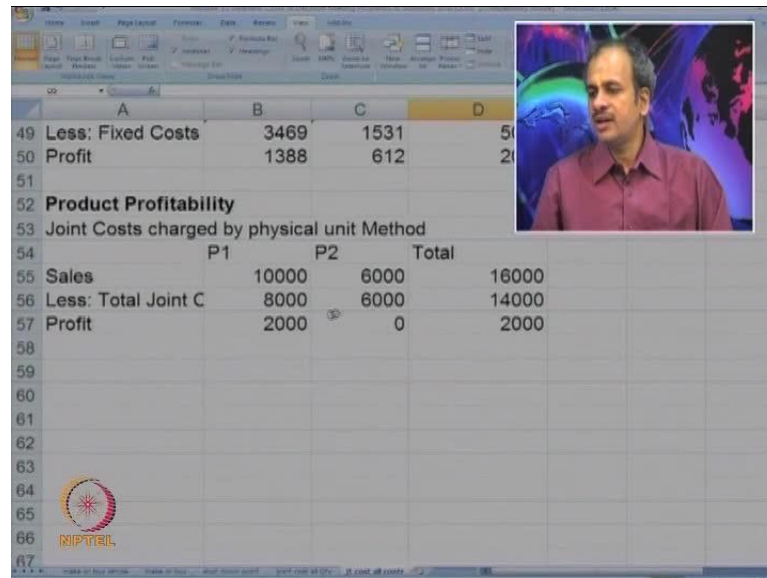
So, now, we get 4857 and 3123 as a contribution. From this, we will reduce the fixed cost. Again, basically, the product fixed costs were joint; they were not known individually, but we have worked it out on the basis of ratio, which was calculated. So, it is 3469 and 1531. You can see that the more fixed cost is now, borne by p1. Now, you can know the individual profitability of the product, which is 1388 and 618. Now, if we took total, we can see the totals, which were known to us, because from 16000 revenue, 9 was the variable cost. You can go up and 5 was the fixed cost. So, 16 minus 9 was the contribution minus 5 was the profit. How much profit from each product was not known? Now, by using the contribution method, we have calculated the profit from the products. Suppose we were to do by the 1st method; what will be the answer? We will also try by the alternate method.

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	A	B	C	D
46 Sales		10000	6000	16000
47 Less: Variable Cost		5143	3857	9000
48 Contribution		4857	2143	7000
49 Less: Fixed Costs		3469	1531	5000
50 Profit		1388	612	2000
Product Profitability				
Joint Costs charged by physical unit Method				
	P1	P2	Total	
	P1	P2	Total	
56 Sales	10000	6000	16000	
57 Less: Variable Cost	5143	3857	9000	
58 Contribution	4857	2143	7000	
59 Less: Fixed Costs	3469	1531	5000	
60 Profit	1387.7551	612.2449	2000	

So, instead of joint cost charge by contribution method, if we charge on physical units method, then what will be the answer? Is anyone of you able to work out, what will be the answer if they are charged by physical units method? I will place the values and then will change, if required. In physical units method, what will happen is the distinction of total variable and fixed cost would not be there. We will have to take the total joint cost which, we have earlier calculated that our joint cost based on number of units 14000; we will be able to charge 6 and 4. Now, sale is 10 and 6. So, we will charge the total joint cost. For p1, it is in the ratio of 200 to 150.

(Refer Slide Time: 43:52)



The screenshot shows a presentation slide with a spreadsheet and a video inset. The spreadsheet data is as follows:

	A	B	C	D
49	Less: Fixed Costs	3469	1531	50
50	Profit	1388	612	21
51				
52	Product Profitability			
53	Joint Costs charged by physical unit Method			
54		P1	P2	Total
55	Sales	10000	6000	16000
56	Less: Total Joint C	8000	6000	14000
57	Profit	2000	0	2000
58				
59				
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67				

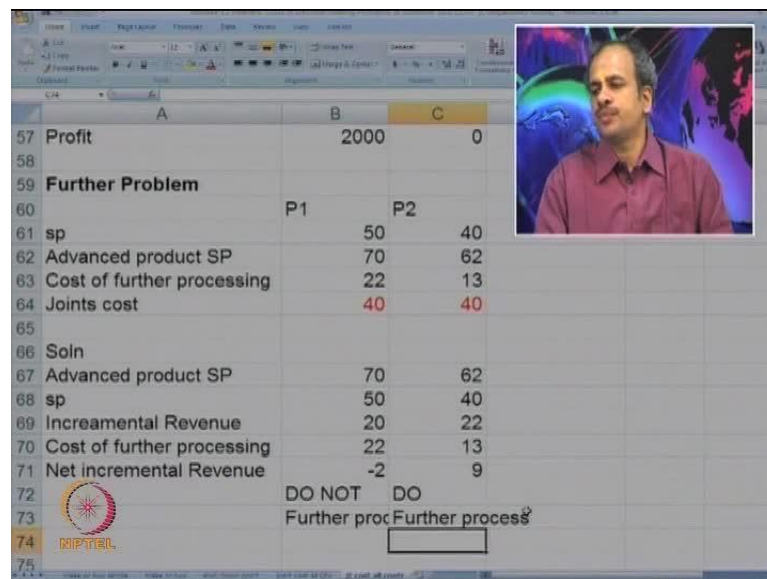
The video inset shows a man in a maroon shirt speaking. The NIPTEL logo is visible in the bottom left corner of the spreadsheet area.

So, for p1, we got 8000 and for p2, we had got 6000; the total being 14000. Now, you can see here, what happens is the profit is 2000 for p1, and nil for p2. Why this happened? Because p2, you can see here, the selling price is much lower. It is just 50 rupees, and when we charge on per unit basis, we charge 40 rupees for both the products. So, there was a shortage. We were not able to charge the same amount. I mean we were charging the same amount, 40 rupees; whereas, the selling price of p2 is also 40. So, the profit was 0 for p2. All the profit was shown attributable to p1. So, contribution margin method gives a better way of charging the joint cost than physical unit method. I hope these methods are clear to you. Now, there is one more issue. What happens sometimes, in joint products is, at a joint product level, at a particular level, we get the output. We have to decide whether, we should further process it or not further process it.

Now, how will you take that decision? Just think over. Suppose we have these products p1 and p2, we know that the joint cost, as we have calculated it, is known to us, but we have to take a call on processing or not further processing it. How that will be done? How much is the joint cost? Let us say, we use the physical unit method, we know it is 40 rupees. If we use contribution margin method, then it comes something else, but right now, if you use the physical units method; it is 40 rupees. Now, there is an offer that we can further process it by spending say, 15 rupees and then the p1 product in advance form, can be sold at a higher level. Shall we take this call or no; how will you decide? What are the relevant costs? You will realize that 40 rupees or 43 rupees or 47 rupees

which, we calculate here, is a sunk cost; it is not relevant. What is relevant is how much is a further processing cost, and how much is incremental revenue generated by further processing. I will give you an example. Let us extend this example. So, this fax continue. Now, what is further given is instead of selling p1 at 50 rupees and p2 at 40 rupees, it is possible to sell the advanced version of p1 and p2.

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	A	B	C
57 Profit		2000	0
58			
59 Further Problem			
60		P1	P2
61 sp		50	40
62 Advanced product SP		70	62
63 Cost of further processing		22	13
64 Joints cost		40	40
65			
66 Soln			
67 Advanced product SP		70	62
68 sp		50	40
69 Incremental Revenue		20	22
70 Cost of further processing		22	13
71 Net incremental Revenue		-2	9
72		DO NOT	DO
73		Further proc	Further process
74			
75			

Now, it is given; I will just specifically write, so that, it is more clear to you. So, we are adding a further problem. We have two products, which you know; they are p1 and p2. Current selling price is 50 and 40. Now, it is possible to make some advancements; some more refinements in those products and then I can perhaps, sell them at 70 rupees and 62 rupees, but to make it an advance product, I will have to spend on further processing, and a further processing cost are given to be 22 rupees and 13 rupees. Now, does it make sense to sell or not sell? We already know that the joint costs are 40 and 40, if we use the physical unit method. Shall we sell or not sell? Now, what happens is for this decision, this 40 and 40 is totally, irrelevant. We should ignore it, because these costs are already committed. What is important is the further processing cost and the incremental selling price.

So, if we are, as this is given that advance product, we are able to sell at 70 rupees and advance product p2, we are able to sell at 62 rupees. We will compare this with their original selling prices. Original selling price is 50 and 40. By further processing, how

much is the incremental revenue we were able to generate? It is 20 rupees for p1 and it is 22 rupees for p2. How much is the cost of further processing? It is 22 and 13. How much is the net incremental revenue? It is minus 2 for p1 and it is 9 rupees for p2. Otherwise, our p2 was being sold at 40 rupees. After further processing, we are able to get 62 rupees; so 22 rupees of value addition for an extra cost of 13.

So, it is very good to further process p2. We will get 9 rupees more; whereas, if you come to p1, the incremental price was 20 rupees; that is from 50, we were able to take it to 70, but the additional processing cost was also very heavy, 22. So, the incremental revenue was minus 2. We should not further process it. This is the decision that in case of p1; it is not good to go for further processing; while for p 2, it is good for further processing. I think now, the concepts of relevant costs and decision making are clear to you. We have discussed relevant costs, sunk costs, decisions like make or buy decision. Then, we have also discussed shutdown point. We have now, discussed the joint products, various methods of allocation of joint products cost and in the end, we have also seen further processing or not further processing of joint products. So, let us stop here. In the next session, we will go for budgeting and some more issues.

Thank you so much.