ప్రాచీన తెలుగు కవిత్వం డిగ్రీ (జనరల్) / సెమిస్టర్

రచయితలు

దాు బి. అశోక్

దా॥ ఎస్. సునీల్ కుమార్ తెలుగు విభాగం ఎస్. వి. విశ్వ విద్యాలయం తిరుపతి, ఆంధ్రప్రదేశ్ - 517 502



Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP -517 502 All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



Director

Centre for Distance and Online Education Sri Venkateswara University

Tirupathi, AP-517 502

విజయోస్తు

మమ్మీ అన్న మాటలో మమకారం కన్న అమ్మ! అన్న మాటలో మాధుర్యం మిన్న అమ్మ నుండి అలవడే అమృత భాష ఆత్మీయతను పెంచే ఆంద్ర భాష

మాధుర్యాన్ని పెంచే మాన్యభాష రాగసుధలను రంగరించే రాష్ట్ర భాష మమకారాన్ని పంచే మాతృభాష తేనెలొలుకు భాష మన తెలుగు భాష

తెలుగు భాషను గౌరవిద్దాం తెలుగు భాషలో మాట్లాడుదాం తెలుగు జాతికి వన్నెతెద్దాం ఇదే తెలుగుతల్లికి మనమిచ్చే నీరాజనాలు

- రచయితలు

జనరల్ తెలుగు / సెమిస్టర్ - 1 (పాచీన తెలుగు కవిత్వం

ఈ కోర్సు విజయవంతంగా ముగించాక, విద్యార్థులు (కింది అభ్యసన ఫలితాలను పొందగలరు.

- ప్రాచీన తెలుగుసాహిత్యం యొక్క ప్రాచీనతను, విశిష్టతను గుర్తిస్తారు. తెలుగు సాహిత్యంలో ఆదిక వి నన్నయ కాలంనాటి భాషానంన్క ృతులను, ఇతిహాసకాలంనాటి రాజనీతి విషయాలపట్ల పరిజ్ఞానాన్ని సంపాదించగలరు.
- శివకవుల కాలంనాటి మతపరిస్థితులను, భాషావిశేషాలను గ్రహిస్తారు. తెలుగు సుడికారం, సామెతలు, లోకోక్తులు మొదలైన భాషాంశాల పట్ల పరిజ్ఞానాన్ని పొందగలరు.
- తిక్కన భారతంనాటి మత, ధార్మిక పరిస్థితులను, తిక్కన కవితాశిల్పాన్ని, నాటకీయతను అవగాహన చేసుకోగలరు.
- 4. ఎఱ్ఱన సూక్రివైచిత్రిని, ఇతిహాస కవిత్వంలోని విభిన్న రీతులపట్ల అభిరుచిని పొందగలరు. (శీనాథుని కాలం నాటి కవితావిశేషాలను, మొల్ల కవితా విశిష్టతను గుర్తించగలరు.
- 5. తెలుగు పద్యం స్వరూప-స్వభావాలను, సాహిత్యాభిరుచిని పెంపొందించుకుంటారు. ప్రాచీన కావ్యభాషలోని వ్యాకరణాంశాలను అధ్యయనం చేయడం ద్వారా భాషాసామర్థ్యాన్ని, రచనలో మెళకువలను గ్రహించగలరు.

పాఠ్య ప్రణాళిక యూనిట్ – I

రాజనీతి – నన్నయ

మహాభారతం – సభాపర్వం – ప్రథమాశ్వాసం – (26–57 పద్యాలు) యూనిట్ – II

దక్షయజ్ఞం – నన్నెచోడుడు

iv

ధౌమ్య ధర్మోపదేశము – తిక్కన

మహాభారతం – విరాటపర్వం – ప్రథమాశ్వాసం – (116 – 146) పద్యాలు

యూనిట్ – IV

పలనాటి బెబ్బులి – (శీనాథుడు (పలనాటి వీరచరిత్ర – ద్విపద కావ్యం పుట 108 – 112 'బాలచంద్రుడు భీమంబగు సంగ్రామం బొనర్పుట.. (108)...

వెఱగంది కుంది' (112) సం. అక్కిరాజు ఉమాకాంతం ముద్రణ. వి. కె. స్వామి, బెజవాద 1911.

సీతారావణ సంవాదం – మొల్ల

వ్యాకరణం

సంధులు: ఉత్వ, త్రిక, ద్రుతప్రకృతిక, నుగాగమ, ద్విరుక్తటకారాదేశ, యణాదేశ, వృద్ధి, శ్చుత్వ, జశ్త్వ, అనునాసిక సంధులు.

సమాసాలు: అవ్వయిభావ, తత్పురుష, కర్మధారయ, ద్వంద్వ, ద్విగు, బహుబీహి. అలంకారాలు:

అర్థాలంకారాలు: ఉపమ, ఉత్చేక్ష, రూపక, స్వభావోక్తి, అర్ధాంతరవ్యాస, అతిశయోక్తి. శబ్దాలంకారాలు: అనుప్రాస (వృత్యనుప్రాస, ఛేకామప్రాస లాటానుప్రాస, అంత్యానుప్రాస) ఛందస్సు

వృత్తాలు: ఉత్పలమాల, చంపకమాల, శార్గూలము, మత్తేభము;

జాతులు: కందం, ద్విపద; ఉపజాతులు: ఆటవెలది, తేటగీతి, సీసం మరియు ముత్యాలసరాలు

విషయ సూచిక (పాచీన తెలుగు కవిత్వం

	యూనిట్-1: రాజనీతి	
1.1	ఉద్దేశం	1
1.2	కవి పరిచయం	1
1.3	మహాభారత (పాశస్త్రము	1
1.4	పాఠ్యభాగం	2
1.5	పాఠ్యభాగ పరిచయం	7
1.6	కఠిన పదాలకు అర్థాలు	7
1.7	(పతిపదార్ధ : తాత్పర్యాలు	10
1.8	సందర్భ సహిత వ్యాఖ్యలు	17
1.9	పాఠ్యభాగ సారాంశం	19
1.10	(పశ్నలు – జవాబులు	22
1.11	సంగ్రహ ప్రశ్నలు	30
1.12	అభ్యాసం	31
	యూనిట్-2: దక్షయజ్ఞం	
2.1	ఉద్దేశం	33
2.2	కవి పరిచయం	33
2.3	పాఠ్యభాగము	34
2.4	పాఠ్యాంశ పరిచయం	39
2.5	(పతిపదార్ధ – తాత్పర్యాలు	42
2.6	సందర్భ సహిత వ్యాఖ్యలు	49
2.7	పాఠ్యభాగసారాంశము	51

vi

2.9	సంగ్రహ ప్రశన్నలు	63
2.10	అభ్యాసం	64
	యూనిట్-3: ధౌమ్య ధర్మోపదేశం	
3.1	ఉద్దేశం	67
3.2	పరిచయం	67
3.3	పాఠ్యభాగము	68
3.4	పాఠ్యభాగ పరిచయం	73
3.5	కఠిన పదాలకు అర్థాలు	73
3.6	(పతిపదార్ధ – తాత్పర్యాలు	75
3.7	సందర్భ సహిత వ్యాఖ్యలు	80
3.8	పాఠ్యభాగ సారాంశము	82
3.9	[పశ్నలు −సమాధానములు	85
3.10	సంగ్రహ ప్రశన్లలు	91
3.11	అభ్యాసం	93
	యూనిట్–4: పలనాటి బెబ్బులి	
4.1	ఉద్దేశం	95
4.2	పరిచయం	95
4.3	పాఠ్యభాగము	96
4.4	పాఠ్యభాగ పరిచయం	104
4.5	కఠిన పదాలకు అర్ధాలు	104
4.6	సందర్భ సహిత వ్యాఖ్యాలు	108
4.7	పాఠ్యభాగం సారాంశం	110
		- vii

2.8 ప్రశ్నలు – జవాబులు

54

4.8	వ్యాసరూప ప్రశన్దలు	113
4.9	సంగ్రహ ప్రశ్నలు	118
4.10	అభ్యాసం	120
	యూనిట్–5: సీతారావణ సంవాదం	
5.0	ఉద్దేశం	121
5.1	కవియితి పరిచయం	121
5.2	పాఠ్యభాగము	121
5.3	పాఠ్యభాగ పరిచయం	130
5.4	కఠిన పదాలకు అర్థాలు	130
5.5	సందర్భ సహిత వ్యాఖ్యలు	137
5.6	పాఠ్యభాగసారాంశం	139
5.7	ప్రశ్నలు సమాధానములు	144
5.8	సంగ్రహారూప ప్రత్నలు	153
5.9	అభ్యాసం	156
	యూనిట్-6: వ్యాకరణం	
6.1	సంధులు	157
6.2	సమాసములు	162
6.3	అలంకారములు	167
6.4	ఛందస్సు	170

viii

A Course in Communication and Soft Skills

As per Choice Based Credit System (CBCS) For Degree I-Year/I-sem Common to all Branches



Authors Prof. V. Ravi Naidu Dr. E. Gangadhar Dr. A. Sreenivasulu Dept. of English S.V. University, Tirupati - 517502 AP



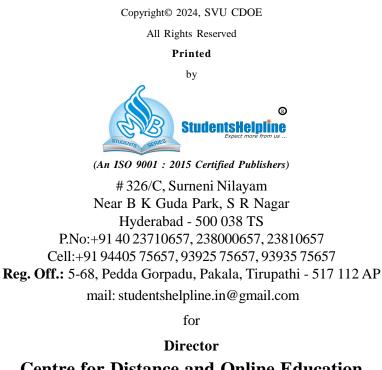
Centre for Distance and Online Education Sri Venkateswara University

Tirupathi, AP-517 502

Year: 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.



Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP -517 502

> mail : directorddesvu@gmail.com Cell: +91 877-2289380 www.svudde.in

A Course in Communication and Soft Skills

Learning Outcomes

By the end of the course the learner will be able to:

- Use grammar effectively in writing and speaking.
- Demonstrate the use of good vocabulary
- Demonstrate an understating of writing skills
- Acquire ability to use Soft Skills in professional and daily life.
- Confidently use the tools of communication skills

i. Importance of Listening

- ii. Types of Listening
- iii. Barriers to Listening
- iv. Effective Listening

(Unit-2: Speaking Skills)

Unit-1: Listening Skills

- a. Sounds of English: Vowels and Consonants
- b. Word Accent
- c. Intonation

Unit-3: Grammar

- a. Concord
- b. Modals
- c. Tenses (Present/Past/Future)
- d. Articles
- e. Prepositions
- f. Question Tags
- g. Sentence Transformation (Voice, Reported Speech & Degrees of Comparison)
- h. Error Correction

Unit-4: Writing

- i. Punctuation
- ii. Spelling
- iii. Paragraph Writing
- a. SWOC
- b. Attitude
- c. Emotional Intelligence
- d. Telephone Etiquette
- e. Interpersonal Skills

Unit-5: Soft Skills

Content A Course in Communication and Soft Skills

	(Unit-1: Listening skills)						
1.0	Objectives 1						
1.1	Listening Skills						
1.2	Importance						
	1.2.1 Importance of Listening Skills	3					
	1.2.2 Ways to Improve Listening Skill	3					
1.3	Techniques to Improve Listening	4					
	1.3.1 Characteristics associated with the Speaker and Listener	4					
1.4	Process or Stages of Listening	5					
1.5	Listening Modes	6					
	1.5.1 Advantages of Listening	7					
	1.5.2 Poor Listening Habits	8					
	1.5.3 Good Listening Habits	8					
1.6	Types of Listening	9					
1.7	Barriers To Listening 12						
1.8	Effectiveness of Listening 14						
	1.8.1 Strategies for Effective Listening	16					
1.9	Listening Comprehension	17					
	1.9.1 Listening to Sounds: Sounds of English Language 18						
1.10	Exercises	19					
1.11	Check your Progress	21					
1.12	Outcomes	21					
1.13	Exercise	22					
1.14	Practice Exercises	22					
	Unit-2: Speaking Skills						
2.0	Objectives	25					
2.1	Introduction	25					
2.2	Essentials Of Effective Speaking Skills	26					
	2.2.1 Principles of Speaking Skills	27					
	2.2.2 Improving Speaking Skills	28					
2.3	Barriers of Speaking skills	29					
	2.3.1 Effectiveness of Speaking Skills						

2.4	Sounds of English			
2.5	Introduction To Phonetics			
	2.5.1 The Sounds of English	32		
	2.5.2 Task	33		
2.6	Vowels			
	2.6.1 Pure Vowels or Monophthongs	35		
	2.6.2 Tasks	40		
	2.6.3 Diphthongs	42		
	2.6.4 Tasks	47		
2.7	Consonants	48		
	2.7.1 Double Consonant Letters	56		
	2.7.2 Tasks	58		
2.8	Word Accent	60		
	2.8.1 Importance of Stress	61		
	2.8.2 Aspects of Word Stress	61		
	2.8.3 Rules of Word Stress	63		
	2.8.4 Stress Shift According to Function	67		
	2.8.4 Stress Shift According to Function	67		
	2.8.5 Stress in Compound Words	67		
2.9	Tasks	68		
2.10	Accent/Stress and Rhythm in Connected Speech			
	2.10.1 Rhythm in Connected Speech	70		
	2.10.2 Strong/Weak Forms and Contracted Forms	71		
2.11	Tasks	74		
2.12	Intonation	75		
	2.12.1 Objective Factors	76		
	2.12.2 Tone Groups	76		
	2.12.3 Some Important Points to be Remembered	80		
2.13	Tasks	81		
2.14	Outcomes	81		
2.15	Check Out	81		
	Unit-3: Grammar			
3.0	Objectives	83		
3.1	Importance of Grammarq	84		
3.2	Concord	84		
	3.2.1 Rules for Concord	85		
	3.2.2 Concord of Proximity	88		
		l v J		

	3.2.3	The Basics of Subject-Verb Concord	89
	3.2.4	Tasks	90
	3.2.5	Check Out	93
3.3	Modal	S	94
	3.3.1	List of Modal Verbs	94
	3.3.2	Tasks	99
	3.3.3	Check Out	101
3.4	Tenses	s (Present/ Past/ Future)	102
	3.4.1	Present Tense	103
	3.4.2	Past Tense	105
	3.4.3	Future Tense	106
	3.4.4	Tasks	108
	3.4.5	Check Out	113
3.5	Article	25	121
	3.5.1	The Definite Article	122
	3.5.2	The Indefinite Article	122
	3.5.3	Indefinite articles with Incountable Nouns	123
	3.5.4	Uses of Article 'a'	124
	3.5.5	Uses of Article 'an'	125
	3.5.6	Omission of Articles/Zero Article	125
	3.5.7	Use of the Definite Article 'the'	127
	3.5.8	Omission of the Article 'the'	128
	3.5.9	Task	129
	3.5.10	Check Out	132
3.6	Prepos	itions	136
	3.6.1	Types of Prepositions	136
	3.6.2	Unnecessary Prepositions	138
	3.6.3	Other Uses of Preposition	138
	3.6.4	Task (GATE 2018)	139
	3.6.5	Check Out	142
3.7	Questi	on Tags	144
	3.7.1	Positive or Negative Question Tags	144
	3.7.2	Intonation	146
	3.7.3	Tone Groups	148
	3.7.4	Some Important Points to be Remembered	150
	3.7.5	Tasks	151
	3.7.6	Check Out	153

3.8	Reported Speech			
	3.8.1	Direct and Indirect Speech	155	
	3.8.2	Converting Direct Speech into Indirect Speech	157	
	3.8.3	Rules for Reported Speech	157	
	3.8.4	Tasks	166	
	3.8.5	Check Out	168	
3.9	Active	and Passive Voice	169	
	3.9.1	When to use Active and Passive Voice	169	
	3.9.2	Active to Passive Voice Rules For Conversion of Sentence	170	
	3.9.3	Tasks	173	
	3.9.4	Check Out	184	
3.10	Degree	e of Comparison	187	
	3.10.1	Rules for Changing the Degrees of Comparison	190	
	3.10.2	Degrees of Comparison are Applicable only to Adjectives and Adverbs	192	
	3.10.3	Rules for Adjectives and Adverbs in Degrees of Comparison	194	
	3.10.4	Tasks	198	
3.11	Outcor	nes	200	
		Unit-4: Writing		
4.0	Object	ives	201	
4.1	Introduction			
4.2	Significance Of Writing			
	4.2.1	Spelling	204	
4.3	Tasks (SSC Codes)			
4.4	Punctu	ation	212	
	4.4.1	Task	216	
4.5	Paragra	aph Writing	217	
	4.5.1	Organising Principles of Paragraph Writing	218	
	4.5.2	Paragraph Development Techniques and Methods	220	
	4.5.3	Types of Paragraphs	222	
	4.5.4	Tasks	223	
4.6	Outcor	nes	224	
4.7	Check	Out	224	
		Unit-5: Soft Skills		
5.0	Object	ives	229	
5.1	Introdu	iction	229	
	5.1.1	How it Works	230	
	5.1.2	Importance	230	
			vii	

	5.1.3	Soft Skills List and Examples	231
	5.1.4	Improvement of Soft Skills	232
	5.1.5	Highlight your Soft Skills	233
5.2	SWO	2	234
	5.2.1	Personal SWOT Analysis	235
	5.2.2	SWOT Questions to Ask Yourself	237
	5.2.3	Determining the Outcomes	238
	5.2.4	Taking Action	238
	5.2.5	Why do A Personal SWOT Analysis?	238
	5.2.6	When Should you Perform a Personal SWOT Analysis	241
5.3	Attitud	le	242
	5.3.1	Definition of Attitude	242
	5.3.2	Components of Attitude	244
	5.3.3	Factors Influencing Attitude	246
	5.3.4	Differences between Attitude and Behaviour	247
	5.3.5	Differences between Attitude and Behavior	248
	5.3.6	Attitude at Workplace	248
	5.3.7	Effects of Positive Attitude	249
	5.3.8	Effects of Negative Attitude	250
5.4	Emoti	onal Intelligence	251
	5.4.1	The 4 Dimensions of Emotional Intelligence (and a Chart)	253
	5.4.2	Key Skills in the Emotional Intelligence Framework	254
	5.4.3	Emotional Intelligence, IQ, and Personality Are Different	255
	5.4.4	Emotional Intelligence Is Linked to Performance	256
	5.4.5	Emotional Intelligence Can Be Developed	257
5.5	Telepł	none Etiquette	259
	5.5.1	Essential Rules of Phone Etiquette	261
	5.5.2	Customer Service Phone Etiquette	263
	5.5.3	Ways to Improve Your Telephone Etiquette	265
5.6	Interpo	ersonal Skills	266
	5.6.1 U	Understanding Interpersonal Skills	266
	5.6.2 I	mportance of Interpersonal Skills	267
	5.6.3 How to Improve Interpersonal Skills		268
	5.6.4 Highlight Interpersonal Skills when Applying for Jobs		
5.7	Outco	mes	269
5.8	Interv	iew Questions	270

Life Skill Course Human Values and Professional Ethics

As per Choice Based Credit System (CBCS) Common to all Branches



Authors Dr. M. Shanthi Dr. B. Sudheeshna Dept. of Management Studies S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP-517 502

Year : 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam Near B K Guda Park, S R Nagar Hyderabad - 500 038 TS P.No:+91 40 23710657, 238000657, 23810657 Cell:+91 94405 75657, 93925 75657, 93935 75657 **Reg. Off.:** 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education Sri Venkateswara University

Tirupathi, AP -517 502 mail : directorddesvu@gmail.com Cell: +91 877-2289380 www.svudde.in

Learning Outcome

On completion of this course, the UG students will be able to:

- Understand the significance of value inputs in a classroom and start applying them in their life and profession
- Distinguish between values and skills, happiness and accumulation of physical facilities, the Self and the Body, Intention and Competence of an individual, etc.
- Understand the value of harmonious relationship based on trust and respect in their life and profession
- Understand the role of a human being in ensuring harmony in society and nature.
- Distinguish between ethical and unethical practices, and start working out the strategy to actualize a harmonious environment wherever they work.

Unit-1: Introduction - Definition, Importance, Process & Classifications of Value Education

- Understanding the need, basic guidelines, content and process for Value Education
- Understanding the thought provoking issues; need for Values in our daily life
- Choices making Choosing, Cherishing & Acting
- Classification of Value Education: understanding Personal Values, Social Values, Moral Values & Spiritual Values.

Unit-2: Harmony in the Family - Understanding Values in Human Relationships

- Understanding harmony in the Family- the basic unit of human interaction
- Understanding the set of proposals to verify the Harmony in the Family;

- Trust (*Vishwas*) and Respect (*Samman*) as the foundational values of relationship
- Present Scenario: Differentiation (Disrespect) in relationships on the basis of body, physical facilities, or beliefs.
- Understanding the Problems faced due to differentiation in Relationships
- Understanding the harmony in the society (society being an extension of family): *Samadhan*, *Samridhi*, *Abhay*, *Sah-astitva* as comprehensive Human Goals
- Visualizing a universal harmonious order in society-Undivided Society (*Akhand Samaj*), Universal Order (*Sarvabhaum Vyawastha*)- from family to world family.

Unit-3: Professional Ethics in Education

- Understanding about Professional Integrity, Respect & Equality, Privacy, Building Trusting Relationships.
- Understanding the concepts; Positive cooperation, Respecting the competence of other professions.
- Understanding about Taking initiative and Promoting the culture of openness.
- Depicting Loyalty towards Goals and objectives.

		Unit-1: Introduction	
1.0	Objecti	ives	1
1.1	Introdu	ction	1
1.2	Value H	Education	2
	1.2.1	Effective Management of Value Education	4
	1.2.2	Objectives of Value-Education	6
	1.2.3	Significance of Value Education	7
	1.2.4	Guidelines for Value Education	7
	1.2.5	Importance of Value Education	8
1.3	Introdu	action to Values	9
1.4	Definit	ion of Values	10
1.5	Classif	ication of Value Education	12
	1.5.1	Characteristics of Values	14
	1.5.2	Types of Values	15
1.6	Humar	n Values	15
	1.6.1	Evolution of Human Values	16
	1.6.2	Important Human Values	17
	1.6.3	Types of Human Values	17
	1.6.4	Universal Values	18
	1.6.5	Cultural Values	18
	1.6.6	Humanbeing in Bigger Order	19
	1.6.7	Fundamental Values	20
1.7	Conten	t of Value Education	20
1.8	Role of	f Value Education	21
1.9	Need f	or Value Education	22
	1.9.1	Basic Guidelines for Value Education	25
1.10	Conten	at and Process of Value Education	26
	1.10.1	Preconditioning	26

Content *Human Values and Professional Ethics*

	1.10.2	Ways to Apply our Personal Core values in Daily Life	fe 27
	1.10.3	Ways to Select Choice Making	29
1.11	Prospe	rity as parts of Value Education	29
	1.11.1	Physical Facilities for Animals and Humans	32
	1.11.2	Basic Human Aspirations	35
	1.11.3	Our State Today in Human Aspiration	36
	1.11.4	Need for Right Understanding	37
	1.11.5	Why is Happiness so Important to All of Us?	38
	1.11.6	Differences between Prosperity and Wealth	38
	1.11.7	SVDD, SSDD, SSSS	40
1.12	Outcor	nes	42
1.13	Review	v Questions	42
1.14	Multip	le Choice Questions	43
		Unit-2: Harmony in the Family	
2.0	Objecti	ives	45
2.1	Introdu	ction	45
2.2	Harmo	ny	46
	2.2.1	Harmony in Society	47
	2.2.2	Extended Relationship from Family to Society	47
	2.2.3	Harmony from Family to World Family	48
2.3	Harmo	ny in Nature	48
2.4	Harmo	ny in the family	49
	2.4.1	Family is Basic Unit of Human Interaction	50
	2.4.2	Family is a Natural Laboratory	50
2.5	Family	is Basic Unit of all Interaction	50
	2.5.1	Set of Proposals to Verify Harmony in Family	51
	2.5.2	Justice (Nyaya)	51
	2.5.3	Differentiation (Disrespect) in Relationships	52
	2.5.4	Problems Faced Due to Differentiation in	
		Relationships	54
2.6	Values	in Relationships	55

2.6.1	Values in Human Relationships	56
Basics	for respect and today's Crisis	57
2.7.1	Trust (Vishwas)	57
2.7.2	Respect (Samman)	59
2.7.3	Affection	60
2.7.4	Care	61
2.7.5	Guidance	61
2.7.6	Reverence	62
2.7.7	Glory	62
2.7.8	Gratitude	62
2.7.9	Love	63
2.7.10	Difference between Belief & Understanding	64
-		64
2.8.1	Comprehensive Human Goal	67
2.8.2	Five Dimensions of Human Endeavour	68
2.8.3	Prosperity in Families	69
2.8.4	Recyclability and Self-regulation in Nature	70
Univer	rsal Human Order	71
2.9.1	Right understanding in the Individuals is the basis	
	for Harmony in the Family	72
Outcor	nes	72
Review	v Questions	73
Multip	le Choice Questions	74
	Unit-3: Professional Ethics in Education	
Object	ives	77
Introdu	iction	77
Value 1	Based Life and Profession	78
Profess	sional Integrity	78
3.3.1	Professional Integrity in Business	79
3.3.2	Equality and Respect	80
3.3.3	Is Professional Integrity is Possible in	
	Actual Working	80
	Basics 2.7.1 2.7.2 2.7.3 2.7.4 2.7.5 2.7.6 2.7.7 2.7.8 2.7.9 2.7.10 Compre Human 2.8.1 2.8.2 2.8.3 2.8.4 Univer 2.9.1 Outcon Review Multip Object Introdu Value I Profess 3.3.1 3.3.2	Basics for respect and today's Crisis 2.7.1 Trust (Vishwas) 2.7.2 Respect (Samman) 2.7.3 Affection 2.7.4 Care 2.7.5 Guidance 2.7.6 Reverence 2.7.7 Glory 2.7.8 Gratitude 2.7.9 Love 2.7.10 Difference between Belief & Understanding Comprehensive Human Goal: The Five dimensions of Human Endeavour 2.8.1 Comprehensive Human Goal 2.8.2 Five Dimensions of Human Endeavour 2.8.3 Prosperity in Families 2.8.4 Recyclability and Self-regulation in Nature Universal Human Order 2.9.1 Right understanding in the Individuals is the basis for Harmony in the Family Outcomes Review Questions Multiple Choice Questions Unit-3: Professional Ethics in Education Objectives Introduction Value Based Life and Profession Professional Integrity in Business 3.3.1 Professional Integrity is Possible in

	3.3.4	Important of Professional Integrity in the Workpla	ce 80
	3.3.5	Tips for Maintaining Integrity	81
	3.3.6	Demonstrate of Integrity in the Workplace	83
	3.3.7	Examples of Integrity in the Workplace	83
3.4	Respec	et and Equality	84
	3.4.1	Respect	84
	3.4.2	Equality	85
	3.4.3	Characteristic Features of Equality	85
	3.4.4	Kinds of Equality	86
3.5	Privac	у	89
	3.5.1	Multiple Dimensions or Types of Privacy	89
	3.5.2	Chief Contents or Ascepts of Privacy	91
3.6	Privacy	y Law	94
	3.6.1	Classification of Privacy Law	94
3.7	Buliding Trusting Relationship		
	3.7.1	How to Build Good Work Relationships	96
3.8	Positiv	e Cooperation	98
	3.8.1	Importance of Cooperation	99
	3.8.2	Advantages of Cooperation	100
3.9	Ethical	Competence	101
	3.9.1	Salient Features of Competence in Professional Ethics	102
	3.9.2	Respecting the competence of other professions	103
	3.9.3	Fundamental Principles in Competence in	
		Professional Ethics	103
3.10	Openn	ess	104
	3.10.1	Drivers of Openness in an Organization	105
3.11	Loyalty	У	108
	3.11.1	Loyalty towards Goals and Objectives	108
	3.11.2	Differing Concepts of Loyalty	108
3.12	Outcor	nes	110
3.13	Review	v Questions	110
3.14	Multiple Choice Questions 111		

Skill Development Course Office Secretaryship

As per Choice Based Credit System (CBCS) Common to all Branches



Authors Dr. M. Shanthi Dr. B. Sudheeshna Dept. of Management Studies S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP-517 502 **Year :** 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam Near B K Guda Park, S R Nagar Hyderabad - 500 038 TS P.No:+91 40 23710657, 238000657, 23810657 Cell:+91 94405 75657, 93925 75657, 93935 75657 **Reg. Off.:** 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education Sri Venkateswara University

> Tirupathi, AP -517 502 mail : directorddesvu@gmail.com Cell: +91 877-2289380 www.svudde.in

Office Secretaryship

Learning Outcomes

By the successful completion of course, the student will be able to;

- 1. Understand the organizational hierarchy and outlines of functioning.
- 2. Comprehend the role of office secretaryship in a small and medium organization.
- 3. Acquire knowledge on office procedures and interpersonal skills.
- 4. Apply the skills in preparing and presenting notes, letters, statements, reports in different situations.

Unit-I: Introduction

Introduction - Organisational structure of a small and medium organization - Types of offices - Kinds of secretaries - The scope of office secretaryship.

Unit-II: Office Secretary

The role of an office secretary - Duties and responsibilities - Usage of different devices - Flowchart and office manuals - Coordinating different wings of an office/organisaton - Arranging common meetings - Operations of banking and financial services - travel and hospitality management services.

Unit-III: Office Procedures

Office procedures - Filing - Circulating files - Preparation of notes, circulars, agenda and minutes of meetings - Issue of press notes - Maintenance of files and records - Inventory, office, human resources, financial and confidential - maintaining public relations.

Content Office Secretaryship

		(Unit-1: Introduction)	
1.0	Object	ives	1
1.1	Introdu	action	1
1.2	Organi	sation	2
	1.2.1	Definitions of Organization and Organizing	2
	1.2.2	Elements of Organization	3
	1.2.3	Nature of Organization	6
	1.2.4	Importance of Organization	7
	1.2.5	Advantages of Organzing	7
	1.2.6	Principles of Organization	9
	1.2.7	Steps in the Process of Organisation	11
1.3	Organi	izations Structure	12
	1.3.1	Significance of Organization Structure	13
	1.3.2	Principles of Organzation Structure	14
1.4	Types	of Organizations	14
	1.4.1	Based on Organization Structure	14
	1.4.2	Based on Authority	19
1.5	Meani	ng and Definition of Office	22
	1.5.1	Office Work	24
	1.5.2	Office Activities	25
	1.5.3	Factors Contributing to the Growth of Office	
		Work	26
	1.5.4	Types of Office	27
1.6	Secret	ary	28
	1.6.1	Appointment of a Secretary	30

	1.6.2	Qualifications and Personal Qualities of	
		a Secretary	31
	1.6.3	Remuneration of a Secretary	35
	1.6.4	Functions or Duties of a Secretary	35
	1.6.5	Rights of a Secretary	36
	1.6.6	Powers of a Secretary	36
	1.6.7	Liabilities of a Secretary	37
	1.6.8	Importance of Secretary	37
1.7	Types	of Secretary	38
1.8	Scope	of Secretary	40
1.9	Outcor	nes	43
1.10	Review	v Questions	43
		Unit-2: Office Secretary	
2.0	Object	ives	45
2.1	Introdu	iction	45
2.2	Role o	f an Office Secretary	46
2.3	Duties	of Office Secretary	48
2.4	Respon	nsibilites of Secretary	51
2.5	Usage	of Different Devices	53
	2.5.1	Brief Overview of Office Equipments	54
	2.5.2	Brief List of Modern Office Technologies	55
	2.5.3	Summary of the Advantages of Office	
		Equipments	56
	2.5.4	Meaning and Types of Mail	56
		2.5.4.1 Handling of Incoming Mail	57
		2.5.4.2 Handling of Outgoing Mail	59
		2.5.4.3 Handling of Electronic Mail	62
		2.5.4.4 Mail Room Equipment	63

2.6	Flow C	Chart	65
	2.6.1	Straight-Line Flow of Work	66
	2.6.2	Problems in Smooth Flow of Work	67
2.7	Office	Manuals	68
	2.7.1	Definition of Office Manual	68
	2.7.2	Need for Office Manuals	69
	2.7.3	Types of Office Manuals	69
	2.7.4	Principles of Office Manuals	71
	2.7.5	Steps in Preparation and Writing of Office	
		Manuals	71
	2.7.6	Advantages of Office Manuals	73
	2.7.7	Disadvantages of Office Manuals	73
	2.7.8	Revision and Distribution of Office Manuals	74
	2.7.9	Distribution of Office Manuals	74
2.8	Coordi	nating Different Wings of an Office/Organisaton	74
2.9	Meetin	g - Meaning, Importance and Types of Meetings	77
	2.9.1	Types of Meetings	77
	2.9.2	Requisites of a Valid Meeting	79
	2.9.3	Secretarial Duties Relating to Meetings	84
	2.9.4	Terms Relating to Meeting	85
2.10	Service	es Provided by Banks	87
	2.10.1	Other Common Facilities Provided by Banks	91
	2.10.2	General Utility Services Provided by Banks	92
	2.10.3	Terms Used in Banking Transactions	94
2.11	Modes	of Travel	99
	2.11.1	How to Make Railway Reservation	100

	2.11.2	Air Travel	101
	2.11.3	E-Ticket and Paper Ticket	103
	2.11.4	Travel Agencies	103
	2.11.5	Hotel Reservation	104
	2.11.6	Itinerary	105
	2.11.7	Organizing Travel	105
	2.11.8	Tour Advance and Tour Claim	106
	2.11.9	Overse as Travel Appangement	106
2.12	Outcor	nes	108
2.13	Review	v Questions	109
		Unit-3: Office Procedures	
3.0	Object	ives	111
3.1	Introdu	iction	111
3.2	Meani	ng of Procedure	113
	3.2.1	Definition	113
	3.2.2	Importance of Systems and Procedures	114
	3.2.3	Benefits and Limitations of Systems and	
		Procedures	114
3.3	Filing	- Meaning, Importance and Essentials	115
	3.3.1	Essentials of a Good Filing System	117
	3.3.2	Classification of Filing - Alphabetical, Numerical,	
		Geogr-Aphical, Subject, Chronological	117
	3.3.3	Methods of filing- Horizontal and Vertical	122
	3.3.4	E-Filing	124
	3.3.5	Weeding out or Destruction of Old Records	128
	3.3.6	Indexing	128
	3.3.7	Filing Procedure	132

3.4	Notice		134
3.5	Circular		
3.6	Prepar	ation of Notice, Agenda and Minutes of Meeting	139
3.7	Press 1	Note	147
	3.7.1	Press Notes have the Force of Law	147
	3.7.2	Press Notes are Subject to Judicial Review	149
3.8	Mainte	enance of Files and Records	149
	3.8.1	Improve Records Management in Any Office	153
3.9	Mainte	enance of Inventory Records	154
	3.9.1	Maintaining Inventory Records	157
3.10	Mainte	enace of Human Resource	163
	3.10.1	Benefits of Cloud- Based Document Storage	165
	3.10.2	Important Practices for Personnel Files	165
3.11	Mainte	enance of Financial Record	166
3.12	Confid	ential Files	169
3.13	Public	Relations	170
	3.13.1	Functions of Public Relations Department	
		(Promotion Tools in PR)	171
	3.13.2	Role of Public Relations in an Organisation	173
3.14	Outcon	nes	175
3.15	Review	v Questions	175

HISTORY AND CULTURE OF INDIAN UP TO AD 1526

I- B.A(HISTORY) / I - Semester

As per Choice Based Credit System (CBCS)





Authors

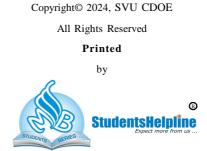
Prof. Anandha Naidu Prof. P. Bhaskar Reddy Dept. of History Sri Venkateswara University Tirupati - 517 502 AP



Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP -517 502 Year: 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.



(An ISO 9001 : 2015 Certified Publishers) # 326/C, Surneni Nilayam Near B K Guda Park, S R Nagar Hyderabad - 500 038 TS P.No:+91 40 23710657, 238000657, 23810657 Cell:+91 94405 75657, 93925 75657, 93935 75657 Reg. Off.: 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education Sri Venkateswara University

> Tirupathi, AP -517 502 mail : directorddesvu@gmail.com Cell: +91 877-2289380 www.svudde.in

CONTENTS

		Page No.
1.0	Aims and Objectives	1 age 100.
1.1	Introduction	2
1.2	Influence of Geography on History	2
1.3	Survey of Sources	10
1.4	Prehisotric Period	11
	1.4.1 Paleolothic	12
	1.4.2 Mesolithic	15
	1.4.3 Neolithic Culture	17
1.5	Role of Technology	19
1.6	Indus Valley Civilization	20
	1.6.1 Characteristic Features	21
1.7	Vedic Culture	22
	1.7.1 Early Vedic Period	23
	1.7.2 Later Vedic Period	26
1.8	Religious Movements in 6th century B.C	39
	1.8.1 Jainism and Buddhism in 6th century B.C	41
	1.8.2 Causes for the growth of Jainism and Buddhism	43
	1.8.3 Impact on society	43
	1.8.4 Impact on Culture	44
	1.8.5 Influence of Jainism on Sculpture	44
1.9	Summary	45
1.10	Keywords	45
1.11	Review Questions	46
	UNIT - II	
2.0	Aims and Objectives	47
2.1	Introduction	47
2.2	Political Conditions in Ancient India	48
2.3	Magadha Empire	49
	2.3.1 Rise of Magadha	50
	2.3.2 Magadha Dynasties	50
2.4	Alexanaders Invasion	52
	2.4.1. Political Conditions	52
	2.4.2 Political Conditions Beyond the Indus	53
	2.4.3 The Taxila	53
	2.4.4 The Kingdom of Porus	53
	2.4.5 Younger Porus and the Glansai Tribe	53
	2.4.6 Territory between the Ravi and the Beas	53
	2.4.7 The Magadha Empire	53
	2.4.8 Tribes of the southern Punjab	53

2.4.9 Tribes in the Indus Valley	54
2.4.10 Social Condition	54
2.4.11 Economic Condition	54
2.4.12 Religions Condition	54
2.4.13 Alexander's Invasion of India& its Results	54
2.4.14 Causes of the Defeat of the Indians	55
2.4.15 Invasion	56
2.4.16 Results of Alexander's Invasion	58
2.5 Mauryas	60
2.6 Ashokas Dhamma	72
2.6.1 Need for Asoka Dharma	72
2.6.2 Success of his Dharma	74
2.6.3 Propogation of Ashoka's Dhama	75
2.6.4 Asoka and Buddhism	75
2.6.4.1 Action taken to Spread Buddhism	76
2.6.4.2 A State Religion	76
2.6.4.3 Administrative Measures	76
2.6.4.4 Wide Publicity	76
2.6.4.5 The Third Buddhist Council and Religious Exhibition	77
2.6.4.6 Dharma Yatras or Pilgrimage to the Buddhist Holy Plac	
2.6.4.7 Appointment of Dharma Mahamatras 2.6.4.8 Building of Viharas and Stupas	77 77
2.6.4.9 Inscriptions of Asoka	77
2.6.4.10 Defender of the faith	78
2.6.4.11 Works of public welfare	78
2.6.4.12 Foreign Missions	78
2.6.4.13 Successor of Asoka	79
2.7 Mauryan Administration System	79
2.7.1 Mauryan Centralized Administration	79
2.7.2 Mauryan Provincial Administration	80
2.7.2 Mauryan Provincial Administration	81
2.7.3 Mauryan Administration Revenue System	81
2.7.4 Mauryan Judicial System	81
2.7.5 Mauryan Municipal Administration System	82
2.7.6 Mauryan Military Administration 2.7.7 Economy	82 82
2.7.7 Economy 2.7.8 Agriculture	83
2.7.9 Crafts and Industries	84
2.7.10 State Control	84
2.8 Mauryan Art and Architecture	85
2.8.1 Trade Routes	88
2.8.2 Ship-Building	88
2.8.3 Trade and Commerce	88
2.8.4 Textiles	89
	89
2.8.5 Mining and Metal Work	07

	2.8.6 Other Industries	89
	2.8.7 State's Control on Industry and Trade	89
	2.8.8 Labour	90
	2.8.9 Currency	90
	2.8.10 Social Condition	90
	2.8.11 Religious Conditions	92
2.9	Summary	93
2.10	Keywords	93
2.11	Review Questions	94

UNIT - III]

3.0	Aims and Objectives	95
3.1	Introduction	95
3.2	Post Mauryan Period	95
3.3	Kushans	97
	3.3.1 Political Survey of Kushans	97
	3.3.2 Kushans Administration	98
3.4	Guptas	99
011	3.4.1 Main Gupta Rulers	100
	3.4.2 Administrative System	100
	3.4.3 Socio Economic Conditions	105
	3.4.4 Caste System	106
	3.4.5 Status of Women under the Gupta's	107
	3.4.6 Economic Conditions	107
	3.4.7 Art	110
	3.4.8 Architecture	113
	3.4.9 Education	115
	3.4.10 Science and Technology	116
3.5 I	Rajputs	117
	3.5.1 The Gahadvalas	123
	3.5.2 Vijaichandra	124
	3.5.3 Jaichand	125
	3.5.4 The Chauhans	125
	3.5.5 Fall of the Chauhan Dynasty	127
	3.5.6 Solankis or Chalukyas of Gujarat	127
	3.5.7 Chamundaraja	127
	3.5.8 Jayasimha Siddharaja	127
	3.5.9 Ajayapala (1172-1176 A.D.)	128
	3.5.10 Mulraja II	129
	3.5.11 Bhimadeva II	129
3.6	The Chandelas and the kinds of Chedi	129
	3.6.1 Yasovarman	129
	3.6.2 Dhanga	130
	3.6.3 Vidyadhar	130
	3.6.4 Vijaipala	130

	3.6.5 Kirtivarma	130
	3.6.6 Paramardideva	130
3.7	The Paramaras	131
	3.7.1 Sindhuraj	131
	3.7.2 Bhoja	131
	3.7.3 Flourishment of Art, Literature and Learning	132
	3.7.4 Civilization and Culture of the Rajputs	132 Deirust 122
	3.7.5 Political Condition of India or Political Organisation of the 3.7.6 Social Condition	133 Kajputs
	3.7.7 Religious Condition	133
38	Rajput Society	134
2.0	3.8.1 Art, Literature and Education	135
3.9	Summary	137
	Keywords	137
	Review Questions	138
	UNIT - IV	
4.0	Aims and Objectives	139
4.1	Sangam Age	139
4.2	Sathavahanas	144
	4.2.1 Andhra Sathavahan Identity	145
	4.2.2 Original Home	147
	4.2.3 Chronology	148
	4.2.4 The Early Satavahanas	149
4.3	Pallavas	160
	4.3.1 Pallava Administration	161
	4.3.2 Pallava Art	164
4.4	Cholas	164
	4.4.1 Rule of the Chalukya Cholas	167
	4.4.2 The Velanati Chiefs	167
	4.4.3 Administration	168
4.5	Chalukyas	170
	4.5.1 Eastren Chalukyas of Vengi	173
4.6	Rashrakutas	181
	4.6.1 Administration	182
	4.6.2 Economy	182
	4.6.3 Society	183
	4.6.4 Literature	184
	4.6.5 Architecture	185
	4.6.6 Language	186
4.7	Kakatiyas	187
	4.7.1 Art and Architecture	191
	4.7.2 Economic Conditions	193
	4.7.3 Religious Conditions	194
4.8	Vijayanagara	195

	4.8.1 History	196
	4.8.2 Economy	197
	4.8.3 Culture	198
	4.8.4 Religion	199
	4.8.5 Literature	200
	4.8.6 Architecture	201
4.9	Summary	201
4.10) Keywords	202
4.11	Review Questions	202
	UNIT - V	
5.0	Aims and objectioves	203
5.1	Invasion of Arabs	204
	5.1.1 Significance	205
	5.1.2 Causes for the Arab Invasion of India	206
5.2	Ghaznavids	207
	5.2.1 Political Challenges and his Death	212
5.3	Ghori foundations of muslim rule in india	216
5.4	Delhi Sultanates	218
	5.4.1 Administration	218
	5.4.2 Government	221
	5.4.3 Society	222
	5.4.4 Religion	224
	5.4.5 Literature	226
	5.4.6 Art and Architecture	227
5.5	Industry and Trade	228
5.6	Downfall of the Delhi sultanate	229
	5.6.1 Hindu-Muslim Contacts	230
5.7	Summary	231
5.8	Keywords	231
5.9	Review questions	232
	UNIT - VI	
6.0	Aims and objectives	233
6.1	Impact of Impact on Indian society and culture	233
6.2	Bhakti Movement	234
	6.2.1 Chief Principles of Bhakti Movement	234
	6.2.2 Some Important Bhakti Reformers	234
	6.2.3 Effects of the Bhakti Movement	235
	6.2.4 Results of Bhakti Movement	236
6.3	Sufi Movement	237
6.4	Summary	240
6.5	Keywords	240
6.6	Review Questions	240

History and Culture of Indian up to AD 1526

Unit I:

Influence of Geography on History – Survey of the Sources – pre-historic period Paleolithic. Moselithic and Neolithic cultures – Role of Technology. Indus valley Civilization –Its characteristic features – Vedic culture – Early and later Vedic Period – Post-Vedic period Emergence of Varna and caste system – Rise of new Religious Movements-Jainism and Buddhism in 6th Century B.C. Impact on Society and culture.

Unit II:

A brief survey of political conditions in ancient India – Magadha, Alexander's Invasion and Mauryas – Ashoka's Dhama, Its nature and propagation – Mauryan Administration – Economy – Art and Architecture:

Unit III:

Post-Mauryan period in North India-A brief political survey of Kushans, Guptas, Puswabuthi and Rajputs: Polity and Administration-SocialConditions-Caste System – position of Women-Economy,-Indian Feudalism Art-Architecture-Education, Literature, Philosophy, Science and Technology.

Unit IV:

A brief political survey of South India-Sangham Age-Satavahanas-Pallavas-Cholas-Chalukyas, and Rashtrakutas-Kakatiya and Vijayanagara-Polity and Administration, Society, Economy-Art and – Architecture.

Unit V:

Invasions of Arabs, Ghaznavids and Ghoris and Delhi Sultanate – A brief Political Survey, Polity and Administration under Delhi Sultanate, society, Composition of rural Society, Nobility-Status of Women, Economic and Technological developments. Agriculture-Industry-Trade and Commerce-Urbanisation, Art and Architecture-Fine Arts-Education and Literature.

Unit VI:

Impact of Islam on Indian Society and culture-Bhakti and Sufi Movements Emergence of Composite culture.

MICRO ECONOMICS

I - B.A (ECONOMICS) / I - Semester

As per Choice Based Credit System (CBCS)





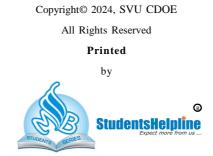
Authors Dr. D. Subramanyam Dr. M. Kumarraja Prof. K. Padmavathi Prof. Nagaraja Dept. of Economics S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP -517 502 Year: 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.



(An ISO 9001 : 2015 Certified Publishers) # 326/C, Surneni Nilayam Near B K Guda Park, S R Nagar Hyderabad - 500 038 TS P.No:+91 40 23710657, 238000657, 23810657 Cell:+91 94405 75657, 93925 75657, 93935 75657 Reg. Off.: 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education Sri Venkateswara University

Tirupathi, AP -517 502 mail : directorddesvu@gmail.com Cell: +91 877-2289380 www.svudde.in

<u>CONTENTS</u>	
UNIT - I	Page No.
1.0 Aims and objectives	1
1.1 Introduction	2
1.2 Public Expenditure	2
1.3 Effects of Public Expenditure	6
1.3.1 Impact of Public Expenditure on Production and Emplo	yment 6
1.3.2 Public Expenditure and Economic Growth	7
1.4 Theories of Public Expenditure	11
1.4.1 Wagner's Law of Increasing State Activities	11
1.4.2 The Peacock-Wiseman Hypothesis	12
1.5 Wagner's Law	12
1.6 Peacock and Wisemen Hypothesis	13
1.7 Reasons of Public Expenditure	15
1.7.1 Causes for the Growth of Public Expenditure	17
1.8 Summary	28
1.9 Review Questions	29

UNIT - II

2.0	Aims and objectives	39
2.1	Introduction	39
2.2	concept of utility, in difference curve analysis –consumer's Equilibrium, income and substitution effects	39
	2.2.1 Utility Approach	39
	2.2.2 The Law of diminishing marginal utility	40
2.3	Law of Equi- Marginal Utility	43
2.4	Indifference Curve Analysis	45
2.4	1 Assumptions of Indifference Curve Analysis	46
2.4	2 Indifference Curve Schedule	46
2.4	3 Indifference Curve	47
2.4	4 Properties of Indifference Curve	47
2.4	5 No Two Indifference Curves Cut Each Other	47
2.4	6 Higher Indifference Curve Represents Higher Level of Satisfaction	48

	2.4.7 Indifference Curve will not Touch either X-axis or Y-axis	48
	2.4.8 Indifference Curve need not be Parallel to Each Other	49
	2.4.9 Indifference Curves are Convex to Origin	49
	2.4.10 Consumer's Equilibrium	50
	2.4.11 Derivation of Demand Curve	54
	2.4.12 Criticism Of Indifference Curve Analysis	55
	2.4.13 Consumers Surplus	57
	2.5 Demand Analysis	62
	2.5.1 Meaning of Demand	62
	2.5.2 Demand Determinants	63
	2.5.3 The Law of Demand	65
	2.5.3.1 Factors behind the Law of Demand	66
	2.5.3.2 Income and Substitution Effects of Law of Demand	67
	2.5.3.3 Exceptions to the Law of Demand	68
	2.5.3.4 Changes In Demand	69
	2.5.3.5 Types of Demand	71
2.6	Elasticity of Demand	76
	2.6.1 Definitions of Price Elasticity of Demand	78
	2.6.1.1 Degrees of Price Elasticty	78
	2.6.1.2 Factors Determining Price Elasticity of Demand	80
	2.6.1.3 Measurement of Price Elasticity Of Demand	82
	2.6.2 Income Elasticity of Demand	88
	2.6.2.1 Degrees of Income Elasticity of Demand	88
	2.6.2.2 Measurement of Income Elasticity	90
	2.6.3 Cross Elasticity of Demand	91
	2.6.3.1 Types of Cross Elasticity of Demand	91
	2.6.3.2 Measurement of Cross Elasticity of Demand	92
	2.6.4 Advertising Elasticity of Demand or Promotional Elasticity of Sales	94
	2.6.4.1 Determinants of Advertisement Elasticity	96
2.7	Demand Forecasting	96
	2.7.1 Steps Involved in Forecasting	97
	2.7.2 Various Classification of Forecasting	97
	2.7.3 Various Approaches to Forecasting	99
	2.7.4 Criteria for a Good Forecasting Method	100
	2.7.5 Forecasting Demand for New Products	100
	2.7.6 Techniques of Demand Forecasting	100
2.8	Summary	104
2.9	Keywords	104

2.10 Review Questions

	UNIT - III	
3.0	Aims and Objectives	108
3.1	Introduction	108
3.2	Objectives and theories of the firm	108
	3.2.1 Profit Objective vs. Social Obligations	110
3.3	Production Function	110
3.4	Cobb Douglas Production Function	111
	3.4.1 Significance of Cobb-Douglas Production Function	112
3.5	ISO Quant Analysis	113
3.6	Factors Substitution	118
3.7	Law of Variable proportions	119
	3.7.1 Law of Returns to scale	122
3.8	Expansion Path	125
3.9	Concept of Revenue and Costs	126
	3.9.1 Revenue Concept	126
	3.9.2 Cost Concept	132
	3.9.2.1 Cost Function	137
	3.9.2.2 Cost-Output Relationship in the short run and long run	137
	3.9.2.3 Cost-Output Relationship and Cost Curves in the Short-R	lun 138
	3.9.2.4 Relation between AC and MC	144
	3.9.2.5 Cost Output Relationship in the Long run	145
	3.9.2.6 Production Cost Difference in the Short run and Long run	un 146
	3.9.2.7 Cost Out put relation in Long Run	149
3.10	Equilibrium of the Firm	150
3.11	Summary	154
3.12	2 Key words	155
3.13	Review Questions	156
	UNIT - IV	
4.0	Aims and Objectives	158
4.1	Introduction	158
4.2	Market Forms	158
	4.2.1 Definition of Market	158
	4.2.2 Market Classifications	158
4.3	Perfect Market	160
4.4	Imperfect Markets	161
	4.4.1 Nature of Competition	161
	4.4.2 Types of Competition	162

_

Г

4.5	Price And Output Determination, Under Perfect Competition	167
	4.5.1 Equilibrium of the Firm in the Short-run	170
	4.5.2 Equilibrium of the Industry in the Short-run	172
	4.5.3 Equilibrium of both the Firm and the Industry	175
	4.5.4 Optimum Firm	176
	4.5.5 Competitive Industry in Short-run	177
4.6	Monopoly	178
	4.6.1 Meaning of Monopoly	178
	4.6.2 Types of Monopoly	180
4.7	Price determination under monopoly	181
	4.7.1 Elasticity's of Monopoly	181
	4.7.2 Profit Positions in Monopoly	181
	4.7.3 Equilibrium position both in short-run and long-run under monopoly Short-run Monopoly Equilibrium	184
4.8	Price Discrimination	185
	4.8.1 The Consequences of Monopoly	187
	4.8.2 Control of Monopoly	189
4.9	Monopolistic Competition	190
	4.9.1 Equilibrium level of an Individual firm	191
	4.9.2 Equilibrium level of Industry and Group	193
4.10	Oligopoly (Kinked demand curve)	195
4.11 Summary		
4.12	2 Keywords	199
4.13 Review Questions		

|--|

5.0	Aims and Objectives	204
5.1	Introduction	204
5.2	Marginal productivity theory of Distribution	204
5.3	Theory of Wage Determination	208
	5.3.1 The Subsistence Theory of Wages	209
	5.3.2 The Standard of Living Theory of Wages	209
	5.3.3 The wage Fund Theory	211
	5.4 Wages and Collective Bargaining	212
	5.4.1 Wage Differences	214
	5.4.2 Collective Bargaining	221
	5.4.2.1 Characteristics of Collective Bargaining 5.4.2.2 Principles of Collective Bargaining	222 222
	5.5 Rent	223
	5.5.1 The Ricardian Theory of Rent	224

	5.5.2 Scarcity Rent	224
	5.5.3 Quasi Rent	226
5.6	Interest Theory	228
	5.6.1 Classical Theory of Interest	228
	5.6.2 Neo-Classical or Loanable Funds Theory of Interest	229
	5.6.3 Keynes' Liquidity Preference Theory of Interest	231
	5.7 Profit theory	235
	5.7.1 The Dynamic Theory	235
	5.7.2 The Innovation Theory	236
	5.7.3 The Risk Theory	237
	5.7.4 The Uncertainty-bearing Theory	237
5.8	Summary	238
5.9	Keywords	238
5.10	Review Questions	239

I- B.A. Economics PAPER - I: MICRO ECONOMICS

UNIT I: INTRODUCTION

Nature, Definition and scope of Economics – Methodology in Economics – Micro and Macro, Static and Dynamic, Normative and Positive – Indicatives and Deductive Analysis – Partial and General Equilibrium – Choice as an economic problem.

UNIT II : CONSUMER BEHAVIOUR

Utility Analysis – Cardinal and ordinal approaches – Law of Diminishing marginal utility, Law of Equi-marginal utility, Indifference curves – Properties of indifference curves – Price (Budget) line – Equilibrium of the consumer with the help of indifference curves. Demand Analysis – Law of demand – Elasticity of Demand – Price, Income and cross elasticities, Demand forecasting – Meaning and factors influencing demand forecasting – Consumer surplus – Engel curve.

UNIT III: THEORY OF PRODUCTION AND COSTS

Objectives of a firm – Production function – Concept of Cobb-Douglas production function – Isoquant – Factor substitution - Law of variable proportions, law of Returns to Scale – Expansion path – Different Concepts – of Revenue and Costs and their interrelation – Equilibrium of the film – Break – Evan analysis.

UNIT IV: MARKET STRUCTURE

Market forms – Perfect and Imperfect markets. Price Determination and Equilibrium of a firm and industry under perfect competition – Monopoly – Price determination under monopoly – Price discrimination – Monopolistic competition – Price determination. Oligopoly (Kinked demand curve).

UNIT V: FACTOR PRICING

Marginal productivity theory of distribution – Theories of wage determination – Wages and collective bargaining: Minimum Wage – Rent – Scarcity rent, Differential rent – Quasi rent. Interest – Classical, Neo-Classical and Keynesian theories – Profit – Dynamic, Innovations, Risk and Uncertainty theories.

REFERENCE

- 1. R.G. Lipsey and K.A. Chrysal "ECONOMICS" Oxford University Press,
- 2. Prof. S E V Subrahmanyam -"Micro Economics", StudentsHelpline Publishing House Pvt. Ltd. - 2012
- 3. P.A. Samuelson & W.D. Nordhaus "ECONOMICS" Tata mc.Graw Hill
- 4. N.Gregory Mankiw "Principles of Economics", Thompson, 4/e, 2007.
- 5. H.L. Ahuja "Advanced Economic Theory", S Chand, 2004.
- 6. M.L.Seth-"Micro Economics", Laxmi Narayana Agarwal, 2007.
- 7. SKUDDE Study Material

POLITICAL SCIENCE CONCEPTS, THEORIES AND INSTITUTIONS

I- B.A(POLITICAL SCIENCE) / I - Semester

As per Choice Based Credit System (CBCS)





Authors Prof. Muralidhar Prof. B. Venkatachalapathi Dept. of Political Science S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP -517 502 Year: 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.



(An ISO 9001 : 2015 Certified Publishers) # 326/C, Surneni Nilayam Near B K Guda Park, S R Nagar Hyderabad - 500 038 TS P.No:+91 40 23710657, 238000657, 23810657 Cell:+91 94405 75657, 93925 75657, 93935 75657 Reg. Off.: 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education Sri Venkateswara University

Tirupathi, AP -517 502 mail : directorddesvu@gmail.com Cell: +91 877-2289380 www.svudde.in

<u>CONTENTS</u>

UNIT - I

Lesson -	1	Page No.
1.0	Aims and Objectives	3
1.1	Introduction	3
	1.1.1 Meaning of Politics	4
1.2	Meaning of Political Science	5
	1.2.1 Definition	6
1.3	Nature and Scope	7
	1.3.1 Meaning and Scope of Art	7
	1.3.2 Scope of Political Science	9
1.4	Relationship with Social Sciences	10
	1.4.1 Political Science and History	11
	1.4.2 Political Science and Economics	11
•	1.4.3 Political Science and Sociology	12
	1.4.4 Political Science and Public Administration	13
	1.4.5 Political Science and Ethics	14
	1.4.6 Relevance of Political Science to the study of Law	14
1.5	Importancea of Political Science	16
1.6	Summary	17
1.7	Keywords	17
1.8	Review Questions	18
1.9	Suggested Readings	18
Lesson ·	- 2	
2.0	Aims and Objectives	19
2.1	Introduction	20
2.2	Meaning	20
2.3	Definition	20
2.4	Traditional Approaches	20
	2.4.1 Legal Approach	22
	2.4.2 Institutional Approach	22
2.5	Modern Approaches	22
2.6	Post Behavioral Approach	26
2.7	Methods of Study of Political Science	27
2.8	Stages of Growth	28
2.9	Behaviourism	29
	2.9.1 Achievements and Limitations	29
	2.9.2 Liberal Approach to Politics	29

2.9.3 Marxist Approach to Politics	31
2.9.4 Materialistic Conception of History	32
2.10 Summary	33
2.11 Keywords	33
2.12 Review Questions	33
2.13 Suggested Readings	34

UNIT - II

Lesson	- 3	
3.0	Aims and Objectives	38
3.1	Introduction	38
3.2	Meaning	38
3.3	Definition of State	39
3.4	Elements of State	39
	3.4.1 Population	40
	3.4.2 Territory	40
	3.4.3 Government	41
	3.4.4 Sovereignity	41
	3.4.5 International Recognition	42
3.5	Society	42
3.6	Distinction between State and Society	43
3.7	Community and Association	43
	3.7.1 Association	44
	3.7.1.1 Characteristics or Essential elements of an Association	45
	3.7.2 Association and Community	45
	3.7.2.1 Characteristics of Community	46
	3.7.2.2 Types of Communities	46
3.8	Difference between State & Associations	48
3.9	Nation and Nationality	48
3.10	Distinction between Nation & Nationality	49
	3.10.1 Factors responsible for the rise of Nationalism	50
	3.10.2 The Theory of "one Nation-one State" (Nation State)	51
3.11	Elements of Nationality	53
3.12	Summary	54
3.13	Keywords	55
3.14	Review Questions	55
3.15	Suggested Readings	56
Lesson	- 4	
4.0	Aims and Objectives	57
4.1	Introduction	57

4.2	Meaning	58
4.3	Definitions	58
4.4	Basic Features of Sovereignty	59
4.5	Kinds of Sovereignty	60
4.6	Monistic Theory of Sovereignty	61
4.7	Pluralistic Theory of Sovereignty	62
	4.7.1 Characteristics of Pluralistic theory of sovereignty	63
	4.7.2 Advantages of Pluralistic theory of sovereignty	64
	4.7.3 Criticism on Pluralistic theory of sovereignty	64
4.8	Summary	65
4.9	Keywords	65
4.10	Review Questions	66
4.11	Suggested Readings	66
	UNIT - III	

Lesson - 5

5.0	Aims	and Objectives	70
5.1	Intro	luction	70
5.2	Theo	ry of the Origin of State	71
	5.2.1	Divine Theory of the Origin of State	71
	5.2.2	The Natural Theory of the Origin of State	72
	5.2.3	The Genetic Theory is one of the theories that explains the	
		origin of the State.	73
	5.2.4	The Horde Theory or the Matriarchal Theory of the Origin of State	75
	5.2.5	The Evolutionary or Historical Theory of the Origin of State	75
	5.2.6	Social Contract Theory of the Origin of State	77
5.3	Socia	l contract theory	79
	5.3.1	Thomas Hobbes (1588-1679) 5.3.1.1 Hobbes' view of State of Nature	79 79
		5.3.1.2 The Laws of Nature	81
		5.3.1.3 The Social Contract	81
		5.3.1.4 Criticism	81
	5.3.2	John Locke (1632-1704)	82
		5.3.2.1 Locke Views on Human Nature	82
		5.3.2.2 Locke on State of Nature	82
		5.3.2.3 The Social Contract Theory	83
		5.3.2.4 Salient Features of the Contract Theory	83
		5.3.2.5 Evaluation of Locke's Theory	84
	5.3.3	Jean Jacques Rousseau (1712-1778)	84
		5.3.3.1 Rousseau Views on Human Nature	84

	5.3.3.2 The State of Nature	85
	5.3.3.3 Rousseau's Social Contract	85
	5.3.3.4 Criticism	86
	5.3.3.5 Importance of the Theory	87
	5.3.4 Marxist Theory of the Origin of State	87
5.4	General Will	88
	5.4.1 Characteristics of General Will	89
	5.4.2 Importance of the Concept of the General Will	90
	5.4.3 Criticism of the Social Contract Theory	90
5.5	Evolutionary or Historical Theory	90
	5.5.1 Natural and Social Instinct	91
	5.5.2 Kinship	91
	5.5.3 Religion	91
	5.5.4 Economic Activities	92
	5.5.5 Force	92
	5.5.6 Political Consciousness	92
5.6	Summary	92
5.7	Keywords	93
5.8	Review questions	93
5.9	Suggested Readings	
Lesson	- 6	
6.0	Aims and Objectives	96
6.1	Introduction	96
	6.1.1 Meaning of Law	97
	6.1.2 Definition of Law	97
	6.1.3 Characteristics of Law	98
	6.1.4 Evolution or Development of Law	99
	6.1.5 Different Schools of Law	100
	6.1.6 Sources of Law	102
	6.1.7 Classification of Laws	104
	6.1.8 Law and Morality	105
	6.1.8.1 Difference between Law and Morality	106
	6.1.8.2 Relation between Law and Morality	106
	6.1.9 Rule of Law	107
	6.1.9.1 Decline of the Rule of Law	108
6.2	Liberty	108
	6.2.1 Definitions	109
	6.2.2 Types of Liberty	109
	6.2.3 Conditions for the Realisation of Liberty	111

	6.2.4 Relationship between Liberty and Law	111
	6.2.5 Safeguards of Liberty	112
	6.2.6 The concept of Equality	113
	6.2.6.1 Kinds of Equality	114
	6.2.7 Relation between Liberty and Equality	115
6.3	Theories of rights and kinds of rights	116
	6.3.1 Definitions	116
	6.3.2 Nature of Rights [Features of Rights]	117
	6.3.3 Classification of Rights	118
	6.3.4 Fundamental Rights	122
	6.3.5 theories of rights	123
	6.3.5.1 National Theory of Rights [Theory of Natural Rights]	123
	6.3.5.2 The Legal Theory of Rights	124
	6.3.5.3 The Idealist Theory of Rights [Personality Theory of Rights]	125
	6.3.5.4 Green's Theory	126
	6.3.5.5 Historical Theory of Rights	127
	6.3.5.6 Liberal Theory of Rights	127
	6.3.5.7 Social Welfare Theory of Rights [Laski's Theory of Rights]	129
	6.3.5.8 Marxian Theory of Rights	130
6.4	Power and Authority	131
	6.4.1 Kinds of Power	132
	6.4.2 Concept of Authority	134
	6.4.2.1 Classification of Authority	134
	6.4.3 Difference between Power and Authority	135
	6.4.4 Concept of Legitimacy	135
	6.4.4.1 Characterstics of Legitimacy	137
6.5	Summary	137
6.6	Keywords	138
6.7	Review questions	139
6.8	Suggested Readings	140
	UNIT - IV	
Lesson		
7.0	Aims and objectives	143
7.1	Introduction	144
7.2	Individualism	144
	7.2.1 Development of Individualistic Theory	144

149

150

151

7.2.2 Modern Individualism

7.3.1 Development of Utilitarianism

7.3 Utilitarianism

7.3.2 Criticism of Utilitarianism	153
Socialism	155
7.4.1 Marxism or Scientific Socialism or Communism	158
7.4.2 Lenin (1870-1924)	166
7.4.3 Lenin and Marx	174
Collectivism or State Socialism or Democratic Socialism	174
Anarchism, Syndicalism, Guild Socialism, Fascism and Nazism	177
7.6.1 Anarchism	177
7.6.2 Distinction Between Communism and Anarchism	179
7.6.3 Syndicalism	179
7.6.4 Guild Socialism	182
7.6.5 Fascism	184
Nazism	187
Gandhism and Sarvodaya	188
Summary	189
) Keywords	190
Review Questions	191
- 8	
Aims and Objectives	193
Introduction	193
Democracy	194
8.2.1 Concepts of Democracy and its Development	195
8.2.2 Conditions for Success of Democracy	198
8.2.3 Kinds of Democracy	200
8.2.4 Criticism	203
Unitary and Federal	204
•	204
-	206
-	210
•	
	213
8.5.1 Difference between Parliamentary and Presidential forms of Government	215
Summary	217
Keywords	217
Review Question	218
-	218
	Socialism 7.4.1 Marxism or Scientific Socialism or Communism 7.4.2 Lenin (1870-1924) 7.4.3 Lenin and Marx Collectivism or State Socialism or Democratic Socialism Anarchism, Syndicalism, Guild Socialism, Fascism and Nazism 7.6.1 Anarchism 7.6.2 Distinction Between Communism and Anarchism 7.6.3 Syndicalism 7.6.4 Guild Socialism 7.6.5 Fascism Nazism Gandhism and Sarvodaya Summary 0 Keywords Review Questions - 8 Aims and Objectives Introduction Democracy 8.2.1 Concepts of Democracy and its Development 8.2.2 Conditions for Success of Democracy 8.2.3 Kinds of Democracy 8.2.4 Criticism Unitary and Federal 8.3.1 Unitary Government 8.3.2 Federal Government Parliamentary Form of Government Presidential Form of Government Summary

Lesson - 9	
9.0 Aims and Objectives	220
9.1 Introduction	220
9.2 Meaning	221
9.3 History of the Theory	221
9.4 Importance of the Theory	221
9.5 Theory of Separation of Powers—Montesquieu	222
9.6 Arguments in Favour of Separation of Powers	222
9.7 Criticism of the Theory	223
9.8 Summary	225
9.9 Keywords	225
9.10 Review Question	226
9.11 Suggested Readings	226
Lesson - 10	
10.0 Aims and Objectives	227
10.1 Introduction	228
10.2 Legislature	228
10.2.1 Structure of Legislature	229
10.2.2 Committee System	230
10.2.2.1 Types of Committees	231
10.2.3 Functions of Legislature	232
10.2.3.1 Decline of Importance of Legislature	232
10.3 Executive	233 233
10.3.1 Types of Executive	233 233
10.3.2 Functions and Powers of Executive	235
10.3.3 Growth and Significance of Executive	236
10.3.4 Role of Executives in Modern States	237
10.4 Judiciary	237
10.4.1 Structure of Judiciary	239 239
10.4.2 Functions of Judiciary 10.4.3 Judicial Review	239 240
10.4.4 Rule of Law	240 241
10.4.5 Role of Judiciary in Democracy	242
10.4.6 Independence of Democracy	242
10.5 Summary	244
10.6 Keywords	244
10.7 Review Questions	245
10.8 Suggested Readings	245

UNIT - V

PAPER - I: Political Science : Concepts, Theories and Institutions

1. Introduction: Definition, Scope and Importance of Political Science

- 2. Approaches to the Study of Political Science: Liberal and Marxist
- 3. State Nation and Civil Society
- 4. Sovereignty: Monism and Pluralism
- 5. Theories of Origin of the State; Social Contact and Evolutionary (Historical)
- 6. Concepts:
 - 6.1 Law: Sources of Law and Concepts of Rule of Law
 - 6.2 Liberty and Equality Their Relationship
 - 6.3 Theories and Kinds of Rights
 - 6.4 Power and Authority
- 7. Ideologies: Individualism, Anarchism, Fascism and Socialism
- 8. Forms of Government:
 - a. Democracy: Direct and Indirect
 - b. Unitary and Federal
 - c. Parliamentary and Presidential
- 9. Theory of Separation of Powers
- 10. Organs of Government
 - a) Legislature: i. Unicameral and Bi-cameral
 - ii. Powers and Functions
 - b) Executive : i. Powers and Functions.
 - c) Judiciary : i. Powers and Functions
 - ii. Independence of Judiciary and Judicial Review.

Books Recommended:

- 1. Principals of Political Science : Prof.A.C. Kapoor.
- 2. Grammar of Politics : Laski H.J.
- 3. Substance of Politics : A. Appadorai
- 4. Political Theory: Ashirvadam
- 5. Political Idelogies: Their Origins and Impact, Baradar, Prentice Hall of Inida

ఆధునిక తెలుగు సాహిత్యం

డిగ్రీ (జనరల్) / సెమిస్టర్ - II

రచయితలు

దా॥ బి. అశోక్

దాగ ఎస్. సునీల్ కుమార్ తెలుగు విభాగం ఎస్. వి. విశ్వ విద్యాలయం తిరుపతి, ఆంధ్రప్రదేశ్ - 517 502



Centre for Distance and Online Education Sri Venkateswara University

Tirupathi, AP-517 502

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



Director

Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP -517 502

జనరల్ తెలుగు / సెమిస్టర్ – II

ఆధునిక తెలుగు సాహిత్యం

అభ్యసన ఫలితాలు

ఈ కోర్సు విజయవంతం ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

- అంగ్లభాష ప్రభావం కారణంగా తెలుగులో వచ్చిన ఆధునిక సాహిత్యాన్ని, అని విశిష్టతను గుర్తిస్తారు.
- సమకాలీన ఆధునిక సాహిత్య ప్రక్రియలైన వచన కవిత్వం, కథ, నవల, నాటకం, విమర్శ లపై అవగాహన పొందుతారు.
- భావకవిత, అభ్యుదయ కవితలక్ష్యాలను గూర్చిన జాన్హాన్ని పొందుతారు. అస్తిత్వవాద ఉద్యమాలపుట్టుకను, అవశ్యకతను గుర్తిస్తారు.
- కథాసాహిత్యం ద్వారా సామాజిక చైతన్యాన్ని పొందుతారు. సిద్ధాంతాల ద్వారా కాకుండా, వాస్తవ పరిస్థితులను తెలుసుకోవడం ద్వారా సిద్ధాంతాన్ని సమీక్షించగలరు.
- 5. ఆధునిక తెలుగు కల్పనాసాహిత్యం ద్వారా సామాజిక, సాంస్కృతిక, రాజకీయ చైతన్యాన్ని పొందుతారు.

యూనిట్- I: ఆధునిక కవిత్వం ఆధునిక కవిత్వం పరిచయం 1. : కొందవీదు దుపూరి రామిరెడ్డి 2. : (కవికోకిల గ్రంథావళి ఖండకావ్యాలు నక్షత్రమాల సంపుటి నుండి) అనిసెట్టి సుబ్బారావు (అగ్నివీణ కవితాసంపుటి నుండి) మాతృసంగీతం З. తాతకో నూలుపోగు : బండరు ప్రసాదమూర్తి (కలనేత కవితాసంపుటి నుండి) 4. యూనిట్ - II: కథానిక తెలుగు కథానిక 5. పరిచయం : కాళీపట్నం రామరావు 6. భయం (కథ) : స్వేదం ఖరీదు....(కథ) : రెంటాల నాగేశ్వరరావు 7.

పాఠ్య ప్రణాళిక

యూనిట్ - III: నవల

- పరిచయం తెలుగు నవల 8. :
- రథచక్రాలు (నవల) : మహీధర రామ్మోహన రావు (సంక్షిప్త ఇతివత్తం మాత్రం) 9.
- 10. రథచక్రాలు (సమీక్షా వ్యాసం) డా.గయల్లాప్రగడ మల్లికార్జునరావు

యూనిట్ - IV: నాటకం

- 11. తెలుగు నాటకం పరిచయం :
- 12. యక్షగానము (నాటిక) : ఎం.వి.ఎస్. హరనాథరావు
- 13. అపురూప కళారూపాల విధ్వంసదశ్యం యక్షగానము (సమీక్షా వ్యాసం) డా. ఆకందిమళ్ళ సాంబశివరావు

యూనిట్- V: విమర్శ

- 14. తెలుగు సాహిత్యం విమర్శ: పరిచయం
- 15. విమర్శ స్వరూప స్వభావాలు ఉత్తమ విమర్శకుడు లక్షణాలు

విషయ సూచిక

ఆధునిక తెలుగు సాహిత్యం

	యూనిట్ - 1: ఆధునిక కవిత్వం	
	1. ఆధునిక కవిత్వం - పరిచయం	
1.1	ఉద్దేశ్యం	1
1.2	పాఠ్యభాగం	1
1.3	పాఠ్యభాగ పరిచయం	7
1.4	ప్రశన్దలు – జవాబులు	8
1.5	సంగ్రహ ప్రశ్నలు	12
1.6	విద్యార్ధులకు అభ్యాసం	16
	2. కొండవీడు	
2.1	ఉద్దేశం	17
2.2	కవి పరిచయం	17
2.3	పాఠ్యభాగము	17
2.4	పాఠ్యభాగ పరిచయం	21
2.5	అర్థాలు	21
2.6	సందర్భ సహిత వ్యాక్యాలు	22
2.7	పాఠ్యభాగ సారాంశము	25
2.8	(పశ్న జవాబులు− వ్యాస రూప (పశ్నలు	26
2.9	సంగ్రహ ప్రశ్నలు	27
2.10) విద్యార్ధులకు అభ్యాసం	28
	3. మాతృసంగీతం	
3.1	ఉద్దేశం	29
3.2	కవి పరిచయం	29
3.3	పార్యాంశం	29
3.4	పార్యభాగ పరిచయం	38
3.5	అరాలు	38
3.6	సందర్భ సహిత వ్యాఖ్యలు	39
3.7	పాఠ్యభాగ సారాంశం	39
3.8	(పశ్నలు – జవాబులు. వ్యాసరూప (పశ్నలు	42
3.9	సంగ్రహ ప్రశ్నలు	44
		\frown

3.10	విద్యార్దులకు అభ్యాసం	46
3.11	పాఠ్యభాగంలోని వ్యాకారణాంశాలు	46
	4. తాతకో నూలు పోగు	
4.1	ఉద్దేశం	47
4.2	కవి పరిచయం	47
4.3	పాఠ్యభాగం	48
4.4	పాఠ్యభాగ పరిచయం	50
4.5	అర్థాలు	50
4.6	సందర్భ సహిత వ్యాఖ్యలు	51
4.7	పాఠ్యభాగ సారాంశము	52
4.8	[పశ్నలు − జవాబులు వ్యాసరూప [పశ్నలు	53
4.9	సంగ్రహ ప్రశ్నలు	54
4.10	విద్యార్దులకు అభ్యాసం	56
	యూనిట్ - II : కధానిక	
	5. తెలుగు కధానిక - పరిచయం	
5.1	ఉద్దేశ్యం	58
5.2	పాఠ్యభాగ సారాంశం	58
5.3	వ్యాసరూప ప్రశన్దలు – జవాబులు	62
5.4	వ్యాసరూప ప్రశన్దలు – జవాబులు	65
	(6. భయం (కథ))	
6.1	ఉద్దేశం	67
6.2	రచయిత గురించి	67
6.3	పాఠ్యభాగం	68
6.4	పాఠ్యభాగ పరిచయం	85
6.5	పాఠ్యభాగ సారాంశం	85
6.6	ట్రశ్న జవాబులు : వ్యాసరూప ప్రశన్లలు	88
6.7	సంగ్రహ ప్రశ్నలు	90
6.8	విద్యార్ధులకు అభ్యాసం	92
	7. స్వేదం ఖరీదు	
7.1	ఉద్దేశం	93
7.2	కవి పరిచయం	93

7.2కవి పరిచయం937.3పాఠ్యభాగం937.4పాఠ్యభాగ పరిచయం99

7.5	పాఠ్యభాగం సారాంశం		99
7.6	వ్యారరూప (పశ్నలు		101
7.7	సంగ్రహ ప్రశ్నలు		103
7.8	విద్యార్ధలకు అభ్యాసం		104
		యూనిట్ - III: నవల	
		8. తెలుగు నవల - పరిచయం	
8.1	ఉద్దేశ్యం		107
8.2	పాఠ్యభాగం		107
8.3	పాఠ్యభాగ పరిచయం		112
8.4	పాఠ్యభాగ సారాంశం		113
8.5	వ్యాసరూప ప్రశ్నలు		113
8.6	సంగ్రహ ప్రశ్నలు		119
8.7	విద్యార్ధలకు అభ్యాసం		120
		9. రథ చక్రాలు (నవల)	
9.1	ఉద్దేశ్యం		121
9.2	రచయిత పరిచయం		121
9.3	పాఠ్యభాగం		122
9.4	పాఠ్యభాగ పరిచయం		223
9.5	వ్యాసరూప ప్రశ్నలు		223
		10. రథచక్రాలు – సమీక్ష	
10.1	ఉద్దేశ్యం		253
10.2	పాఠ్యభాగ సారాంశం		253
10.3	పాఠ్యభాగ పరిచయం		258
10.4	వ్యాసరూప (పశ్నలు – జవాబులు		258
10.5	సంగ్రహ ప్రశ్నలు – జవాబులు		261
		యూనిట్ - IV: నాటకం	
		11. తెలుగు నాటకం - పరిచయం	
11.1	ఉద్దేశ్యం		265
11.2	పాఠ్యభాగం		265
11.3	పాఠ్యభాగ పరిచయం		268
11.4	వ్యాసరూప ప్రశ్నలు		269
11.5	సంగ్రహ ప్రశ్నలు		272
			\square

vii

12. యక్షగానం (నాటిక)			
12.1 ఉద్దేశం 27	73		
12.2 కవి పరిచయం 27	73		
12.3 పాఠ్యభాగం 27	74		
12.4 పాఠ్యభాగ పరిచయం 29	98		
12.5 పాఠ్యభాగ సారాంశం 29	99		
12.6 వ్యాసరూప ప్రశ్నలు ప్రశ్నలు – జవాబులు 30	00		
12.7 సంగ్రహ ప్రశ్నలు 3 1	11		
12.8 విద్యార్ధులకు అభ్యాసం 31	14		
13. అపురూప కళారూపాల విధ్వంస దృశ్యం యక్షగానం			
13.1 සධ්න්ග 31	15		
13.2 పాఠ్యభాగం 31	15		
13.3 పాఠ్యభాగ పరిచయం 3 2	20		
13.4 పాఠ్యభాగ సారాంశం 32	20		
13.5 వ్యాసరూప ప్రశ్నలు – జవాబులు 32	22		
13.6 విద్యార్ధులకు అభ్యాసం 32	26		
యూనిట్ - V: విమర్శ			
(14. తెలుగు సాహిత్య విమర్శ – పరిచయం)			
14.1 ఉద్దేశ్యం 32	29		
14.2 పాఠ్యభాగం 32	29		
14.3 పాఠ్యభాగ పరిచయం 3 .	34		
14.4 పాఠ్యభాగ సారాంశం 33	34		
14.5 ప్రశ్నలు – జవాబులు (వ్యాసరూప ప్రశ్నలు) 33	34		
14.6 సంగ్రహ ప్రశ్నలు 3 .	39		
14.7 విద్యార్ధులకు అభ్యాసం 34	42		
(15. విమర్శ – స్వరూప స్వభావాలు)			
15.1 ఉద్దేశ్యం 34	43		
15.2 పాఠ్యభాగం 34	43		
15.3 పాఠ్యభాగ పరిచయం 3 4	46		
15.4 పాఠ్యభాగ సారాంశం 34	46		
15.5 వ్యాసరూప ప్రశ్నలు 34	47		
	ч,		
15.6 సంగ్రహ ప్రశ్నలు 35	50		

viii

(12 + 4 + 4 + 4 + 4 + 4 + 4)

A Course in Reading & Writing Skills

As per Choice Based Credit System (CBCS) For Degree I-year / II-sem Common to all Branches



Authors Prof. V. Ravi Naidu Dr. E. Gangadhar Dr. A. Sreenivasulu Dept. of English S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP -517 502

Year: 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam Near B K Guda Park, S R Nagar Hyderabad - 500 038 TS P.No:+91 40 23710657, 238000657, 23810657 Cell:+91 94405 75657, 93925 75657, 93935 75657 **Reg. Off.:** 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP -517 502 mail : directorddesvu@gmail.com Cell: +91 877-2289380

A Course in Reading & Writing Skills

Learning Outcomes

By the end of the course the learner will be able to:

- Use reading skills effectively
- Comprehend different texts
- Interpret different types of texts
- Analyse what is being read
- Build up a repository of active vocabulary
- Use good writing strategies
- Write well for any purpose
- Improve writing skills independently for future needs

Unit-1

Prose : 1. How to Avoid Foolish Opinions Bertrand Russell

- **Skills** : 2. Vocabulary: Conversion of Words
 - : 3. One Word Substitutes
 - : 4. Collocations

Unit-2

Prose		: 1. The Doll's House	Katherine Mansfield
Poetry		: 2. Ode to the West Wind	P B Shelley
Non-Detailed	Text	: 3. Florence Nightingale	Abrar Mohsin
Skills		: 4. Skimming and Scanning	
		Unit-3	
Prose	: 1. The	Night Train at Deoli Ruskin Bond	
Poetry	: 2. Upa	agupta Rabindranath Tagore	
Skills	: 3. Rea	ding Comprehension	
	: 4. Not	e Making/Taking	

Unit-4

Poetry : 1. Coromandel Fishers Sarojini Naidu

Skills : 2. Expansion of Ideas

: 3. Notices, Agendas and Minutes

Unit-5

Non-Detailed Text	: 1. An Astrologer's Day R K Narayan

Skills

- : 2. Curriculum Vitae and Resume
- : 3. Letters
- : 4. E-Correspondence

Content A Course in Reading & Writing Skills

	Unit-1		
1.0	Objective	2	
1.1	How to Avoid Foolish Opinions	2	
1.2	Conversion	4	
	1.2.1 Exercises	7	
	1.2.2 Practice Exercises	9	
1.3	Collocation		
	1.3.1 Types of Collocations	12	
	1.3.2 Exercises	15	
	1.3.3 Practice Exercises	18	
1.4	One-Word Substitutes	21	
	1.4.1 Exercises	33	
	1.4.2 Practice Exercises	36	
1.5	Outcomes	40	
	Unit-2		
2.0	Objective	42	
2.1	The Doll's House Katherine Mansfield		
2.2	Ode to the West Wind		
2.3	3 Florence Nightingale Abrar Mohsin		
2.4	Skimming and Scanning		
	2.4.1 Skimming Reading for the Gist of a Text	59	
	2.4.2 Practice Exercises	62	
	2.4.3 Scanning	69	
	2.4.4 Practice Exercises	71	
2.5	Outcomes	74	
	Unit-3		
3.0	Objective	76	
3.1	The Night Train at Deoli Ruskin Bond		
3.2	Upagupta Rabindranath Tagore		

3.3	Readin	88	
	3.3.1	Practice Exercises	95
3.4	Note N	Making/Taking	111
	3.4.1	Note Making Format	112
		3.4.1.1 The Procedure of Note Making	112
		3.4.1.2 Points to Remember for Note Making Format	113
	3.4.2	Importance of Note Taking	113
	3.4.3	Purposes of NoteTaking	113
	3.4.4	Note Making vs Note Taking	114
3.5	Metho	ods of Note Taking	114
	3.5.1	Note Taking Methods	115
	3.5.2	Outline Method	116
	3.5.3	Cornell Method	117
	3.5.4	Boxing/sentence Method	119
	3.5.5	Charting Method	119
	3.5.6	Mapping Method	120
	3.5.7	Steps for Effective Notetaking	121
3.6	Effect	ive NoteTaking for Listening to Lectures	124
	3.6.1	Suggestions for Efficient Notetaking	124
	3.6.2	Steps for Effective Note Making	127
	3.6.3	Methods of Note Making	128
		3.6.3.1 Sequential or Linear Note-Making	128
		3.6.3.2 Pattern of Note-Making or Mind-Mapping	129
		3.6.3.3 Fishbone Diagram	129
	3.6.4	Other Systems of Notemaking	130
3.6	Review Questions		131
3.7	Outco	omes	132
		Unit-4	
4.0	Object	tive	134
4.1	Introduction		
4.2	Coron	nandel Fishers	134
4.3	Expansion of Ideas / Proverb Expansion		

vi

	4.3.1	How to Write a Proverb Expansion or Expansion of an idea	137
	4.3.2	Expansion of Ideas of some Famous proverbs and Idioms	139
	4.3.3	Practice Exerises	142
4.4	Notice	es, Agendas and Minutes	143
	4.4.1	Notice	143
		4.4.1.1 Notice of a Meeting	143
		4.4.1.2 Important Tips and Guidelines	144
		4.4.1.3 Format / Template of Notice Writing	144
		4.4.1.4 Specimen Notice	145
	4.4.2	Agenda	146
		4.4.2.1 Some Guidelines for Listing the Items below	147
		4.4.2.2 Importance / Necessity of Agenda	148
		4.4.2.3 Specimen Agendas	149
	4.4.3	Minutes of the Meeting	149
		4.4.3.1 Tips for Writing Minutes	150
		4.4.3.2 Format of Meeting Minutes	151
		4.4.3.3 Specimen of Minutes	153
	4.4.4	Difference between Agenda and Minutes	155
4.5	Sampl	e Meeting Notice, Agenda, and Minutes	155
4.6	Outco	mes	157
4.7	Review	w Questions	158
		Unit-5	
5.0	Object	tive	160
5.1	Introdu	uction	160
	5.1.1	Characterisation Notes	166
	5.1.2	Narrative Techniques	167
	5.1.3	Figurative Language	167
	5.1.4	Societal Satire	168
	5.1.5	Astrology as a Profession	168
5.2	Resum	ne Writing	168
	5.2.1	Resume Contents	168
	5.2.2	The Difference between C.V and Resume	169

	5.2.3	Steps in Preparation of Resume	170
	5.2.4	Hard vs. Soft Skills: What's the Difference?	175
5.3	Letter	Writing	181
	5.3.1	Types of Letters	183
	5.3.2	Essentials of Effective Letter Writing	188
	5.3.3	Types of Letter Format	190
	5.3.4	Types of Business Letters	196
	5.3.5	Writing a Complaint Letter	200
	5.3.6	Writing an Apology Letter	202
	5.3.7	Writing a Letter of Appeal	203
	5.3.8	Writing an Invitation Letter	204
	5.3.9	Writing a Resignation Letter	205
	5.3.10	Writing a Letter of Recommendation	207
	5.3.11	Exercises	208
	5.3.12	Practice Exercises	213
5.4	Email V	Writing	214
	5.4.1	Significance of Email	215
	5.4.2	Elements of E-mails	216
	5.4.3	Technique for Writing an E-mail	216
	5.4.4	Types of Emails	217
	5.4.5	Advantages of Email	220
	5.4.6	Disadvantages of E-mail	221
	5.4.7	Exercises	222
5.5	Review	w Questions	223
5.6	Outcor	mes	224

Life Skill Course Indian Culture & Science

As per Choice Based Credit System (CBCS) Common to all Branches



Authors Dr. M. Shanthi Dr. B. Sudheeshna Dept. of Management Studies S.V. University, Tirupati - 517502 AP



Year : 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam Near B K Guda Park, S R Nagar Hyderabad - 500 038 TS P.No:+91 40 23710657, 238000657, 23810657 Cell:+91 94405 75657, 93925 75657, 93935 75657 **Reg. Off.:** 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP -517 502

mail : directorddesvu@gmail.com Cell: +91 877-2289380 www.svudde.in

Learning Outcomes

By successful completion of the course, students will be able to:

- 1. Understand the evolution of India's culture.
- 2. Analyze the process of modernization of Indian society and culture from past to future.
- 3. Comprehend objective education and evaluate scientific development of India in various spheres.
- 4. Inculcate nationalist and moral fervor and scientific temper.

Unit-I: Unity in Diversity in India

Coexistence of various religions since ancient times - Hinduism, Buddhism, Jainism and Atheism, and later Sikhism, Islam and Christianity

The Bhakti (Vishnavite and Saivaite) and Sufi Movements

The concepts of seela, karuna, kshama, maitri, vinaya, santhi and ahimsa Achievements in Literature, Music, Dance, Sculpture and Painting - Craftsmanship in cloth, wood, clay, metal and ornaments

Cultural diversity, Monogamy, Family system, Important seasonal festivals

Unit-II: Social Reforms and Modern Society

Reforms by Basaveswara - Raja Rama Mohan Roy - Dayananda Saraswathi - Swamy Vivekananda - Mahatma Gandhi - B. R. Ambedkar - Reforms in Andhra by Vemana, Veerabrahmam, Gurajada, Veeresalingam and GurramJashua (only reforms in brief, biographies not needed)

Modern Society: Family unity, Community service, Social Harmony, Civic Sense, Gender Sensitivity, Equality, National Fervor

Unit-III: Science and Technology

Objectivity and Scientific Temper - Education on Scientific lines (Bloom's Taxonomy) - Online Education

Developments in Industry, Agriculture, Medicine, Space, Alternate Energy, Communications, Media through ages

Co-curricular Activities Suggested

- 1. Assignments, Group discussions, Quiz etc
- 2. Invited Lecture by a local expert
- 3. Visit to a scientific institutions, local heritage sites, museums, industries etc

Content Indian Culture & Science

	Unit-1: Indian Culture & Science				
1.0	Object	ives	1		
1.1	Introdu	iction	1		
1.2	Indian	Culture	2		
1.3	Coexis	tence of Various Religions Since Ancient Times	3		
	1.3.1	Hinduism	3		
	1.3.2	Buddhism	8		
	1.3.3	Jainism	14		
	1.3.4	Atheism	24		
	1.3.5	Sikhism	26		
		1.3.5.1 History and Beliefs	26		
		1.3.5.2 The Sikh Identity	26		
		1.3.5.3 The Sikh Scripture	27		
		1.3.5.4 The Gurdwara	27		
		1.3.5.5 The Sikh Way of Life	28		
		1.3.5.6 Women	28		
		1.3.5.7 Dietary Restrictions	29		
		1.3.5.8 Other Religions	29		
	1.3.6	Islam	29		
	1.3.7	Christianity	39		
1.4	The Bl	nakti	44		
	1.4.1	Types of Bhakti Cultures	47		
	1.4.2	Bhakti Saints	49		
	1.4.3	Impact of Bhakti Movement on Indian Society	50		
1.5	Sufi M	ovements	51		
	1.5.1	Roots of Sufism	51		
	1.5.2	Origin of Sufism	52		
	1.5.3	Development of Sufism	52		
	1.5.4	Sufism in India	53		
	1.5.5	Orders of Sufism	54		

	1.5.6	Interaction between Hindu and Muslim Saints	58
	1.5.7	Differences between Bhakti and Sufi Movements	58
1.6	The co	ncepts	59
1.7	Achiev	vements in Literature	62
1.8	Music		64
	1.8.1	Treatises	65
1.9	Dance		65
	1.9.1	Early Texts on Classical Dance	66
	1.9.2	Basic Techniques in Classical Dance	68
1.10	Sculptu	ire	70
1.11	Paintin	g	76
1.12	Crafts'	Traditions	77
1.13	Cultura	al Diversity	79
1.14	Monog	amy	81
1.15	Family		81
	1.15.1	Advantages of Joint Family	82
	1.15.2	Imbibing Values	83
1.16	Season	al Festivals in India	83
1.17	Outcor	nes	86
1.18	Review	v Questions	86
1.19	Multip	le Choice Questions	86
		Unit-2: Social Reforms and Modern Society	
2.0	Object	ives	89
2.1	Introdu	ction	89
2.2	Reform	ns by Basaveswara	90
2.3	Raja R	ammohan Roy	94
	2.3.1	Contributions	95
	2.3.2	Economic and Political Reforms	96
	2.3.3	Religious Reforms	97
	2.3.4	Brahmo Samaj	97
	2.3.5	Synthetic Approach	97
	2.3.6	Regeneration of Women	98
2.4	Dayana	anda Saraswathi	98
	2.4.1	Religious Reforms	98
			v

	2.4.2	Opposition to Caste System and Untouchability	99
	2.4.3	Sudhi Movement	99
	2.4.4	Status of Women	99
	2.4.5	Educational Reforms	100
	2.4.6	Dayanand and Nationalism	100
	2.4.7	Believer of Democracy	100
	2.4.8	Importance of Village Administration	101
	2.4.9	Nation Building Through Language	101
	2.4.10	Dayanand Saraswati & Arya Samaj	101
2.5	Swami	Vivekananda	102
	2.5.1 R	Reforms	103
2.6	Mahatı	na Gandhi	106
	2.6.1	Unconventional Techinques	107
	2.6.2	Daridranarayan	107
	2.6.3	Strain-free Nationalism	108
	2.6.4	Abolition of Untouchability	108
	2.6.5	Accepting Varnas and Denouncing Caste System	109
	2.6.6	Reservation	109
	2.6.7	Participation of Women	110
2.7	B. R. A	Ambedkar	110
	2.7.1	Main Architect of Indian Constitution	110
	2.7.2	Constitutional Morality	111
	2.7.3	Democracy	111
	2.7.4	Social Reforms	111
	2.7.5	Factsheet	112
	2.7.6	Methods Adopted to Remove Untouchability	113
	2.7.7	Relevance of Ambedkar in Present Times	113
2.8	Reform	ns in Andhra by Vemana	114
2.9	Veerab	rahmam	115
2.10	Guraja	da Appa Rao	115
2.11	Kandu	kuri Veeresalingam	116
2.12	Gurran	n Jashuva	117
2.13	Moder	n Society	118
	2.13.1	Characteristics of Modern Society	118

2.14	Family Unity	119
	2.14.1 The Right to Family Unity	119
	2.14.2 Different Kinds of Families and the Right to Unity	120
2.15	Community Service	121
	2.15.1 Community Service Has a Number of Important Benefits	122
2.16	Social Harmony	122
	2.16.1 Elements of Social Harmony	123
	2.16.2 Importance of Social Harmony	124
2.17	Civic Sense	124
	2.17.1 Importance of Civic Sense	125
	2.17.2 Teaching about Civic Sense	126
2.18	Gender Sensitivity	126
	2.18.1 Gender Stereotypes	127
	2.18.2 Gender Roles	127
	2.18.3 Gender Equality	127
	2.18.4 Equal Treatment	127
	2.18.5 Gender Mainstreaming	128
2.19	Equality	128
	2.19.1 Features	129
	2.19.2 Types of Equality	129
2.20	National Fervor	130
2.21	Outcomes	130
2.22	Review Questions	131
2.23	Multiple Choice Questions	131
	Unit-3: Science and Technology	
3.0	Objectives	135
3.1	Introduction	135
3.2	Scientific Objectivity	136
	3.2.1 Objectivity as Faithfulness to Facts	137
	3.2.2 The View from Nowhere	137
3.3	Scientific Temper	138
3.4	Education on Scientific Lines (Bloom's Taxonomy)	139
	3.4.1 Online Learning	141
3.5	Developments of Technology	144

	3.5.1	Scientific and Technological Developments in Ancient India	145
	3.5.2	Scientific and Technological Developments in Medieval India	146
	3.5.3	Advancement of Science and Technology is Observed in following	
		Areas in Modern Time	147
3.6	Industr	у	148
	3.6.1	Benefits of Increased R&D Spending	148
	3.6.2	New Trends in Manufacturing	149
3.7	Agricu	lture	149
	3.7.1	Objectives	153
	3.7.2	Challenges faced by Technology in Modern Era	154
	3.7.3	Impact of Science and Technology in Agricultural Sector	154
	3.7.4	The Recent Innovations and Technologies in Agriculture	155
	3.7.5	A new Era of Scientific Farming	157
	3.7.6	G-tech to Propel Economy's Growth Trajectory	157
3.8	Medici	ne	158
	3.8.1	New Advancements in Medical Research in India	160
	3.8.2	Greatest Medical Achievements in India	161
3.9	Space		163
	3.9.1	X-ray Astronomy	164
3.10	Alterna	ate Energy	165
	3.10.1	Current Scenario of Renewable Energy in India	166
3.11	Comm	unication	167
3.12	Media	through ages	170
	3.12.1	The Rise of the Social Network	170
	3.12.2	Social Media in Indian Politics	171
	3.12.3	Social Media and Business	171
	3.12.4	Social Media and Recruitment in India	172
	3.12.5	Social Media and IPL	172
	3.12.6	Limitations of Social Media in India	172
3.13	Outcon	nes	173
3.14	Review	v Questions	173
3.15	Multiple Choice Questions		

Skill Development Course Advertising

As per Choice Based Credit System (CBCS) Common to all Branches



Authors Dr. M. Shanthi Dr. B. Sudheeshna Dept. of Management Studies S.V. University, Tirupati - 517502 AP



Year : 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam Near B K Guda Park, S R Nagar Hyderabad - 500 038 TS P.No:+91 40 23710657, 238000657, 23810657 Cell:+91 94405 75657, 93925 75657, 93935 75657 **Reg. Off.:** 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP -517 502 mail : directorddesvu@gmail.com Cell: +91 877-2289380 www.svudde.in

Advertising

Learning Outcomes

After Successful completion of this course, the students are able to;

- 1. Understand the field of Advertising
- 2. Comprehend opportunities and challenges in Advertising sector
- 3. Prepare a primary advertising model
- 4. Understand applying of related skills
- 5. Examine the scope for making advertising a future career

Unit-1

Introduction of advertising concepts- functions - Types of advertising - Creative advertising messages - Factors determining opportunities of a product/service/Idea

Unit-2

Role of advertising agencies and their responsibilities - scope of their work and functions - Ethical issues - Identifying target groups -Laws in advertising. Advertising Statutory Bodies in India - Role of AAAI (Advertising Agencies Association of India), ASCI (Advertising Standard Council of India)

Unit-3

Types of advertising - Basic characteristics of a typical advertisement - Reaching target groups - Local advertising - Feedback on impact of advertisement - Business promotion.

Content Advertising

	Unit-1	
1.0	Objectives	1
1.1	Introduction	1
1.2	Advertising	2
	1.2.1 Meaning	2
	1.2.2 Facts of Advertising	3
	1.2.3 Definition	4
1.3	Characteristics of Advertising	5
	1.3.1 Objectives of Advertising	6
	1.3.2 Importance of Advertising	7
	1.3.3 Purpose of Advertising	8
1.4	Functions of Advertising	9
	1.4.1 Five M's of Advertising	10
1.5	Types of Advertising	13
	1.5.1 Qualities of Advertising	19
	1.5.2 Media of Advertising	19
	1.5.3 Benefits of Advertising	20
	1.5.4 Limitations of Advertising	22
1.6	Creative Advertising	23
	1.6.1 Importance of Creative Advertising	24
	1.6.2 Tools for Creative Advertisement	26
1.7	Factors determining opportunities of a product/service/Idea	26
	1.7.1 New Product Design Process	27
	1.7.2 Steps in Tapping Opportunities	31
1.8	Outcomes	33
1.9	Review Questions	33
1.10	Multiple Choice Questions	34

IInit	_	2
Unit	-	4

2.0	Objectives		37
2.1	Introduction		37
2.2	Advertising Ag	gency	38
	2.2.1 Charac	teristics of Advertising agency	38
	2.2.2 Importa	ance of Advertising Agency	39
	2.2.3 Nature	of Advertising Agency	40
	2.2.4 Scope of	of Advertising Agencies	41
	2.2.5 Types of	of Advertising Agency	42
	2.2.6 Structu	re of Advertising Agency	43
2.3	Role and Respo	onsibility of Advertising Agency	44
2.4	Scope of Work		46
	2.4.1 Function	ons of Advertising Agencies	46
2.5	Ethical issues in	n Advertising	48
2.6	Identifying Tar	get Groups	50
2.7	Laws in Advert	tising	51
2.8	Advertising Sta	atutory Bodies operating Globally	53
2.9	Role of AAAI		56
2.10	Advertising Sta	andatds Council of India (ASCI)	57
2.11	Outcomes		61
2.12	Review Questi	ons	61
2.13	Multiple Choic	e Questions	62
		(Unit - 3)	
3.0	Objectives		65
3.1	Introduction		65
3.2	Types of Adver	tising	66
3.3	Basic Characte	eristics of a Typical Advertisement	70
3.4	Reaching Targe	et Groups	73
3.5	Local Advertisi	ng	75
	3.5.1 Types of	of Local Advertising	76
		tages of Local Advertising	77
		process of Local Advertising	78
	1	6	_

3.6	Feed-b	back on impact of Advertisement	79
	3.6.2	The Positive Effects of Advertisement	80
	3.6.3	The Negative Effects of Advertisement	80
3.7	Promo	tion	81
	3.7.1	Characteristics of Promotion	81
	3.7.2	Objectives of Promotion	82
	3.7.3	Types of Promotion	84
	3.7.4	Nature of Promotion	84
3.8	Marke	ting Communication	85
	3.8.1	Importance of Marketing Communication	86
	3.8.2	Elements of Marketing Communication	88
	3.8.3	Promotional Activities	91
3.9	Promo	tion Mix	93
	3.9.1	Objectives	93
	3.9.2	Elements of Promotion Mix	94
	3.9.3	Factors Affecting Marketing Promotion Mix	95
	3.9.4	Role of Advertisement in Business Promotion	99
3.10	Outco	mes	100
3.11	Review	v Questions	100
3.12	Multiple Choice Questions 1		101

Skill Development Course Logistics and Supply Chain Management

As per Choice Based Credit System (CBCS) Common to all Branches



Authors Dr. M. Shanthi Dr. B. Sudheeshna Dept. of Management Studies S.V. University, Tirupati - 517502 AP



Year: 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam Near B K Guda Park, S R Nagar Hyderabad - 500 038 TS P.No:+91 40 23710657, 238000657, 23810657 Cell:+91 94405 75657, 93925 75657, 93935 75657 **Reg. Off.:** 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP -517 502 mail : directorddesvu@gmail.com Cell: +91 877-2289380 www.svudde.in

Learning Outcomes

At the successful completion of the course, the student will able to;

- 1. Summarize relationship between marketing and Logistic Management
- 2. Understand the concepts of Supply Chain Management in connection with products.
- 3. Understanding various types of seller and suppliers
- 4. Evaluate best logistic method among all means of transport operations
- 5. Analysis of different distribution strategies online and physical distribution
- 6. Compare the Logistics in National and International Scenario.
- 7. Design and develop new methods and models of Logistics in SCM

Unit-1: Introduction to Logistics and Supply Chain Management (SCM)

Functions of Logistics - Structure of logistics - Logistics Costs - Modes of Logistics - Logistics in 21st Century - Role of Supply Chain Management - Design and Development of Supply Chain Network - Different types of Supply Chain Networks

Unit-II: Logistics

Customer Selection - Process -Customer Service and Customer Retention - Relationship Management - Integrating Logistics and Customer Relationship Management

Unit-III: Supply Chain Management

Managing and Estimating Supply Chain Demand - Forecasting Techniques - Supplier Networks – Skills to Manage SCM - Recent Trends in SCM

Content Logistics and Supply Chain Management

	UNIT -1	
1.0	Objectives	1
1.1	Introduction	1
1.2	Definition and Concept of Logistics	2
	1.2.1 Logistics in the World of Business	3
	1.2.2 Origin of Logistics	3
1.3	Components of Logistics	4
	1.3.1 Importance of Logistics	4
	1.3.2 Functions of Logistics	5
1.4	Logistics Management	9
	1.4.1 Types of Logistics Management	9
	1.4.2 Nature and Scope of Logistics Management	10
	1.4.3 Objectives of Logistics Management	11
	1.4.4 Importance of Logistic Management	12
1.5	Structure of Logistics	12
	1.5.1 Linkages and Relationships between Purchasing and Logistics	12
	1.5.2 Types of Information Flow in Logistics Sector	15
1.6	Logistics Cost	16
1.7	Modes of Logistics	17
1.8	Logistics in 21st Century	19
1.9	Role of Supply Chain Management	21
1.10	Design and Development of Supply Chain Network	22
	1.10.1 Factors that Influence Supply Chain Network Design Decisions	29
	1.10.2 Benefits of Supply Chain Network Design	29
	1.10.3 Role of Network Design in Supply Chain	30
	1.10.4 Global Supply Chain Network Design Models	30
1.11	Different Types of Supply Chain Networks	30
	1.11.1 Differences between Logistics and Supply Chain	31
1.12	Outcomes	33

1.13	Review Questions	33
1.14	Multiple Choice Questions	34
	Unit -2	
2.0	Objectives	37
2.1	Introduction	37
2.2	Customers Selection	38
	2.2.1 Phases of Customer Development	40
2.3	Logistics Process	41
2.4	Customer Service in Logistics	44
	2.4.1. Elements of Customer Service	45
	2.4.2 Factors Why Customer Service in Logistics is of Utmost Importance	48
	2.4.3 Importance of customer-service in Logistics	50
2.5	Customer Retention	55
	2.5.1 Strategies to Improve Customer Retention	56
	2.5.2 Methods and Tools for Customer Retention	58
	2.5.3 Benefits of customer retention	59
	2.5.4 CRM and Customer Retention	60
	2.5.5 Reasons for Terminating Customer Relationship	61
2.6	Customer Relationship Management	61
	2.6.1 Importance of CRM	63
	2.6.2 Steps in implementing CRM	64
	2.6.3 Benefits of CRM	66
	2.6.4 CRM System can help your Business Today	67
	2.6.5 Components of CRM	68
	2.6.6 Types of CRM Technology	69
	2.6.7 CRM Examples in Practice	70
2.7	Different types of Logistics and Supply chain Relations	71
	2.7.1 Importance of Integrating CRM with SCM	73
	2.7.2 Requirements for Achieving Harmonious Relations in Logistics and Supply Chain	74
2.8	Outcomes	76
2.9	Review Questions	76
2.10	Multiple Choice Questions	77

UNIT-3

3.0	Objectives	85
3.1	Introduction	85
3.2	Supply Chain	86
	3.2.1 Supply Chain Model	87
3.3	Supply Chain Management	88
	3.3.1 Features of Supply chain Management	89
	3.3.2 Components of Supply Chain Management	89
	3.3.3 Efficient Functioning of Supply Chain	90
	3.3.4 Principles of Supply Chain Management	91
	3.3.5 Nature and Objectives of Supply Chain Management	91
	3.3.6 Decision Areas in Supply Chain Management	94
	3.3.7 Importance of Supply Chain Management	94
	3.3.8 Process of Supply Chain Management	95
	3.3.9 Goals of Supply Chain Management	96
	3.3.10 Focus Areas in SCM	97
3.4	Demand Forecasting	100
	3.4.1 Importance of Demand Forecasting	100
	3.4.2 Main Roles of Forecasting in Supply Chain Management	101
	3.4.3 Advantages of Demand Forecasting	101
3.5	Managing and Estimating supply Chain Demand	102
	3.5.1 Importance of Demand Forecasting in Supply Chain	103
3.6	Forecasting Techniques	104
3.7	Suppliers Network	107
	3.7.1 Supply Chain Networks	108
	3.7.2 Benefits of Supplier Management	110
	3.7.3 Key Factors Driving Supplier Management	111
	3.7.4 Supplier Management Process	112
3.8	Skills to Manage SCM	113
	3.8.1 Core Competencies a Supply chain Manager	118
3.9	Recent Trends in Supply Chain Management	120
3.10	Outcomes	124
3.11	Review Questions	124
3.12	Multiple Choice Questions	125

HISTORYAND CULTURE OF INDIA(1526-1946AD)

I- B.A(HISTORY) / II - Semester As per Choice Based Credit System (CBCS)





Authors

Dr. M. Deenadayal Dr. R. Jyothi Dept. of History Sri Venkateswara University Tirupati - 517 502 AP



Year: 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.



(An ISO 9001 : 2015 Certified Publishers) # 326/C, Surneni Nilayam Near B K Guda Park, S R Nagar Hyderabad - 500 038 TS P.No:+91 40 23710657, 238000657, 23810657 Cell:+91 94405 75657, 93925 75657, 93935 75657 Reg. Off.: 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education Sri Venkateswara University

Tirupathi, AP -517 502 mail : directorddesvu@gmail.com Cell: +91 877-2289380 www.svudde.in

CONTENTS

Page No.

Lesson - 1

01 - 80

- 1.0 Aims and objectives
 - 1.1 Introduction
 - 1.2 History of Mughal Empire
 - 1.2.1 Mughal dynasty
 - 1.2.2 Influence on the Indian subcontinent
 - 1.2.3 Urdu language
 - 1.2.4 Mughal society
 - 1.3 Brief Survey of Political history up to 1707AD
 - 1.3.1 Accession (February 14, 1556)
 - 1.3.2 Expansion of the Moghul Empire under Akbar
 - 1.3.3 Reign of Aurangzeb and decline of empire
 - 1.3.4 Moghul miniatures: 16th 17th century AD
 - 1.4 Polity and Administration
 - 1.4.1 Land Revenue System of SherShah and Akbar.
 - 1.4.2 Changes introduced by Akbar in the Land Revenue System
 - 1.5 Social Composition
 - 1.5.1 Nobility
 - 1.5.2 Peasantry
 - 1.5.3 Slavery and Status of Woman
 - 1.5.4 Economy during Mughal period:

1.6 Religion

- 1.6.1 Hindu
- 1.6.2 Muslim
 - 1.6.2.1 Effects on the fortunes of the Moghul empire 1.6.2.2 Conditions of the Moghul period
- 1.6.3 Composite culture
- 1.6.4 Education
- 1.6.5 Literature
- 1.6.6 Art
- 1.6.7 Architecture
- 1.6.8 Fine Arts
- 1.6.9 Decline and Disintegration of Moghal Empire 1.6.9.1 History of Moghal Empire
- 1.6.10 Rise of Regional powers- Marathas-Sikhs
 - 1.6.10.1 Rise of Marthas
 - 1.6.10.2 Career and achievements of Shivaji
 - 1.6.10.3 Powers of Marthas
 - 1.6.10.4 Sikhs
- 1.7 Summary
- 1.8 Keywords
- 1.9 Review Questions

Lesson - 2

- 2.0 Introduction
- 2.1 Advent of European Powers
- 2.2 Fall of Portuguese Power in India
- 2.3 Expansion and Consolidation of British Empire:
 - 2.3.1 Expansion of British Empire:
- 2.4 Wars
 - 2.4.1 Achievements of Robert Clive
 - 2.4.2 Anglo- Marthas war
 - 2.4.3 Anglo- sikh war
- 2.5 Subsidiary Alliance:
- 2.6 Doctrine of Lapse:
- 2.7 Economic policies and Changes
 - 2.7.1 Mercantilism
 - 2.7.2 Free Trade policies
 - 2.7.3 Land Revenue System
 - 2.7.3.1 Permanent Revenue Settlement
 - 2.7.3.2 Ryotwari System
 - 2.7.4 Mahalwari systems
- 2.8 Commercialization of Agriculture
- 2.9 Condition of Peasants
- 2.10 Famines
- 2.11 Decline of Cottage Industries (De-Industrialization)
- 2.12 Summary
- 2.13 Keywords
- 2.14 Review Questions

Lesson - 3

- 3.0 Aims and objectives
- 3.1 Introduction
- 3.2 Peasant Revolt
 - 3.2.1 The Peasants Revolt of 1381
 - 3.2.2 The Peasants Revolt Wat Tyler meets King Richard-II
- 3.3 Tribal Revolt
 - 3.3.1 Tamar Revolts (1789-1832)
 - 3.3. 2 The Kherwar Movement of the Santhals (1833)
 - 3.3.3 Santhal Revolt of 1855
 - 3.3.4 Bokta Rising, Sardari Larai or Mukti Larai Movement of 1858-95
- 3.4 The revolt of 1857
 - 3.4.1 East India Company Expansion in India
- 3.5 Causes of the revolt
 - 3.5.1 Causes of The Failure of the Revolt
- 3.6 Results of the revolt
- 3.7 Summary
- 3.8 Keywords
- 3.9 Review questions

Lesson - 4	149 -184
4.0	Aims and objectives
4.1	Introduction
4.2	Meaning of social change
4.3	Factors for social change
4.4	Christian Missionaries
4.5	Western Education
	4.5.1 Impact of English education on Indian Life and thought
4.6	Emergence of New Middle Classes
	4.6.1 Emergence of Middle class during British rule
4.7	Growth of press
	4.7.1 Impact of press on the religious, social and political arenas of India
4.8	Socio-Religion Reform Movements
	4.8.1 Brahma Samaj
	4.8.2 Arya Samaj
	4.8.3 Theosophical Society
	4.8.4 Ramakrishna Mission
	4.8.5 Aligarh Movement
4.9	Summary
4.10	Keywords
4.11	Review questions
Lesson - 5	185 - 224
5.0) Aims and objectives
5.	1 Introduction
5.	2 Indian National Movement
5.	3 Factors for the growth of Nationalism
5.	4 Indian National congress
5.	5 Three Phases of Freedom struggle
5.	5
5.	
5.	
5.	5
Lesson - 6	225 - 236
6.0	Aims and objectives
6.1	Introduction
6.2	Emergence of Communal trends
	6.2.1 Factors that led to Hindu Communalism
6.3	Partition of India
	6.3.1 India's Partition was Inevitable
6.4	Integration of Princely States to Indian Union
6.5	Summary
6.6	Keywords
6.7	Review Questions
0.7	Keview Questions

Unit – I

Survey of Sources

Establishment of Mughal Emprie – Sur Interrugnam – Brief Survey of Political History up to 1707 AD – Polity and administration – Society-Social Composition-Uleme-Nobilitypeasantry – artisans – Slaves-Status of Women – Economy: Agriculture Industries, Trade and Commerce Economic and Technology development.

Religion – Hindu – Muslim relations – Composite Culture. Education, Literature, Art, Architecture and Fine Arts.

Decline and Disintegration of Mughal Empire – Rise of Regional Powers-Marathas – Sikhs

Unit-II

Advent of European powers-Portuguese, Dutch, English and French Expansion and consolidation of British Empire-Wars-Diplomacy-Policies Pursued-Subsidiary Alliance – Doctrine of Lapse.

Economic policies and changes-Mercantilism and Fee-trade policies-L and Revenue Steelements-Permanent-Ryotwari-Mahalwari Systems-Intrigation Commercialization of Agriculture-Condition of peasants-Famines-Decline of Cottage industries (de-industrialization)

Unit-III

Anti-Colonial Upsurga-Peasant and Tribal Revolts-1857 Revolt – Causes –Results and Nature.

Unit-IV

Factors for Social Change-Christian Missionaries-Western Education-Emergence of New Middle Classes-Growth of press-Socio-Religion Reform Movements-Brahma Samaj-Arya Samaj-Theosophical Society-Ramakrishna Mission-Aligarh Movement-Self-Respect movements, Jyotiba Phule – Narayana Guru, Periyar and Dr. B.R. Ambedkar.

Unit-V

Indian National Movement – Factors for the growth of Nationalism – Indian National congress-Three Phases of Freedom struggle-revolutionary Movements-Left-Wing movement-Peasant and workers movements.

Unit VI

Emergence of Communal Trends-partition of India-Integration of Princely States into Indian Union.

MACRO ECONOMICS

I - B.A (ECONOMICS) / II - Semester As per Choice Based Credit System (CBCS)





Authors Prof. K. Padmavathi Prof. Nagaraja Dept. of Economics S.V. University, Tirupati - 517502 AP



Year : 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.



(An ISO 9001 : 2015 Certified Publishers) # 326/C, Surneni Nilayam Near B K Guda Park, S R Nagar Hyderabad - 500 038 TS P.No:+91 40 23710657, 238000657, 23810657 Cell:+91 94405 75657, 93925 75657, 93935 75657 Reg. Off.: 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education Sri Venkateswara University

Tirupathi, AP -517 502 mail : directorddesvu@gmail.com Cell: +91 877-2289380 www.svudde.in

CONTENTS

Page No.

UNIT-1

01 - 22

- 1.0 Aims and Objectives
- 1.1 Introduction
- 1.2 Subject matter of Macro Economics
 - 1.2.1 Scope of Macro Economics
 - 1.2.2 Importance of Macro Economics
 - 1.2.3 Limitations of Macro Economics
- 1.3 Meaning of National Income
 - 1.3.1 Circular flow of income
- 1.4 Concepts of National Income
- 1.5 Methods of Estimation of National Income (NI)
 - 1.5.1 Factors Affecting National Income
 - 1.5.2 Uses of National Income
 - 1.5.3 Difficulties of measurement of National Income
 - 1.5.4 Uses of National Income Statistics
- 1.6 Summary
- 1.7 Keywords
- 1.8 Review Questions

UNIT-2

- 2.0 Aims and Objectives
 - 2.1 Introduction
 - 2.2 Classical Theory of Employment2.2.1 Criticism of Classical Theory
 - 2.3 Say's Law of markets
 - 2.3.1 Role of Money
 - 2.3.2 Say's law as a Theoretical point of Departure
 - 2.3.3 Classical Theory of Employment
 - 2.3.4 Criticism of Classical Theory
 - 2.4 Keynesian Theory of Employment
 - 2.4.1 Keynes Vs Say
 - 2.5 Concept of APC and MPC in Consumption Function
 - 2.5.1 Consumer's Sovereignty
 - 2.5.2 Keynes' Fundamental Law of Consumption
 - 2.5.3 Consumption Function or Propensity To Consume
 - 2.5.4 Average Propensity to Consume (APC)
 - 2.5.5 Marginal Propensity to Consume (MPC)
 - 2.5.6 Factors influencing consumption function or propensity to consume
 - 2.5.7 Measures to Raise the Propensity to Consume
 - 2.5.8 Importance of Keynes' Consumption Function
 - 2.5.9 Savings Pattern in Low devloped Countries (LDCS)
 - 2.6 Concept of MEC in investment function
 - 2.6.1 Measures to stimulate Private Investment
 - 2.6.2 Multiplier effect of Public Investment
 - 2.6.3 Factors affecting investment or Determinants of Investment
 - 2.6.4 Determination of the Rate of Interest

- 2.7 Marginal Efficiency of Capital
 - 2.7.1 Factors influencing the marginal efficiency of capital
 - 2.7.2 Relation between Investment And Saving (S=I)
 - 2.7.3 Investment Criteria for Economic Development
- 2.8 Income or Investment Multiplier
- 2.9 Accelerator
- 2.10 Keynesian Liquidity Preference Theory of Interest
- 2.11 Summary
- 2.12 Keywords
- 2.13 Review Questions
- UNIT-3
 - 3.0 Aims and Objectives
 - 3.1 Introduction
 - 3.2 Meaning
 - 3.3 Functions of Money
 - 3.4 Classification of Money
 - 3.5 Gresham's Law
 - 3.5.1 'Good' money and 'bad' money
 - 3.5.2 Theory
 - 3.5.3 History of the concept
 - 3.6 RBI classification of money
 - 3.6.1 Fisher's Quantity theory of money
 - 3.6.2 Money Supply, Inflation and Monetarism
 - 3.6.3 Money and the price level
 - 3.6.4 Debt-Deflation
 - 3.6.5 Origins and development of the quantity theory
 - 3.6.6 Equation of exchange
 - 3.6.7 A rudimentary version of the quantity theory
 - 3.7 Cambridge Approach to Money Demand
 - 3.7.1 Keynes's Liquidity Preference Theory
 - 3.7.2 Friedman's Modern Quantity Theory of Money
 - 3.8 Summary
 - 3.9 Keywords
 - 3.9 Review Questions
- UNIT-4
 - 4.0 Aims and Objectives
 - 4.1 Introduction
 - 4.2 Trade Cycle
 - 4.2.1 Types of Cycles
 - 4.2.2 Hawtrey's Monetary Theory of the Trade Cycle
 - 4.2.3 Schumpeter's Theory of Innovations
 - 4.2.4 Keynes's Theory of the trade Cycle
 - 4.2.5 Monetary Theory of Trade Cycles
 - 4.2.6 Different Theories of Trade Cycles
 - 4.2.7 Samuelson Theory of Trade Cycle
 - 4.2.8 Hicks Theory of Trade Cycle
 - 4.2.9 Kaldor Theory of Trade Cycle
 - 4.2.10 Control of Business Cycle
 - 4.3 Monetary and Fiscal Policies

97 -154

- 4.4 Concept of Inflation
 - 4.4.1 Interest Rates and Inflation: The Fisher Equation
 - 4.4.2 Cost of Disinflation
- 4.5 Strategies/Methods to Reduce Inflation/Disinflation
 - 4.5.1 Theories of Inflation
 - 4.5.2 Types of Inflation
 - 4.5.3 Causes of Inflation
 - 4.5.4 Effects of Inflation
- 4.6 Costs of Inflation
- 4.7 Control of Inflation
- 4.8 Summary
- 4.9 Keywords.
- 4.10 Review Questions

UNIT-5

- 5.0 Aims and Objectives
 - 5.1 Introduction
 - 5.2 The role of commercial banks
 - 5.2.1 Types of loans granted by commercial banks
 - 5.2.2 Functions of the Commercial banks
 - 5.2.3 Modern Functions of Commercial Banks
 - 5.3 The process of Credit creation
 - 5.4 Concept of NBFC's
 - 5.5 Concept of SEBI
 - 5.5.1 Objectives of SEBI
 - 5.5.2 SEBI Guidelines to Secondary market stocks
 - 5.5.3 Rolling Settlement System
 - 5.6 Stock Market
 - 5.6.1 Function and purpose
 - 5.6.2 Relation of the stock market to the modern financial system
 - 5.6.3 The behavior of the stock market
 - 5.6.4 Irrational behavior
 - 5.7 Primary Market
 - 5.7.1 Secondary Market
 - 5.7.2 Function
 - 5.7.3 Types of Shares
 - 5.7.4 Types of debentures
 - 5.7.5 Difference Between Debentures And Stocks And Bonds
 - 5.8 Insurance
 - 5.8.1 Types of insurance
 - 5.9 Life insurance
 - 5.9.1 Types of life insurance
 - 5.10 Reserve bank of India
 - 5.10.1 Functions of RBI
 - 5.11 Credit Control
 - 5.12 Summary
 - 5.13 Keywords
 - 5.14 Review Questions

Module 1: NATIONAL INCOME

Meaning, Definition and importance of Macro Economics – National Income: Meaning, Definitions: National Income, GNP & NNP, GDP & NDP, Personal Income (PI), Disposable Income (DI), Per Capita Income (PCI), Real National Income (RNI) – Methods of Estimation of National Income (NI) – Measurement of National Income in India.

Module 2: THEORIES OF EMPLOYMENT

Classical theory of employment – Say's law of markers – Keynesian theory of employment – Consumption function – APC, MPC, factors influencing consumption function – Investment function – MEC and Rate and Rate of Interest and the concept of Multiplier – Accelerator – Applicability of the Keynesian theory to the developing countries.

Module 3: MONEY AND THEORIES OF MONEY

Meaning, functions and classification of Money–Gresham's law – R.B.I. Classification of Money – M1, M2, M3, M4 Theories of Money – Fisher's quantity theory of Money, Cambridge approach (Marshall, Pigou, Robertson and Keynes).

Module 4: TRADE CYCLE AND INFLATION

Trade cycles – Meaning and definition – Phases of a trade cycle – Inflation – Definition – Types of Inflation – Causes and effects of inflation – Measures to control inflation.

Module 5: BANKING, STOCK MARKET AND INSURANCE

Functions of Commercial banks – The process of credit creation – Concept of Non Banking Finance Companies (NBFCs) – Concept of SEBI Stock Market – Meaning, functions and importance of Stock Market – Primary and Secondary Markets, Concepts of (a) Shares (b) Debentures, Insurance – Types of Insurance – Life Insurance and General Insurance – Functions of the Reserve bank of India – Methods of credit control – Quantitative and Qualitative Methods.

INDIAN GOVERNMENT AND POLITICS I- B.A(POLITICAL SCIENCE) / II - Semester

As per Choice Based Credit System (CBCS)





Authors Dr. Subramanyam Dr. I. Subramanyam Dept. of Political Science S.V. University, Tirupati - 517502 AP



Year : 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.



(An ISO 9001 : 2015 Certified Publishers) # 326/C, Surneni Nilayam Near B K Guda Park, S R Nagar Hyderabad - 500 038 TS P.No:+91 40 23710657, 238000657, 23810657 Cell:+91 94405 75657, 93925 75657, 93935 75657 Reg. Off.: 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education Sri Venkateswara University

Tirupathi, AP -517 502 mail : directorddesvu@gmail.com Cell: +91 877-2289380 www.svudde.in

CONTENTS

Page No.

UNIT-1

01 - 08

09 - 32

- 1.0 Aims and Objectives
- 1.1 Introduction
- 1.2 Essential qualities or requirements or Characteristics of a good Constitution
- 1.3 Evolution of Constitutionalism
- 1.4 Classification or Types of Constitutions
 - 1.4.1. Written and Unwritten Constitutions
 - 1.4.2. Unitary, Federal, Quasi-Federal and Confedaral Constitutions
 - 1.4.3. Semi-federal Constitution
 - 1.4.4. Confedaral Constitution
- 1.5 Difference between Indian Constitution and Others
- 1.6 Summary
- 1.7 Keywords
- 1.8 Review Questions
- 1.10 Suggested Readings

UNIT - 2

- 2.0 Aims and Objectives
- 2.1 Introduction
- 2.1 Rise of Nationalism causes of the growth of National Consciousness
- 2.2 Foundation of the Indian National Congress
 - 2.2.1 Genesis of the Congress: Contribution of A.O. Hume
 - 2.2.2 Congress the Child of British Raj
 - 2.2.3 Popularity of the Congress: Was the Congress a National Organisation
 - 2.2.4 Methods of Early Congress
 - 2.2.5 Objects of Early Congress
 - 2.2.6 Early Congress: An Estimate
- 2.3 Moderate Nationalists: Their Demands, Ideology and Principles
- 2.4 Moderate Leaders
- 2.5 Extremist nationalism
 - 2.5.1 Causes of the Growth of Extremist Movement
- 2.6 Extremist nationalism
 - 2.6.1 The Political Ideology and Principles of the Extremists
 - 2.6.2 Differences between moderates and extremists

- 2.7 Mahatma Gandhi and national movement
 - 2.7.1 Non Co-operation Movement
 - 2.7.2 Non-Co-operation Movement: An Evaluation
 - 2.7.3 Civil Disobedience Movement
- 2.8 Philosophy of the Constitution
- 2.9 Summary
- 2.10 Keywords
- 2.11 Review Question

- 3.0 Aims and Objectives
- 3.1 Introduction
- 3.2 Union–State Relations
 - 3.2.1 Legislative Relations and Division of Powers
 - 3.2.2 A Strong Centre
- 3.3 Center- State Relations
- 3.4 Summary
- 3.5 Keywords
- 3.6 Review Questions

UNIT-4

- 4.0 Aims and Objectives
- 4.1 Introduction
- 4.2 Fundamental Rights
 - 4.2.1 Types of Rights
- 4.3 Important Cases
- 4.4 The Right to Constitutional Remedies4.4.1 A Note on Writs
- 4.5 Directive Principles of State Policy
- 4.6 The Need to Balance Fundamental rights with Directive Principles
- 4.7 Summary
- 4.8 Keywords
- 4.9 Review Questions

UNIT-5

- 5.0 Aims and Objectives
- 5.1. Introduciton
- 5.2. The Union executives

33 - 44

45 -68

- 5.2.1 The Presiden
- 5.2.2 Vice President
- 5.2.3 The Prime Minister & Council of Ministers
- 5.2.4 The Council of Ministers
- 5.3 Cabinet System of Government
 - 5.3.1 Cabinet Dictatorship
 - 5.3.2 Importance of Cabinet Committees
 - 5.3.3 Cabinet Committees Organization and Functions
 - 5.3.4 Working of the Cabinet Committee
- 5.4 Role of prime ministers office in union administration
 - 5.4.1 Composition of the FMO in 2001
 - 5.4.2 Role and Functions of the PMO
- 5.5 Review Question

83 - 100

101 - 112

- 6.0 Aims and Objectives
- 6.1. Introduciton
- 6.2. Composition of Council of State6.2.1 Composition of the House of People
- 6.3. Priviliges of MPS
- 6.4 Speaker of Lok Sabha
 - 6.4.1 Deputy Speaker
- 6.5 Procedure of Parliamentary Business
- 6.6 Powers and Functions of Parliament
- 6.7 Rajya Sabha
- 6.8 Lok Sabha
- 6.9 Law Making process in India
- 6.10 Working System of Committees
- 6.11 Summary
- 6.12 Keywords
- 6.13 Review Question

UNIT-7

- 7.0 Aims and Objectives
- 7.1. Introduciton
- 7.2. Function of Judiciary

- 7.2.1 Independence of Judiciary
- 7.2.2 Importance of Independent Judiciary
- 7.2.3 Organisation of Judiciary
- 7.2.4 Integrated Judiciary
- 7.3 Judicial Review
 - 7.3.1 Maxims of Judiial Review
 - 7.3.2 Judicial Activism
- 7.4 Supreme Court of India (Art 124-147)
 - 7.4.1 Composition
 - 7.4.2 Role of Supreme Court as guardian of Constitution
- 7.5 The High Court (Art 214-237)
 - 7.5.1 Critical Assessment of the Role of The Supreme Court
- 7.6 Summary
- 7.7 Keywords
- 7.8 Review Question

- 8.0 Aims and Objectives
- 8.1 Introduciton
- 8.2 Nature of the Indian Party System
 - 8.2.1 Classification of Political Parties in India
 - 8.2.2 Salient Features of The Party System in India
- 8.3 Energizng Bipolar Party System
 - 8.3.1 The Problems of Political Parties in India
- 8.4 The Party System in Indian National Parties
 - 8.4.1 The Bharatiya Janata Party: Ideology and Social Base
 - 8.4.2 BJP-RSS Relationship
 - 8.4.3 The Bahujan Samaj Party (BSP) Ideology and social bases
 - 8.4.4 The Communist Party of India (CPI): Ideology and Social Base
 - 8.4.5 The CPI (Marxist) Ideology and Social Base
 - 8.4.6 The Nationalist Congress Party (NCP)
 - 8.4.7 Rashtriya Janata Dal
- 8.5 The Party System in India [Role of Regional and State Parties]
 - 8.5.1 Regional Political Party
 - 8.5.2 National Conference
- 8.6 India's Experiment with Coalition Governemnt at the Federal Level8.6.1 Coalition Governments in Other Countries
- 8.7 Summary
- 8.8 Keywords
- **8.9 Review Questions**

147 -164

- 9.0 Aims and Objectives
- 9.1. Introduciton
- 9.2. Election Commission of India
 - 9.2.1 Election Commission Reconstituted
 - 9.2.2 Functions of the Election Commissions
- 9.3. Officers on Election Duty
- 9.4 Types of Elections
- 9.5 Process of Election
- 9.6 Electoral Process in India
 - 9.6.1 Some Defects in the Electoral Process
 - 9.6.2 Proposals for Electoral Reforms: View of the Election Commission of India
- 9.7 The Election Commission of India
- 9.8 Summary
- 9.9 Keywords
- 9.10 Review Question

UNIT - 10

- 10.0 Aims and Objectives
- 10.1.Introduciton
- 10.2. Governor

10.2.1 Powers and Functions of the Governor

- 10.3 The State Government
- 10.4 Council of Ministers
- 10.5 Chief Minister
- 10.6 The State Legislature (Article 168-212)
 - 10.6.1. Composition of Legislative Council (Vidhana Parishad)
 - 10.6.2 Legislative Procedure
- 10.7 Summary
- 10.8 Keywords
- 10.9 Review Question

UNIT - 11

173 - 196

- 11.0 Aims and Objectives
- 11.1.Introduciton
- 11.2 Language Politics in India
 - 11.2.1 Official Language of India
 - 11.2.2 Language Associations vs Pressure Groups
 - 11.2.3 Multi- Party System and Hindi-English Controversy
 - 11.2.4 Linguistic Reorganization of India
 - 11.2.5 Role of Regional or National Languages in Administration
- 11.3 Religion
 - 11.3.1 Religion Living Patterns

- 11.3.2 Interrelations Interaction and Conversions
- 11.4 Communalism
 - 11.4.1 Concept of Communalism
 - 11.4.2 Communalism in India
 - 11.4.3 Hindu-Muslim Communalism
 - 11.4.4 Hindu-Sikh Communalism
 - 11.4.5 Communal Violence
 - 11.4.6 Causes of Communal Violence
- 11.5 The Caste and Indian Politics
 - 11.5.1 Caste in Historical Perspective
 - 11.5.2 Caste in Modern Perspective
 - 11.5.3 Political Dimensions of Caste: Rajni Kothari's Approach
- 11.6 Regionalism in Indian Politics
 - 11.6.1 Growth of Regionalism
 - 11.6.2 Forms of Expression of Regionalism
 - 11.6.3 Regionalism and Secession Form the Indian Union
- 11.7 Regionalism and Problems of Linguistic Miniorities
- 11.8 Summary
- 11.9 Keywords
- 11.10 Review Questions

- 12.0 Aims and Objectives
- 12.1. Introduciton
- 12.2 Distinguish the New Social Movements from
 - the Old Social Movements
 - 12.2.1 Distinction between Old and New Social Movements in the Indian Context
 - 12.2.2 Classification of Social Movements in India
- 12.3 Working Class or Trade Union Movements
- 12.4 Tribal Movements
 - 12.4.1 Tribal Movements in Post-Independence India
- 12.5 Womens' Movements
 - 12.5.1 Social Reform movements during Freedom Struggle and Women
 - 12.5.2 Women's Movements in the Post-Independence Era
 - 12.5.3 International Initiatives and Women's Movement
- 12.6 Dalit Movements
 - 12.6.1 Nature of Dalit Movements
 - 12.6.2 Dalits and Issues of Reservations
- 12.7 Backward Caste/ Class Movements

- 12.8 Ecological Movements
- 12.9 Summary
- 12.10 Keywords
- 12.11 Review Questions

- 13.0 Aims and Objectives
- 13.1 Introduction
- 13.2 National Integration
 - 13.2.1 India's Problems of National Integration
 - 13.2.2 National Integration
 - 13.2.3 Impediment to National Integration
- 13.3 Politics in India Model for Integration
- 13.4 Communalism in Indian Politics
 - 13.4.1 Genesis and Growth of Communalism in India
 - 13.4.2 Socio-Economic basis of Communalism
 - 13.4.2.1 Growth of Communalism
 - 13.4.3 Hindu Communalism
 - 13.4.4 Muslim Communalism
 - 13.4.5 Sikh Communalism
 - 13.4.6 Anatomy of Communal Riots
 - 13.4.7 Suggestions for Eradicating Communalism
- 13.5 Terrorism
 - 13.5.1 Classification
 - 13.5.2 Cause for Terrorism
 - 13.5.3 Working Method of Terrorism
 - 13.5.4 Terrorism in India
 - 13.5.5 Legislation to Combat Terrorism
- 13.6 TADA vs POTA
- 13.7 International Terrorism
 - 13.7.1 Global War against Terrorism

13.7.2 Efforts being made by the United Nations to meet the Menace of International Terrorism

13.7.3 Measures to Remove Terrorism

- 13.8 Summary
- 13.9 Keywords
- 13.10 Review Questions

B.A. - Political Science INDIAN GOVERNMENT AND POLITICS

- 1. Salient Features of Indian Constitution a Comparative Perspective with the Constitutions of UK, USA and Switzerland.
- 2. Evolution of Indian Constitution Nationalist Movement and Philosophical Foundations.
- 3. Indian Federation Centre State Relations Recent Trends.
- 4. Fundamental Rights and Duties, Constitutional Remedies with special reference to Writes Directive Principles of state policy.
- President Election, Powers and Functions Prime Minister and Council of Ministers.
- 6. Parliament Composition, Powers and Functions.
- 7. Judiciary Supreme Court, Composition, Powers, Functions and Judicial Review-Judicial Activism.
- 8. Party System: National and regional Parties; Coalitional Politics
- 9. Election Commission Electoral Reforms and voting Behavior.
- 10. State Government Governor, Chief Minister and Council of Ministers Powers and Functions.
- 11. Social and Economics Factors-Language, Religion, Caste and Regional identities.
- 12. Social movements: Agrarian, Working class, Women, Tribal, Dalit and Environmental.
- 13. Challenges to National Integration Communalism and Terrorism

Books Recommended

- 1. Politics in India : Rajini Kothari
- 2. Indian Constitution : M.V. Pylee
- 3. Indian Government and Politics: S.S. Awasti
- 4. Introduction for Constitution of India: D.D. Basu
- 5. Indian Government and Politics: K.R. Acharya.
- 6. Indian Politics: Contemporary issues and Concerns, Singh & Saxena.
- 7. Introduction to the Constitution of India, 5th ed., Sharma.

సృజనాత్మక రచన డిగ్రీ (జనరల్) / సెమిస్టర్ - III

రచయితలు

దాు బి. అశోక్

దాు ఎస్. సునీల్ కుమార్ తెలుగు విభాగం ఎస్. వి. విశ్వ విద్యాలయం తిరుపతి, అంద్రుదేశ్ - 517 502



Centre for Distance and Online Education Sri Venkateswara University

Tirupathi, AP-517 502

All rights reserved. No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the CDOE, SVU.



Director

Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP -517 502

జనరల్ తెలుగు / సెమిస్టర్ - III సృజనాత్మక రచన

అభ్యసన ఫలితాలు

ఈ కోర్సు విజయవంతం ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

- 1. తెలుగు సాహిత్య అభ్యసన ద్వారా నేర్చుకున్న నెపుణ్యాలను, సృజనాత్మక నైపుణ్యాలుగా మార్చుకోగలరు.
- 2. విద్యార్థులు భాషాతత్వాన్ని, భాష యొక్క ఆవశ్యకతను, భాష యొక్క ప్రాధాన్యాన్ని గుర్తిస్తారు. మనిషి వ్యక్తిగత జీవనానికి, సామాజిక వ్యవస్థ పటిష్టతకు భాష ప్రధానమని తెలుసుకుంటారు. తెలుగుభాషలోని కీలకాంశాలైన 'వర్ణం–పదం–వాక్యా'ల ప్రాధాన్నాన్ని గుర్తిస్తూ, వాగూప– లిఖితరూప వ్యక్తీకరణ ద్వారా భాషానైపుణ్యాలను మొరుగుపరచుకోగలరు.
- భాషానైపుణ్యాలను అలవరుచుకోవడంతోపాటు వినియోగించడం నేర్చుకుంటారు. రచనా, భాషణానైపుణ్యాలను సృజనాత్మక రూపంలో వ్యక్తీకరించగలరు.
- (ప్రాచీన పద్యరచనతో పాటు ఆధునిక కవిత, కథ, వ్యాసం మొదలైన సాహిత్యప్రక్రియల నిర్మాణాలకు సంబంధించిన సిద్ధాంతవిషయాలను నేర్పడంతో పాటు వారిలో రచనా నైపుణ్యాలను పెంపొందించుకోగలరు.
- 5. సృజన రంగర, ప్రసారమాధ్యమ రంగాల్లో ఉపాధి అవకాశాలను అందిపుచ్చుకోగలరు.
- అనువాద రంగంలో నైపుణ్యం సంపాదించగలరు.

పాఠ్య ప్రణాళిక

యూనిట్ - 1: వ్యక్తీకరణ నైపుణ్యం

- 1. భాషా ప్రాథమిక అంశాలు : (భాష– నిర్వచనం, లక్షణాలు, ఆవశ్యకత ప్రయోజనాలు)
- 2. వర్ణం, పదం, వాక్యం : (లక్షణాలు, సామాన్య– సంయుక్త– సంశ్లిష్ట వాక్యాలు)
- 3. భాషా నిర్మాణంలో వర్ణం, పదం, వాక్యం

యూనిట్ - II : సృజనాత్మక రచనలు

- 4. కవితా రచన : ఉత్తమ కవితా లక్షణాలు
- 5. కథారచన : ఉత్తమ కథ లక్షణాలు
- 6. వ్యాస రచన : ఉత్తమ వ్యాసం లక్షణాలు

యూనిట్ - III: అనువాద రచన

- 7. అనువాదం నిర్వచనం, అనువాద పద్దతులు
- 8. అనువాద సమస్యలు భౌగోళిక, భాషా, సంస్కృతిక సమస్యలు, పరిష్కారాలు
- 9. అభ్యాసం అంగ్లం నుండి తెలుగుకు, తెలుగు నుండి అంగ్లానికి ఒక పేరును అనువదించడం

యూనిట్ - IV: మాధ్యమాలకు రచన - 1 (ముద్రణామాధ్యమం/ ట్రింట్ మీడియా)

- 10. ముద్రణామాధ్యమం: పరిచయం పరిధి వికాసం
- 11. వివిధ రకాల పత్రికలు, పరిశీలన పత్రికా భాష శైలి వైవిధ్యం
- 12. పత్రికా రచన : (వార్తా రచన, సంపాదకీయాలు, సమీక్షలు అవగాహన)

యూనిట్ - V: మాధ్యమాల రచన - 2 (ప్రసార మాధ్యమం/ ఎలక్టానిక్ మీడియా)

- 13. ప్రసార మాధ్యమాలు : (నిర్వచనం,రకాలు, విస్త్రతి ప్రయోజనాలు)
- 14. శ్రశవణ మాధ్యమాలు : (రచన, రేడియో రచన, ప్రసంగాలు, నాటికలు, ప్రసార సమాచారం)
- 15. దృశ్య మాధ్యమాలు : (రచన, వ్యాఖ్యానం(యాంకరింగ్), టెలివిజన్ రచన)

^{విషయ సూచిక} సృజనాత్మక రచన

		యూనిట్ - 1: వ్యక్తీకరణ నైపుణ్యం	
		1. భాషా ప్రాథమిక అంశాలు	
1.1	ఉద్దేశ్యం		3
1.2	పాఠ్యభాగం		3
1.3	పాఠ్యభాగ పరిచయం		10
1.4	పాఠ్యభాగ సారాంశము		10
1.5	వ్యాసరూప (పశ్నలు		12
1.6	సంగ్రహ ప్రశ్నలు		14
		2. వర్ణం, పదం, వాక్యం	
2.1	ఉద్దేశ్యం		17
2.2	పాఠ్యభాగం		17
2.3	పాఠ్యభాగ పరిచయం		21
2.4	పాఠ్యభాగ సారాంశము		21
2.5	వ్యాసరూప (పశ్నలు		21
2.6	సంగ్రహ ప్రశ్నలు		23
		3. భాషా నిర్మాణంలో వర్ణం, పదం, వాక్యం	
3.1	ఉద్దేశ్యం		25
3.2	పాఠ్యభాగం		25
3.3	పాఠ్యభాగ పరిచయం		32
3.4	పాఠ్యభాగ సారాంశము		32
3.5	వ్యాసరూప (పశ్నలు		32
3.6	సంగ్రహ ప్రశ్నలు		38
3.7	విద్యార్ధులకు అభ్యాసం		42
		యూనిట్ - II : సృజనాత్మక రచనలు	
		4. కవితా రచన	
4.1	ఉద్దేశ్యం		45
4.2	పాఠ్యభాగం		45
4.3	పాఠ్యభాగ పరిచయం		48

4.4	పాఠ్యభాగ సారాంశము		48
4.5	వ్యాసరూప (పశ్నలు		49
4.6	సంగ్రహ ప్రశ్నలు		52
		5. కథారచన	
5.1	ఉద్దేశ్యం		55
5.2	పాఠ్యభాగం		55
5.3	పాఠ్యభాగ పరిచయం		60
5.4	పాఠ్యభాగ సారాంశము		61
5.5	వ్యాసరూప (పశ్నలు		61
5.6	సంగ్రహ ప్రశ్నలు		66
5.7	విద్యార్ధులకు అభ్యాసం		70
		6. వ్యాస రచన	
6.1	ఉద్దేశ్యం		55
6.2	పాఠ్యభాగం		55
6.3	పాఠ్యభాగ పరిచయం		60
6.4	పాఠ్యభాగ సారాంశము		61
6.5	వ్యాసరూప ప్రశ్నలు		61
6.6	సంగ్రహ ప్రశ్నలు		66
6.7	విద్యార్ధులకు అభ్యాసం		70
6.8	టాజెక్టు వర్క్		80
		యూనిట్ - III: అనువాద రచన	
		(7. అనువాదం)	
7.1	ఉద్దేశ్యం		83
7.2	పాఠ్యభాగం		83
7.3	పాఠ్యభాగ పరిచయం		86
7.4	పాఠ్యభాగ సారాంశము		86
7.5	వ్యాసరూప ప్రశ్నలు		86
7.6	సంగ్రహ ప్రశ్నలు		91
7.7	విద్యార్ధులకు అభ్యాసం		92
		🛛 8. అనువాద సమస్యలు	
8.1	ఉద్దేశ్యం		93
8.2	పాఠ్యభాగం		93
$\overline{}$			

vi

8.3	పాఠ్యభాగ పరిచయం	104
8.4	పాఠ్యభాగ సారాంశము	104
8.5	వ్యాసరూప ప్రశ్నలు	104
8.6	సంగ్రహ ప్రశ్నలు	117
8.7	విద్యార్ధలకు అభ్యాసం	118
	9. అభ్యాసం	
9.1	ఉద్దేశం	119
9.2	ఆంగ్లం నుండి తెలుగుకు అనువాదం చేయుట	119
9.3	తెలుగు నుండి అంగ్లంకు అనువాదం చేయుట	120
9.4	విద్యార్ధలకు అభ్యాసం	120
	యూనిట్ - IV: మాధ్యమాలకు రచన - 1 (ముద్రణామాధ్యమం/ ట్రింట్ మీడియా)	
	10. ముద్రణామాధ్యమం	
10.1	ఉద్దేశ్యం	123
10.2	పాఠ్యభాగం	123
10.3	పాఠ్యభాగ పరిచయం	126
10.4	పాఠ్యభాగ సారాంశము	126
10.5	వ్యాసరూప ప్రశన్నలు	127
10.6	సంగ్రహ ప్రశ్నలు	129
10.7	విద్యార్ధలకు అభ్యాసం	130
	🛛 11. వివిధ రకాల పత్రికలు	
11.1	ఉద్దేశ్యం	131
11.2	పాఠ్యభాగం	131
11.3	పాఠ్యభాగ పరిచయం	137
11.4	పాఠ్యభాగ సారాంశము	138
11.5	వ్యాసరూప ప్రశన్నలు	138
11.6	సంగ్రహ ప్రశ్నలు	142
11.7	విద్యార్ధలకు అభ్యాసం	144
	12. పతికా రచన	
12.1	ස්ದ್ದేశ్యం	145
	పాఠ్యభాగం	145
12.3	పాఠ్యభాగ పరిచయం	149
		— vii
		\square

12.4	పాఠ్యభాగ సారాంశము	1	149
12.5	వ్యాసరూప (పశ్నలు		150
12.6	సంగ్రహ ప్రశ్నలు		152
12.7	విద్యార్ధులకు అభ్యాసం		154
	యూనిట్ - V: మాధ్యమాం	ల రచన - 2 (ప్రసార మాధ్యమం/ ఎలక్ర్టానిక్ మీడియా)	
	(13. ప్రసార మాధ్యమాలు	
13.1	ఉద్దేశ్యం		157
13.2	పాఠ్యభాగం		157
13.3	పాఠ్యభాగ పరిచయం		159
13.4	పాఠ్యభాగ సారాంశము		159
13.5	వ్యాసరూప (పశ్నలు		159
13.6	సంగ్రహ ప్రశ్నలు		161
13.7	విద్యార్ధులకు అభ్యాసం		162
		14. శ్రవణ మాధ్యమాలు	
14.1	ఉద్దేశ్యం		163
14.2	పాఠ్యభాగం		163
14.3	పాఠ్యభాగ పరిచయం		170
14.4	పాఠ్యభాగ సారాంశం	1	170
14.5	వ్యాసరూప ప్రశ్నలు		170
14.6	సంగ్రహ ప్రశ్నలు		175
14.7	విద్యార్ధులకు అభ్యాసం		176
		15. దృశ్య మాధ్యమాలు	
15.1	ఉద్దేశ్యం		177
15.2	పాఠ్యభాగం		177
15.3	యాంకరకు ఉండాల్సిన లక్షణాలు		182
15.4	పాఠ్యభాగ పరిచయం		184
15.5	పాఠ్యభాగ సారాంశం		184
15.6	వ్యాసరూప (పశ్నలు		184
15.7	సంగ్రహ ప్రశ్నలు	: :	191
15.8	విద్యార్ధులకు అభ్యాసం	1	192

viii

A Course in Conversational Skills

As per Choice Based Credit System (CBCS) For Degree I - Year / III - Semester Common to all Branches



Authors Prof. V. Ravi Naidu Dr. E. Gangadhar Dr. A. Sreenivasulu Dept. of English S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP -517 502

Year : 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam Near B K Guda Park, S R Nagar Hyderabad - 500 038 TS P.No:+91 40 23710657, 238000657, 23810657 Cell:+91 94405 75657, 93925 75657, 93935 75657 **Reg. Off.:** 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP -517 502

mail : directorddesvu@gmail.com Cell: +91 877-2289380 www.svudde.in

A Course in Conversational Skiils

Learning Outcomes

By the end of the course the learner will be able to:

- Speak fluently in English
- Participate confidently in any social interaction
- Face any professional discourse
- Demonstrate critical thinking
- Enhance conversational skills by observing the professional interviews

(Unit-I)

Speech: 1. Tryst with Destiny Jawaharlal Nehru

Skills: 2. Greetings

3. Introductions

Unit-II

- Speech: 1. Yes, We Can Barack Obama
- Interview: 2. A Leader Should Know How to Manage Failure Dr.A.P.J.Abdul Kalam/ India Knowledge at Wharton
- Skills: 3. Requests

Unit-III

- Interview: 1. Nelson Mandela's Interview With Larry King
- Skills: 2. Asking and Giving Information
 - 3. Agreeing and Disagreeing

Unit-IV

Interview: 1. JRD Tata's Interview With T.N.Ninan

- Skills: 2. Dialogue Building
 - 3. Giving Instructions/Directions

Unit-V

Speech: 1. You've Got to Find What You Love Steve Jobs

Skills: 2. Debates

- 3. Descriptions
- 4. Role Play

			Content	
A	Course	in	Conversational	Skiils

		Unit-1			
1.0	Objectiv	res	2		
1.1	Introduc	tion	2		
1.2	Speech:	Tryst with Destiny Jawaharlal Nehru	2		
1.3	Vacabula	ary	8		
	1.3.1 I	In Depth Reading Comprehension	25		
	1.3.2	Topics for Speech	25		
1.4	Greeting	58	26		
1.5	Introduc	tion	31		
	1.5.1 I	Introducing Oneself and Others	32		
	1.5.2 I	Examples	33		
	1.5.3 I	Practice Exercises	36		
	1.5.4	Asking Questions and Giving Reply	38		
	1	1.5.4.1 Practice Exercises	40		
		Unit-2			
2.0	Objectiv	res	44		
2.1	Introduc	tion	44		
2.2	Speech:	Yes, we can Barack Obama	45		
2.3	Vocabula	ary	49		
2.4	A Leade	er should know how to Manage Failure	49		
2.5	Request	S	55		
	Unit-3				
3.0	Objectiv	res	64		
3.1	Introduc	tion	64		

iv

3.2	Nelson	n Mandela's Interview with Larry King	65
3.3	Asking	g and Giving Information	83
	3.2.1	Practice Exercises	85
3.4	Agree	ing and Disagreeing	87
		Unit-4	
4.0	Object	ives	96
4.1	Introdu	action	96
4.2	JRD T	ata's Interview with T.N.Ninan	96
4.3	Dialog	ue Building	101
	4.3.1	Rules for Writing Dialogue	103
	4.3.2	Activities	103
4.4	Giving	gInstructions/ Directions	107
	4.4.1	Practice Exercises	113
	4.4.2	Asking For and Giving Instructions	114
	4.4.3	Practice Exercises	116
		Unit-5	
5.0	Object	ives	118
5.1	Introdu	action	118
5.2	'You'v	e got to find what you Love,'	118
5.3	Debae		124
	5.3.1	Necessity of Debate	124
	5.3.2	The Basic Debating Skills	124
	5.3.3	Essentials of a Good Debate	125
	5.3.4	Structure for Debate	127
	5.3.5	Debate Vocabulary and Phrases	128
	5.3.6	Exercises	129

5.4	Descri	ptions	133
	5.4.1	Qualities of a Descriptive Essay	134
	5.4.2	Format	134
	5.4.3	Describing Places	134
	5.4.4	Describing People	134
	5.4.5	Describing Events	135
5.5	Role F	Plays	136
	5.5.1	Examples	140
	5.5.2	Practice Exercises	144

Life Skill Course Environmental Education

As per Choice Based Credit System (CBCS) Common to all Branches



Authors Dr. M. Shanthi Dr. B. Sudheeshna Dept. of Management Studies S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP -517 502 Year: 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam Near B K Guda Park, S R Nagar Hyderabad - 500 038 TS P.No:+91 40 23710657, 238000657, 23810657 Cell:+91 94405 75657, 93925 75657, 93935 75657 **Reg. Off.:** 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP -517 502 mail : directorddesvu@gmail.com Cell: +91 877-2289380 www.svudde.in

Learning outcomes

On completion of this course the students will be able to

- 1. Understand the nature, components of an ecosystem and that humans are an integral part of nature.
- 2. Realize the importance of environment, the goods and services of a healthy biodiversity, dependence of humans on environment.
- 3. Evaluate the ways and ill effects of destruction of environment, population explosion on ecosystems and global problems consequent to anthropogenic activities.
- 4. Discuss the laws/ acts made by government to prevent pollution, to protect biodiversity and environment as a whole.
- 5. Acquaint with international agreements and national movements, and realize citizen's role in protecting environment and nature.

Unit-1: Environment and Natural Resources

- 1. Multidisciplinary nature of environmental education; scope and importance.
- 2. Man as an integral product and part of the Nature.
- 3. A brief account of land, forest and water resources in India and their importance.
- 4. Biodiversity: Definition; importance of Biodiversity ecological, consumptive, productive, social, ethical and moral, aesthetic, and option value.
- 5. Levels of Biodiversity: Genetic, species and ecosystem diversity.

Unit-2: Environmental Degradation and Impacts

- 1. Human population growth and its impacts on environment; land use change, land degradation, soil erosion and desertification.
- 2. Use and over-exploitation of surface and ground water, construction of dams, floods, conflicts over water (within India).
- 3. **Deforestation:** Causes and effects due to expansion of agriculture, firewood, mining, forest fires and building of new habitats.
- 4. Non-renewable energy resources, their utilization and influences.
- 5. A brief account of air, water, soil and noise pollutions; Biological, industrial and solid wastes in urban areas. Human health and economic risks.
- 6. Green house effect global warming; ocean acidification, ozone layer depletion, acid rains and impacts on human communities and agriculture.

7. Threats to biodiversity: Natural calamities, habitat destruction and fragmentation, over exploitation, hunting and poaching, introduction of exotic species, pollution, predator and pest control.

Unit-3: Conservation of Environment

- 1. Concept of sustainability and sustainable development with judicious use of land, water and forest resources; afforestation.
- 2. Control measures for various types of pollution; use of renewable and alternate sources of energy.
- 3. Solid waste management: Control measures of urban and industrial waste.
- 4. Conservation of biodiversity: In-situ and ex-situ conservation of biodiversity.
- 5. Environment Laws: Environment Protection Act; Act; Wildlife Protection Act; Forest Conservation Act.
- **6.** International agreements: Montreal and Kyoto protocols; Environmental movements: Bishnois of Rajasthan, Chipko, Silent valley.

Content Environmental Education

		Unit-1: Environment and Natural Resources	
1.0	Object	ives	1
1.1	Introdu	iction	1
1.2	Definit	tions of Environment	2
	1.2.1	Classification of Environment	3
	1.2.2	Components of Environment	3
	1.2.3	Environmental Studies	5
	1.2.4	Objectives of Environmental Education	6
	1.2.5	Importance of the Environmental Studies	7
	1.2.6	Scope of Environmental Education	8
	1.2.7	Multidisciplinary Nature	9
	1.2.8	Need for Public Awareness	11
1.3	Man a	s an Integral Product and Part of Nature	12
1.4	Land 1	Resources	13
	1.4.1	Land as a Resource	14
	1.4.2	Land Degradation	14
	1.4.3	Physical Properties of Soil	15
	1.4.4.	Landslides	16
	1.4.5	Soil Erosion	17
	1.4.6	Desertification	18
	1.4.7	Environmental Impacts of Overgrazing	19
1.5	Forest	Resources	20
	1.5.1	Use of Forests	20
	1.5.2	Importance of Forests	21
	1.5.3	Over-exploitation of Forests	22
	1.5.4	Forest Areas in India	22
	1.5.5	Deforestation	24
	1.5.6	Major Causes of Deforestation	24
	1.5.7	Effects of Deforestation Environment and Tribal People	25
	1.5.8	Afforestation Programmes	26
	1.5.9	Timber Extraction	26

	1.5.10	Effects of Mining Operations on a Forest and Tribal People	27
1.6	Water	Resources	29
	1.6.1	Uses of Water	30
	1.6.2	Effects of Over-utilisation of Surface & Ground Water	30
	1.6.3	Effects of Overutilisation of Ground Water	31
	1.6.4	Conflicts Over Water	31
1.7	Biodiv	ersity	32
	1.7.1	Definitions	33
	1.7.2	Types of Biodiversity	33
	1.7.3	Importance of Biodiversity	35
	1.7.4	Uses of Biodiversity	40
	1.7.5	Values of Biodiversity	42
1.8	Levels	of Biodiversity	43
1.9	Outco	mes	46
1.10	Review	v Questions	46
1.11	Multip	le Choice Questions	47
		Unit-2: Environmental Degradation and Impacts	
2.0	Object	ives	49
2.1	Introdu	action	49
2.2	Popula	ation Growth	50
	2.2.1 P	opulation Explosion	50
	2.2.2 I	mpact on Environment	52
2.3	Land u	ise Change	53
	2.3.1	Direct Land use Change	54
	2.3.2	Indirect Land use Change	55
	2.3.3	Limitations of the Indirect Land use Change Concept	55
2.4	Land I	Degradation	56
	2.4.1	Causes of Land Degradation	56
	2.4.2	Prevention and Control Measures for Land Degradation	57
	2.4.3	Soil Erosion	57
	2.4.4	Desertification	59
2.5	Water	Resources	59
	2.5.1	Uses of Water	60
	2.5.2	Effects of Over-utilisation of Surface & Ground Water	61
	2.5.3	Construction of Dams	62

	2.5.4	Floods	65
	2.5.5	Drought	66
	2.5.6	Conflicts Over Water	67
2.6	Defore	estation	70
	2.6.1	Major Causes of Deforestation	71
	2.6.2	Effects of Deforestation Environment and Tribal People	72
	2.6.3	Causes	73
	2.6.4	Effects	74
2.7	Resou	rces	74
	2.7.1	Differences between Renewable and Non-renewable Resources	75
	2.7.2 1	Non-Renewable Energy Resources	76
2.8	Polluti	on	78
	2.8.1	Air Pollution	79
	2.8.2	Water Pollution	85
	2.8.3	Soil Pollution	89
	2.8.4	Noise Pollution	91
	2.8.5	Solid Waste	95
	2.8.6	Human health and Economic Risks	97
2.9	Green	House effect	97
	2.9.1	Global Warming and Green House Effects	98
	2.9.3	Ocean Acidification	101
	2.9.4	Ozone Layer Depletion	102
	2.9.5	Acid Rain (Acid Precipitation)	106
2.10	Threat	s to Biodiversity	109
2.11	Outco	mes	110
2.12	Review	w Questions	111
2.13	Multip	ble Choice Questions	112
		Unit-3: Conservation of Environment	
3.0	Object	ives	117
3.1	Introdu	action	117
3.2	Sustain	nability	118
	3.2.1	Issues of Environmental Sustainability	118
3.3	Sustai	nable development	119
	3.3.1	Goals of Sustainable Development	122
	3.3.2	Threats to Sustainability	122

125
124
125
126
128
128
128
129
129
130
130
131
131
132
134
135
136
138
138
140
145
145
146
148
150
150
151
151
152
153
154
155
155
156

Life Skill Course

Personality Enhancement & Leadership

As per Choice Based Credit System (CBCS) Common to all Branches



Authors Dr. M. Shanthi Dr. B. Sudheeshna Dept. of Management Studies S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP -517 502

Year : 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam Near B K Guda Park, S R Nagar Hyderabad - 500 038 TS P.No:+91 40 23710657, 238000657, 23810657 Cell:+91 94405 75657, 93925 75657, 93935 75657 **Reg. Off.:** 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP -517 502 mail : directorddesvu@gmail.com Cell: +91 877-2289380 www.svudde.in

Personality Enhancement & Leadership

Learning Outcomes

By successful completion of the course, students will be able to:

- Develop comprehensive understanding of personality
- Know how to assess and enhance one's own personality
- Comprehend leadership qualities and their importance
- Understand how to develop leadership qualities

Unit-I

Meaning of Personality – Explanations of Human Personality – Psychodynamic Explanations – Social Cognitive Explanation – Big Five traits of Personality

Unit-II

Assessment of Personality - Projective& Self Report Techniques - Building Self-Confidence – Enhancing Personality Skills

Unit-III

Leadership Characteristics – Types of Leaders – Importance of Leadership – Leadership Skills – Building and Leading Efficient Teams – Leadership Qualities of Abraham Lincoln, mahatma Gandhi, Prakasam Pantulu, Dr. B. R. Ambedkar & J.R.D.Tata

Content Personality Enhancement & Leadership

Unit-1							
1.0	Object	ives	1				
1.1	Introdu	action	1				
1.2	Person	ality	2				
	1.2.1	Nature of Personality	3				
	1.2.2	Characteristics of Personality	4				
	1.2.3	Foundations of Personality	4				
	1.2.4	Stages of Personality	5				
	1.2.5	Determinants of Personality	6				
1.3	Persor	ality Structure	8				
1.4	Theor	ies of Personality	9				
1.5	Psychodynamics		13				
	1.5.1	Psychosexual Stages of Development	16				
	1.5.2	Freudian Psychodynamics	17				
	1.5.3	Jungian Psychodynamics	17				
	1.5.4	Positive Psychology	18				
	1.5.5	Psychoanalysis	19				
		1.5.5.1 Key Terms of Psychoanalytical Theory	19				
		1.5.5.2 Strengths of Psychoanalysis	20				
		1.5.5.3 Criticisms of Psychoanalysis	20				
1.6	Psych	odynamic Theory of Personality	20				
	1.6.1	Psychodynamic Treatment	22				
	1.6.2	Other Psychodynamic Theorists	22				
	1.6.3	Erickson Psychodynamic Theory of Personality	23				
		1.6.3.1 The Ego Psychology	23				
		1.6.3.2 The Epigenetic Principle	23				
1.7	Social	Cognitive Explanation	26				
	1.7.1	Main Tenets of Social Cognitive Theory	26				
	1.7.2	Albert Bandura's Social Learning Theory	26				
	1.7.3	Evaluation of Bandura's Theory	32				

1.8	Defini	tion of the Big Five Factors	32
	1.8.1	Discovery of the Big Five in Cattell's Variable List	33
	1.8.2 T	The Big Five Theory	34
	1.8.3	Measurement of the Big Five Inventory (BFI)	36
1.9	Outcon	nes	39
1.10	Review	v Questions	40
		Unit-2	
2.0	Object	ives	41
2.1	Introduction		
2.2	Assess	ment of Personality	41
	2.2.1	Need of Assessment	42
	2.2.2	Purpose of Personality Assessment	43
2.3	Metho	ds of Personality Assessment	43
	2.3.1.	Personality Inventories	44
		2.3.1.1 History of Personality Assessment	45
	2.3.2	Projective Methods	48
		2.3.2.1 History of Projective Methods	48
		2.3.2.2 Types of Projective Tests	49
		2.3.2.3 Evaluation of Projective Tests	51
	2.3.3	Observational Methods	52
	2.3.4	Self-Report Tests	52
	2.3.5	Self Report Personality Test (Inventory)	55
		2.3.5.1 Single-Traits Tests	57
		2.3.5.2 Multidimensional Tests	57
		2.3.5.3 Strength and Weakness of Self-Report Tests	57
		2.3.5.4 Faking in Personality Inventories	58
		2.3.5.5 Measures to Avoid Faking	58
		2.3.5.6 Methods to Overcome Weaknesses in Self-Report Tests	59
2.4	Buildi	ng Self confidence	60
	2.4.1	Techniques of Self Confidence	61
2.5	Enhancing Personality skills		63
	2.5.1	Importance of Personality Skills	64
	2.5.2	Enhancing Personality Skills	64

v

	2.5.3	Steps to Improve Personal Development Skills	65	
	2.5.4	Personal Development Skills in the Workplace	66	
2.6	Outcon	nes	67	
2.7	Review	v Questions	67	
		Unit-3		
3.2	Definit	ion	70	
	3.2.1	Characteristics of Leadership	70	
	3.2.2	Nature of Leadership	71	
	3.2.3	Importance of Leadership	72	
	3.2.4	Need of Leadership	73	
3.3	Leader	rship Types	73	
3.4	Styles	of Leadership	75	
3.5	Leadership skills			
	3.5.1	Functions of Leader	80	
	3.5.2	Qualities of an Effective Leader	81	
	3.5.3	Leadership Skills	82	
	3.5.4	Qualities of Leadership	83	
3.6	Building and Leading Efficient Teams		83	
	3.6.1	Team Development Stages	84	
	3.6.2	Different Types of Teams	84	
	3.6.3	Team Building	85	
	3.6.4	Importance of Building Strong Teams	86	
	3.6.5	Steps in Building Strong Teams	87	
	3.6.6	TeamActivities	89	
3.7	Leader	ship Qualities of Abraham Lincoln	90	
3.8	· -			
3.9	Leadership Qualities of Prakasham Pantulu			
3.10	Leader	93		
3.11	Leadership Qualities of J.R.D. Tata			
	3.11.1	Leadership Skills	95	
3.12	Outcon	nes	95	
3.13	Review	v Questions	96	

Skill Development Course Disaster Management

As per Choice Based Credit System (CBCS) Common to all Branches



Authors Dr. M. Shanthi Dr. B. Sudheeshna Dept. of Management Studies S.V. University, Tirupati - 517502 AP



Year: 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam Near B K Guda Park, S R Nagar Hyderabad - 500 038 TS P.No:+91 40 23710657, 238000657, 23810657 Cell:+91 94405 75657, 93925 75657, 93935 75657 **Reg. Off.:** 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP -517 502 mail : directorddesvu@gmail.com Cell: +91 877-2289380 www.svudde.in

Disaster Management

Learning Outcomes

After successful completion of the course, the students are able to;

- 1. Understand the nature, cause and effects of disasters
- 2. Comprehend the importance of Disaster Management and the need of awareness
- 3. Acquire knowledge on disaster preparedness, recovery remedial measures and personal precautions
- 4. Volunteer in pre and post disaster management service activities

Unit-I

Introduction of Disaster - Different types of disasters- Natural- (flood, cyclone, earthquake, Famine and pandemic) - Accidental- (Fire, Blasting, Chemical leakage, Rail, Aviation, Road boat tragedies and nuclear pollution) - Disaster Management Act 2005

Unit-II

Causes and immediate effects of Disasters - Preparedness of disasters –Precautions – Dissemination of information - Nature and concepts - Role of National Disaster Management Authority and Role of Government and non governmental organizations in protecting human livestock and natural resources.-Use of technology -Role of Citizens and Youth in the prevention.

Unit-III

Post disaster effects - short term - Procedures for Rehabilitation and Recovery - Role of volunteers and Safety Precautions - Long term remedial and preventive measures – Collection, filing and storage of information - Case studies.

Content Disaster Management

		Unit-1	
1.0	Object	ives	1
1.1	Introdu	iction	1
1.2	Disaste	er	1
1.3	Types	of Disasters	2
	1.3.1	Earthquakes	3
	1.3.2	Tunami	5
	1.3.3	Cyclones	7
	1.3.4	Floods	10
	1.3.5	Droughts	12
	1.3.6	Landslides	14
	1.3.7	Forest Fires	16
	1.3.8	Famine	18
	1.3.9	Pandemic	20
1.4	Man-n	nade Disasters	28
1.5	Accide	ental Disaster	29
	1.5.1	Fire Accidents	29
		1.5.1.1 Fire Safety Precautions	30
	1.5.2	Blasting	32
	1.5.3	Rail Accidents	33
	1.5.4	Aviation Accidents	34
	1.5.5	Road Accidents	36
	1.5.6	Boat Tragedies	37
1.6	Nuclea	r Pollution	39
	1.6.1	Causes of Nuclear Pollution	39
	1.6.2	Effects of Nuclear Pollution	40
	1.6.3	Prevention of Nuclear Pollution	41
1.7	Disaste	er Management Act 2005	41

	1.7.1	Scope and Objective	42
	1.7.2	Criticism of the Disaster Management Act	43
1.8	Outcon	nes	43
1.9	Review	v Questions	43
		Unit-2	
2.0	Object	ives	45
2.1	Inducti	on	45
2.2	Causes and Immediate Effects of Disasters		
	2.2.1	Causes of Disasters	46
	2.2.2	Effects of Disasters	48
2.3	Prepar	edness of Disasters	50
	2.3.1	Measures of Disaster Preparedness	50
2.4	Precau	tions or Steps for Preparedness of Disaster Strikes by Communities	53
2.5	Dissen	nination of Information	54
	2.5.1	Importance of Information	55
	2.5.2	Nature of Dissemination of Information	55
	2.5.3	Concepts of Dissemination	56
	2.5.4	Channels for Disseminating Information	57
2.6	Role o	f National Disaster Management Authority	58
	2.6.1	Evolution of NDMA	58
	2.6.2	Functions and Responsibilities of NDMA	58
	2.6.3	Institutional Framework for Disaster Management in India	59
	2.6.4	Role & Responsibility of SDMA	59
	2.6.5	Role & Responsibility of SEC	60
	2.6.6	Role & Responsibility of DDMA	61
2.7	Role o	f Government and non Governmental Organizations in Protecting Human	
	Livest	ock and Natural Resources	61
2.8	Use of	Technology in Disaster Management	62
2.9	Role o	f Citizen in Prevention of Disaster	64
2.10	Role of	fYouth	65
2.11	Outcon	nes	66
2.12	Review	v Questions	66

Unit-3	U	nit-3
--------	---	-------

3.0	Object	ives	67
3.1	Introdu	action	67
3.2	Post D	Disaster Effects	68
3.3	Disast	er Management Cycle	69
3.4	Procee	lures for Rehabilitation and Recovery	71
	3.4.1	Rehabilitation	71
	3.4.2	Types of Rehabilitation	72
	3.4.3	Procedure for Rehabilitation	72
	3.4.4	Procedure for Recovery	73
		3.4.4.1 Disaster Recovery Plan	73
		3.4.4.2 Disaster Plan	74
		3.4.4.3 Benefits of Disaster Recovery Plan	75
		3.4.4.4 Strategies and Tools for Disaster Recovery Plan	75
		3.4.4.5 Steps of a Disaster Recovery Plan	76
3.5	Role o	f Volunteers in Disasters	77
3.6	Role o	f Safety Precautions	80
3.7	Prever	ntive measures of Disaster	81
3.8	Collec	tion-Filling-Storing of Information	83
	3.8.1	Data Collection	83
	3.8.2	Filling of Data	84
	3.8.3	Storage of Information	85
		3.8.3.1 Storage Management and Disaster Recovery	85
3.9	Case s	tudy	86
3.10	Outco	mes	88
3.11	1 Review Questions		88

HISTORYAND CULTURE OF ANDHRA PRADESH

(from Satavahanas to 1956 A.D.) II- B.A(HISTORY) / III - Semester

As per Choice Based Credit System (CBCS)





Authors

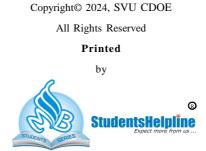
Dr. P. Venu Dr. Krishna Mohan Reddy Dept. of History Sri Venkateswara University Tirupati - 517 502 AP



Year: 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam Near B K Guda Park, S R Nagar Hyderabad - 500 038 TS P.No:+91 40 23710657, 238000657, 23810657 Cell:+91 94405 75657, 93925 75657, 93935 75657 **Reg. Off.:** 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education Sri Venkateswara University

Tirupathi, AP -517 502 mail : directorddesvu@gmail.com Cell: +91 877-2289380 www.svudde.in

CONTENTS

	Unit - I	
1.0	Aims and Objectives	1.1
1.1	Introduction	1.2
1.2	Influence of Geographical Features on History	1.2
	1.2.1 Divisions	1.3
	1.2.2 Demographics	1.3
	1.2.3 History	1.4
	1.2.4 Culture	1.5
	1.2.5 Literature	1.7
1.3	A Brief Survey of Political history from, Satavahanas to	
	Vijaynagara period.	1.7
1.4	Socio- Economic Cultural conditions under Satavahans	1.16
1.5	Under Kakatiyas	1.21
	1.5.1 Conditions of Kakatiya Period	1.24
	1.5.2 Kakatiyas arts and Letters	1.26
1.6	The Vijayanagara Empire	1.27
	1.6.1 Features of Vijayanagara Administration	1.27
	1.6.2 Conditions of Vijayanagara Period	1.29
1.7	Growth and Spread of Jainism and Buddhism and their contribut	ion
	to Art and Architecture	1.31
1.7.1	Jainism in South India	1.31
	1.7.2 Growth of Buddhi	1.36
	1.7.3 Buddhism Contribution to Art and Architecture	1.38
	1.7.4 Decline of Jainism and Buddhism	1.47

1.8	Summary		1.50
1.9	Keywords		1.50
1.10	Review Questions		1.52
		Unit - II	

2.0	Aims and Objectives	2.55
2.1	Introduction	2.55
2.2	Qutub Sahis Political History	2.55
2.3	Culture under Qutb sahis:	2.60
	2.3.1 Administrative system of Qutub Shahi	2.63
	2.3.2 Steps in the fall of Golkonda	2.65
	2.3.3 Socio conditions of Qutub Shahi	2.67
2.4	The Asaf Jahis	2.71
	2.4.1 Conditions of Telangana rule of Asaf Jahi	2.76
2.5	Salarjung Reforms	2.78
2.6	Summary	2.81
2.7	Keywords	2.81
2.8	Review Questions	2.82
	Unit-III	
3.0	Aims and Objectives	3.83

5.0	Aims and Objectives	3.83
3.1	Introduction	3.83
3.2	Andhra under Colonial Rule	3.84
	3.2.1 Company Rule (1766-1857)	3.84
	3.2.2 Crown Rule (1858-1917)	3.85
3.3	Coming of European Merchant Companies	3.86
3.4	Conquest of Andhra by the British	3.87

	3.4.1 British Acquire Northern Circars	3.87
	3.4.2 Influence of British established in Andhra	3.90
3.5	Administration	3.92
3.6	Land Revenue Settlements	3.93
3.7	Famines	3.95
3.8	Impact of Industrial revolutions on Andhra Economy	3.97
3.9	Sir Thomas Munroe	3.98
3.10	Impact of 1857 Revolt in Andhra	3.100
3.11	Summary	3.104
3.12	Keywords	3.104
3.13	Review Questions	3.106
	Unit-IV	
4.0	Aims and Objectives	4.107
4.1	Introduction	4.108
4.2	Social Reforms	4.108
	4.2.1 Causes for the Reform Movements	4.110
4.3	Kandukuri Veeresalingam	4.110
	4.3.1 Pre-Veerasalingam Era	4.110
	4.3.2 Veerasalingam Era	4.112
4.4	Sri Raghupati Venkataratnam Nayudu	4.116
4.5	Gurazada Venkata Apparao	4.117
4.6	Komarraju Venkata Lakshmana Rao	4.120
4.7	Non Brahmin	4.121
4.8	Adi Andhra	4.124
4.9	Dalit	4.127
4.10	New Literary Movements	4.132

4.11	Gurram Jashua	4.134
4.12	Boyi Bhimanna	4.137
4.13	Viswanatha Satyanarayana	4.138
4.14	Rayaprolu Subba Rao	4.140
4.15	Sri Sri	4.141
4.16	Summary	4.142
4.17	Keywords	4.142
4.18	Review Questions	4.143
	Unit-V	
5.0	Aims and Objectives	5.145
5.1	Introduction	5.145
5.2	Vande Mataram	5.149
	5.2.1 Home Rule	5.151
	5.2.2 Non-Cooperation Movement	5.152
5.3	Alluri Sita Rama Raju	5.158
5.4	Rampa Rebellion	5.159
5.5	Civil Disobedience Movement	5.162
5.6	Quit India Movement	5.166
5.7	Political Consequences in Telangana	5.170
5.8	Nizam Andhra Maha Sabha	5.176
5.9	Hyderabad State Congress	5.178
5.10	Razakar Movement	5.179
5.11	Police Action and Accession of Telangana to Indian Union	5.180
5.12	Summary	5.184
5.13	Keywords	5.184
5.14	Review Questions	5.186

	Unit-VI	
6.0	Aims and Objectives	6.187
6.1	Introduction	6.188
6.2	Peasant Armed Struggle	6.188
6.3	Tribal Uprisings	6.192
	6.3.1 Tribal Classification Criteria and Demands	6.196
6.4	Komaram Bhimu	6.201
6.5	Bhoodan Movement	6.204
6.6	Movement for Separate Andhra State	6.207
6.7	Andhra Mahila Sabha	6.209
6.8	Sree Bagh Pact	6.210
6.9	The Martyrdom of Potti Sree Ramulu	6.213
6.10	The Formation of Andhra Pradesh	6.216
6.11	1953 Vishalandra	6.218
6.12	States Reorganization Commission	6.220
6.13	Gentlemen's Agreement	6.223
6.14	Andhra State1956.	6.226
6.15	Summary	6.228
6.16	Keywords	6.228
6.17	Review Questions	6.230

Unit-I :

Influence of Geographical features on History, Sources-A Brief Survey of Political history from Satavahanas to Vijayanagara period-Socio-Economic-Cultural conditions under Satavahana, Kakatiya and Vijayanagara rulers-Growth and Spread of Jainism and Buddhism and their contribution to Art and Architecture.

Unit-II:

The Qutb Sahis-A Brief Survey of Political History-Society, Economy and Culture. The Asaf Jahis-A Brief Survey of their political history-Society, Economy and Culture-Salarjung's Reforms.

Unit-III:

Andhra Under Colonial Rule: Coming of European Merchant Companies-Conquest of Andhra by the British-Early Uprising-Administration-Land Revenue Settlements-Agrarian Conditions-Famines-Impact of Industrial Revolutions on Andhra Economy-Sir Thomas Munroe-Impact of 1857 Revolt In Andhra.

Unit-IV:

Social Reform and Literary Movements: Veeresalingam, Raghupathi Venkata-Ratnam Naidu, Gurajada Appa Rao, Komarraju Venkata Lakshmana Rao, Non-Brahmin, Adi Andhra, Dalit, Self-Respect Movements-New Literary Movements-Gurram Jashua, Boyi Bhimanna, Viswanatha Satyanarayana, Rayaprolu Subba Rao, Sri Sri.

Unit-V:

Freedom Movement in Andhra : Vandemataram, Home Rule, Non Co-Operation

Alluri Sitarama Raju – Rampa Rebellion 1922-24-Civil Disobedience and Quit India Movements.

Political Consciousness in Telangana : Nizam Andhra Maha Sabha, Hyderabad

State Congress, Razakars, Police Action and Accession of Telangana into Indian Union.

Unit-VI:

Leftist Movements in Andhra and Telangana : Peasant Armed Struggle – Tribal Uprisings-Komaram Bhimu-Bhoodan Movement.

Movement for Separate Andhra State: Andhra Mahila Sabha-Sree Bagh pact-Martyrdom of Potti Sree Ramulu-Formation of Andhra State,1953-Vishalandhra Movement-State's Re-organization Commission-Gentlemen's Agreement-Formation of Andhra Pradesh in 1956.

INDIAN ECONOMY

II - B.A (ECONOMICS) / III - Semester As per Choice Based Credit System (CBCS)





Authors Dr. D. Subramanyam Dr. M. Kumarraja Dr. Radhika Dept. of Economics S.V. University, Tirupati - 517502 AP



Year: 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.



(An ISO 9001 : 2015 Certified Publishers) # 326/C, Surneni Nilayam Near B K Guda Park, S R Nagar Hyderabad - 500 038 TS P.No:+91 40 23710657, 238000657, 23810657 Cell:+91 94405 75657, 93925 75657, 93935 75657 Reg. Off.: 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education Sri Venkateswara University

Tirupathi, AP -517 502 mail : directorddesvu@gmail.com Cell: +91 877-2289380 www.svudde.in

CONTENTS

Unit - I	
1.0 Aims and Objectives	1.1
1.1 Introduction	1.2
1.2 Meaning of Economic growth & Development	1.2
1.2.1 Factors determining Economic Development	1.2
1.2.2 Economic Development and Economic Growth	1.3
1.2.3 Major factors in the Development of an Economy	1.4
1.2.4 Indian Economy: A Developing Economy	1.6
1.2.5 Essential Factors in Economic Development	1.8
1.3 Measuring Economic Growth & Development	1.12
1.3.1 Measuring Economic Growth	1.12
1.3.2Per capita Income	1.13
1.3.3 Measuring Economic Development	1.16
1.3.4 Human Development Index (HDI)	1.18
1.3.5 The Development Gap	1.19
1.4 Balanced and Unbalanced Growth	1.21
1.4.1 Meaning of Balanced Growth	1.21
1.4.1.1The Strategy of Balanced Growth	1.21
1.4.1.2 Criticism of the Theory of Balanced Growth	1.22
1.4.2 Meaning of Unbalanced Growth	1.24
1.5 Choice of Techniques Labor intensive and capital intensive	1.30
1.5.1 Choice of Technology	1.30
1.6 Summary	1.32
1.7 Keywords	1.32
1.8 Review Questions	1.33
1.9 Suggested Readings	1.34
Unit - II	
2.0 Aims and Objectives	2.36
2.1 Introduction	2.36
2.2.Natural Resources in India	2.36
2.2.1 Basic features - Natural Resources	2.36
2.2.2 Post- Independence economic policies relating to natural	
resources in India	2.37

	2.2.3 Energy Policy of India	2.42
2.3	Trends in population Growth	2.46
	2.3.1 Basic Demographic Features	2.46
2.4	Estimates of National Income in India	2.57
2.5	Poverty	2.61
2.6	Inequality	2.65
	2.6.1 Meaning and Causes	2.65
	2.6.2 Measures to Reduce Economic Inequalities	2.67
2.7	Unemployment & Employment Schemes	2.68
2.8	Economic Reforms & Liberalization, Privatization & Globalization	
	in India -Inclusive Growth	2.85
	2.8.1 Structural Reforms	2.85
	2.8.2 Privatisation	2.94
	2.8.3 Different ways of achieving Privatisation	2.98
	2.8.4 Need for Privatisation in India and the Limitations of Privatisation in India	2.100
	2.8.5 Globalisation of Economy	2.103
2.9	Summary	2.110
2.10	Keywords	2.110
2.11	Review Question	2.111
2.12	Suggested Readings	2.112

Unit-III

3.0	Aims and Objectives	3.113
3.1.	Introduciton	3.113
3.2.	Role of Agriculture in Indian Economy	3.114
	3.2.1 Evaluation of Agricultural in Indian economy	3.116
	3.2.2 Main feature / nature of Indian agriculture	3.117
	3.2.3 State the main causes for low productivity in the India agriculture	3.119
	3.2.4 Causes of Low Productivity	3.119
	3.2.5 Measures to improve Agricultural Productivity	3.121
	3.2.6 Factors determining crop-pattern	3.122

	3.2.7 Nature of interdependence between Agriculture and In	dustry 3.123
	3.2.8 Agricultural production and Productivity since planning	3.125
	3.2.9 Causes for Low Agricultural Productivity	3.127
3.3	Rural Credit	3.134
3.4	Agriculture FInance	3.142
3.5	Agriculture Price Policy in India	3.146
3.6	Agriculture Insurance	3.152
3.7	Agriculture Infrastructrure	3.154
3.8	Summary	3.155
3.9	Keywords	3.155
3.10	Review Questions	3.156

4.0 Aim	as and Objectives	4.157
4.1.	Introduciton	4.157
4.2.	Industrial Growth	4.158
	4.2.1 Structural Characteristics of Indian Industries	4.158
	4.2.2 Structure by Size of Capital	4.162
	4.2.3 Structure by Size of Employment	4.163
	4.2.4 Changes in Industrial Structure in 1990's	4.165
	4.2.5 Some Problems of Industrial Development in India	4.166
4.3	Industrial Polices of 1956 and 1991	4.168
	4.3.1 Main Features of the 1980 Industrial Policy	4.171
	4.3.2 Main features of the Industrial Policy (1977) of India government	4.174
	4.3.3 Objectives of the New Industrial Policy 1991	4.176
4.4	Foreign Exchange Management Act, 1999	4.181
4.5	Disinvestment Policy in India	4.184
4.60	Growing importance of services sector in india	4.187
	4.6.1 Banking	4.188
	4.6.2 Insurance	4.195
	4.6.3 Information Technology	4.197
	4.6.4 Education	4.206
	4.6.5 Health	4.211
4.7	Summary	4.213

4.8	Keywords	4.213
4.9	Review Questions	4.214
	Unit-V	
5.0	Aims and Objectives	5.215
51.	Introduciton	5.215
5.2.	GDP	5.216
5.3	Human resources	5.218
	5.3.1 Population Trends	5.218
5.4	Agriculture Sector	5.221
	5.4.1 Land Use	5.223
5.5.	Industrial Sector	5.223
	5.5.1 Small Scale Industry	5.223
	5.5.2 Special Economic Zone	5.228
5.6	Service Sector	5.230
	5.6.1 Information Technology (IT) - Industry	5.231
5.7	Summary	5.236
5.8	Keywords	5.237
5.9	Review Questions	5.239
5.10	Suggested Readings	5.239

II - B.A.(ECONOMICS)

PAPER III: INDIAN ECONOMY

NOTE: In this paper organizing a field study, or project work or assignment or Viva-Voca with a weightage of 20 marks is recommended. The theory paper should consist of 80 marks only.

UNIT - 1

CONCEPTS OF DEVELOPMENT

Meaning of Economic growth and development – Measures of Economics Development – GNP, PCL, PQLI and HDI, Factors influencing Economic development – Sustainable development – Balanced and unbalanced growth – Choice of Techniques Labour intensive and capital intensive methods.

UNIT - 2

STRUCTURE OF THE INDIAN ECONOMY

Basic features – Natural Resources – Land, Water and Forest resources, Basic demographic features – Size and growth of the population – Age and sex composition Rural and Urban population – Occupational distribution – Population policy, National income in India – Trends and Composition – Poverty, Inequalities and unemployment Causes and consequences – Current Five Year Plan – Objectives, Mobilization and Allocation of Resources – New Economic Reforms – Liberalization, Privatization and Globalization in India – Inclusive Growth.

UNIT - 3

INDIAN AGRICULTURE

Nature and importance, Trends in agricultural Production and Productivity: factors determining productivity. Rural Credit – Micro Finance and Self Help Groups (SHGs) Agricultural price policy, Crop insurance, Agricultural Infrastructure and food security. (1) Agricultural Marketing in India, (2) Inspect of Land, informs in India, (3) Provision of Agricultural credit to the tenants.

UNIT - 4

INDIAN INDUSTRY AND SERVICES

Structure and Growth of Indian Industry-Industrial policies of 1956 and 1991, Growth and problems of Small Scale Industry. Foreign Exchanges Management Act (FEMA): Disinvestment Policy in India – Foreign Direct Investment – Growing important of Service Sector in India – Banking Insurance, Information Technology, Education and Health.

UNIT - 5

ANDHRA PRADESH STATE ECONOMY

GSDP – Sectoral Contribution and Trends; Human Resources – Population Trends, Regional differentials – Demographic Dividend, Agricultural Sector – Land use and Cropping pattern = Impact of hand reforms in A.P. Income and employment in Agricultural sector. Industrial Sector – Small Scale industries, Investment and employment in industrial sector, SEZs; Service Sector – Growth of income and employment in the service sector, Information, Technology (IT).

POLITICAL THOUGHT

II- B.A(POLITICAL SCIENCE) / III - Semester As per Choice Based Credit System (CBCS)





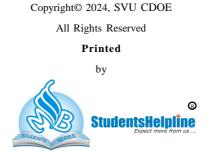
Authors Dr. I. Subramanyam Dr. B. Venkatesulu Reddy Dept. of Political Science S.V. University, Tirupati - 517502 AP



Year: 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam Near B K Guda Park, S R Nagar Hyderabad - 500 038 TS P.No:+91 40 23710657, 238000657, 23810657 Cell:+91 94405 75657, 93925 75657, 93935 75657 **Reg. Off.:** 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education Sri Venkateswara University

Tirupathi, AP -517 502 mail : directorddesvu@gmail.com Cell: +91 877-2289380 www.svudde.in

CONTENTS

	UNIT - I	Page No.
1.0	Aims and Objectives	1.2
1.1	Introduction	1.2
1.2	Nature of Ancient Indian Political Thought	1.2
	1.2.1 Use of Different Terms/Names	1.2
	1.2.2 Nature or Features of Ancient Indian Political Thought	
	or Hindu Polity	1.3
	1.2.3 Scope	1.6
	1.2.4 Sources of Ancient Indian Political Thought	1.6
	1.2.5 Origin and Development of Polity in Ancient India	1.10
	1.2.6 Relationship of Ethics and Politics in Ancient India	1.11
1.3	MANU The Law Book of Manu-SMRITI Business	1.13
	1.3.1 Importance of Manu	1.13
	1.3.2 Date of Authorship of Manusmriti	1.14
	1.3.3 Subject Matter of Manusmriti	1.14
	1.3.4 Manu on Origin of State	1.14
	1.3.5 Manu on Kingship	1.14
	1.3.6 Manu's Views on State or Manu on Saptanga Sidhanta	1.22
1.4	Kautilya: State and Society	1.23
	1.4.1 Authorship and Date of Arthashastra	1.23
	1.4.2 Meaning, Nature and Elements of the State	1.26
	1.4.3 Comparison with the Modern Concept	1.30
	1.4.4 Function of State	1.30
	1.4.5 Kautilya's Views about Kingship	1.32
	1.4.6 Duties and Functions of King	1.34
	1.4.7 Kautilya's View on the Council of Ministers	1.36
	1.4.8 The Doctrine of Mandal Theory (SIDHANTA) or	
	Circle of State	1.41
	1.4.9 The Shatguna Anti (Six-Fold Policy) or Six forms	
	of Foreign Policy	1.41
	1.4.10 Rules of War and Peace	1.44
	1.4.11 Kautilya as Political Scientist	1.50
	1.4.12 Kautilya and Machivelli	1.52
1.5	Gautama Buddha: Dharma and sangha	1.54
	1.5.1 Origin of State or Kingship	1.54
	1.5.2 Principles of Political Righteousness of Dharma	1.54
	1.5.3 Principles and Policies of Government	1.55

	1.5.4 Conception of a World-Ruler	1.55
1.6	Summary	1.55
1.7	Keywords	1.56
1.8	Review Questions	1.56
1.9	Suggested Readings	1.58
2.0	Aims and Objectives	2.60
2.1	Introduction	2.60
2.2	Political Principles or Postulates or Philosophy of Gandhiji	
	(Contribution to Political Thought by Gandhiji),	
	The Concept of Ahimsa (Non-violence)	2.61
	2.2.1 The Concept or Doctrine or Principle of Satyagraha	
	(Satyagraha A History of Conflict)	2.62
	2.2.2 Techniques of Satyagraha	2.63
	2.2.3 Gandhiji's views on State, State is the Embodiment	
	of Power & Force	2.65
	2.2.4 Non-violent Society and Gandhian Economy	2.67
	2.2.5 Gandhiji for Social Uplift	2.68
	2.2.6 Compare and Contrast between Gandhism and	
	Communism (Marxism)	2.70
2.3	Nehru: Democratic socialism	2.70
	2.3.1 Back Ground	2.71
	2.3.2 The Pragmatic Thinker	2.71
	2.3.3 Structure of Governance : Nehruvian Inputs	2.73
	2.3.4 Planning for Development	2.75
	2.3.5 The Dilemma of a Democrat	2.76
	2.3.6 Internationalist Jawaharlal Nehru	2.78
	2.3.7 Concluding Observations	2.80
2.4	B.R. Ambedkar business	2.82
	2.4.1 A Life For The Cause of Untouchables	2.83
	2.4.2 Castes and Untouchability in Hindu Society	2.85
	2.4.3 Annihilation of Caste	2.85
	2.4.4 Gandhi Ambedkar Debate	2.87
	2.4.5 Political Thoughts of Ambedkar	2.90
	2.4.6 Right of People	2.90
	2.4.7 Constitutional Democracy	2.91
o -	2.4.8 Social Justice	2.92
2.5	M.N. Roy	2.93
	2.5.1 Roy's Return to India	2.94

	2.5.2 Philosophy of Radical Humanism of M.N Roy	2.95
	2.5.3 Philosophy of History	2.98
	2.5.4 Criticism of Roy's Radical Humanism	2.98
	2.5.5 Roy's Break from Soviet Communism and his	
	Theory of Decolonisation	2.100
	2.5.6 Basis of Roy's Criticism of Modern Democracy and	
	Criticism of Political Parties.	2.102
	2.5.7 Constitution of India	2.103
2.6	Summary	2.108
2.7	Keywords	2.108
2.8	Review Questions	2.109
2.9	Suggested Readings	2.110
	UNIT - III	
3.0	Aims and Objectives	3.111
3.1	Introduction	3.112
3.2	Plato	3.112
	3.2.1 To Study Politics is to Study power; to Study Philosophy	
	is to Study Rationality	3.112
	3.2.2 The Platonic Utopia	3.116
	3.2.3 Slavery, Sin Salvation	3.119
	3.2.4 The Conspiracy of The Godly	3.121
	3.2.5 Why Men Need Government	3.122
	3.2.6 Tyranny and Revolution	3.125
	3.2.7 Politics and The Philosopher	3.129
	3.2.8 The Dynamics of Political Change Democracy & Degeneration	3.132
3.3	Aristotle	3.135
	3.3.1 Works of Aristotle	3.136
	3.3.2 Differences between Aristotle and Plato	3.137
	3.3.3 Classification of Constitutions	3.140
	3.3.4 Aristotle on Property	3.145
	3.3.5 Aristotle on Revolutions	3.147
	3.3.6 Aristotle's Views on Justice	3.150
3.4	St. Augustine and St. Thomas Aquinas	3.153
	3.4.1 St. Augustine and St. Thomas Aquinas Political Theology	3.154
	3.4.2 God Man and Politics	3.154
	3.4.3 The Two Cities	3.156
	3.4.4 Slavery, Sin, and Salvation	3.158
	3.4.5 The Conspiracy of The Godly	3.160
	3.4.6 Tyranny and Revolution	3.161
	· ·	

	3.4.7 The Rule of Law	3.166
3.5	Niccolo Machiavelli	3.168
	3.5.1 A Policy Science	3.171
	3.5.2 A Model of Man	3.173
	3.5.3 A Handbook of Power	3.175
	3.5.4 Liberty, Law and Majority Rule	3.177
3.6	Thomas Hobbes (1581 -1679)	3.181
	3.6.1 Methodology of Hobbes	3.181
	3.6.2 Hobbes on Human Nature	3.182
	3.6.3 Hobbes on State of Nature	3.182
	3.6.4 Hobbes on Sovereignty	3.184
	3.6.5 Laws Hobbes	3.185
	3.6.6 Hobbes on Rights and Liberty	3.185
	3.6.7 Individualism and Absolutism in Hobbes	3.186
3.7	John locke	3.187
	3.7.1 Locke's Views on State of Nature	3.189
	3.7.2 Locke on Law of Nature	3.189
	3.7.3 Locke on Social Contract	3.189
	3.7.4 Ambiguities in Contract	3.190
	3.7.5 Locke on State	3.190
	3.7.6 Locke on Revolution	3.192
	3.7.7 Locke on Property	3.193
3.8	Jean jacques rousseau (1712 – 1778) [JJ Rousseau]	3.197
	3.8.1 Influences on Rousseau	3.198
	3.8.2 Rousseau on Human Nature	3.198
	3.8.3 Rousseau on the State of Nature	3.199
	3.8.4 Rousseau on Social Contract	3.199
	3.8.5 Individualism and Absolutism in Rousseau	3.201
3.9	Utilitarian Thinkers [Jermy benthom , J.S mill]	3.203
	3.9.1 Main Principles of Utilitarian Philosophy	3.203
	3.9.2 Utilitarian Philosophers	3.204
	3.9.3 Principle of Utility	3.204
	3.9.4 Bentham on Natural Law and Natural Rights	3.206
	3.9.5 Bentham on State	3.207
	3.9.6 Bentham on Individual Liberty	3.207
	3.9.7 Reforms of Law and judicial Administration	3.208
	3.9.8 Bentham on Punishments and Prison Reforms	3.208
	3.9.9 Bentham on Education	3.209
	3.9.10 Shortcomings of Bentham	3.209

3.10 John stuart mill (1806-1878)	3.210
3.10.1 Mill and Utilitarianism	3.210
3.10.2 Mill on Liberty	3.212
3.10.3 Mill on State	3.213
3.10.4 Mill on Representative Government	3.213
3.10.5 Mill as Individualist and Socialist	3.215
3.10.6 Estimation of Mill	3.216
3.11 Hegel [George Withelem Friedrich Hegel (1770-1831)]	
Early Life and Works	3.216
3.11.1 Hegel on Human Nature	3.217
3.11.2 Hegel on State	3.217
3.11.3 Hegel on Freedom	3.218
3.11.4 Hegel on Constitution	3.219
3.11.5 Hegel on War	3.219
3.11.6 Hegel on International Law	3.220
3.11.7 Defects or Short-comings	3.220
3.12 Karl Marx(1818 – 1883)	3.222
3.12.1 Sources of Marxian Philosophy	3.223
3.12.2 Writings of Marx	3.223
3.12.3 The Communist Manifesto	3.224
3.12.4 Main Ideas of Marx's Political Philosophy	3.225
3.12.5 Theory of Class-war	3.227
3.12.6 Inevitability of Destruction of Capitalism	3.228
3.12.7 Marx's Theory of Value	3.229
3.12.8 Marx's Theory of State and Revolution	3.229
3.12.9 Shortcomings of Marx	3.232
3.13 Gramsci	3.235
3.13.1 Turin	3.235
3.13.2 In the PCI	3.236
3.13.3 Thought	3.237
3.13.4 Hegemony	3.237
3.13.5 Intellectuals and Education	3.237
3.13.6 State and Civil Society	3.238
3.13.7 Historicism	3.238
3.13.8 Influence	3.238
3.13.9 The Revolutionary Party as "Modern Prince"	3.238
3.14 Summary	3.239
3.15 Keywords	3.239
3.16 Review questions	3.240
3.17 Suggested Readings	3.240

II - B.A.(Political Science) POLITICAL THOUGHT

Unit-I

1. Ancient Indian Political Thought

a) Sources of Ancient Indian Political Thought

b) Manu: Varnadharma and Dandaneeti

c) Kautilya: State and Society

d) Goutama Buddha: Dhamma and Sangha

Unit-II

2. Modern Indian Political Thought

a) Gandhi: Ahimsa and Satyagraha

b) Nehru: Democratic Socialism

c) Ambedkar: Annihilation of Caste

d) M.N. Roy: Radical Humanism

Unit-III

3. Western Political Thought

Plato, Aristotle, St. Thomas Aquinas, Machiaveeli, Thomas Hobbes,

John Locke, J.J. Rousseau, Jermy Benthom, J.S. Mill.

Hegel, Marx and Gramsci.

Books Recommended

1. Political Ideas in Ancient India : R.S. Sharma

2. Western Political Thought : Amal Kumar Mukopadhyay

3. A History of Political Thought : Sabine G.H.

4. Annihilation of Caste : Ambedkar G.H.

5. Modern Political Theory : Ebentein W.

6. A History of Political Thought : Plato to Marx, Mukherjee & Ramaswamy

7. Political Ideologies : Their Origins and Impact, Baradat, Prentice Hall of India.

HISTORY OF MODERN WORLD (1453-1945 AD) II- B.A(HISTORY) / IV- Semester

As per Choice Based Credit System (CBCS)





Authors

Prof. Anandha Naidu Prof. P. Bhaskar Reddy Dr. M. Deenadayal Dr. R. Jyothi Dept. of History Sri Venkateswara University Tirupati - 517 502 AP



Year : 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.



(An ISO 9001 : 2015 Certified Publishers) # 326/C, Surneni Nilayam Near B K Guda Park, S R Nagar Hyderabad - 500 038 TS P.No:+91 40 23710657, 238000657, 23810657 Cell:+91 94405 75657, 93925 75657, 93935 75657 Reg. Off.: 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education Sri Venkateswara University

Tirupathi, AP -517 502 mail : directorddesvu@gmail.com Cell: +91 877-2289380 www.svudde.in

CONTENTS

Unit - I

1.0	Aims and Objectives	1.2
1.1	Introduction	1.2
1.2	Causes of Renaissance	1.2
1.3	Main Characteristics of Renaissance	1.5
	1.3.1 Reformation and Rise of Protestantism	1.7
	1.3.2 Importance and Influence of Intellectual Renaissance	1.9
1.4	Reformation	1.10
	1.4.1 Meaning of Reformation	1.11
	1.4.2 Causes of the Reformation Movement	1.11
	1.4.3 Counter reformation in Europe	1.14
	1.4.3.1 Causes of Counter Reformation	1.15
	1.4.3.2 Causes of the Success of Counter Reformation (Cathe	olicism)
		1.18
	1.4.3.3 Results and Consequences of the Counter Reformation	n 1.19
1.5	Geographical Discoveries	1.21
	1.5.1 Influence of the Geographical Discoveries	1.25
1.6	Rise of Colonialism	1.25
	1.6.1 Types of colonialism	1.26
	1.6.2 Role of companies in early colonialism	1.30
1.7	Mercantilism	1.32
	1.7.1 Period of Mercantilism	1.33
	1.7.2 Factors Responsible for the Birth of Mercantilism	1.34
	1.7.3 Merchantilists Theory of State	1.35
	1.7.4 Criticism of Merchantilists	1.35
1.8	Commercial Revolution	1.36
	1.8.1 Origins of the term	1.36
	1.8.2 Factors of Commercial Revolution	1.36
	1.8.3 Key Features	1.38
	1.8.4 Economic theory	1.41
1.9	Emergence of Modern World Economy	1.42
1.10	Summary	1.48
1.11	Keywords	1.48
1.12	Review Questions	1.50

	Unit - II	
2.0	Aims and Objectives	2.51
2.1	Introduction	2.51
2.2	Emergence of Nation states in Europe	2.51
	2.2.1 Characteristics of the Absolute Monarchies	2.52
	2.2.2 Causes of the Rise of Absolute Monarchies:	2.53
2.3	Nature of Feudalism in Europe	2.55
	2.3.1 Nature of Feudalism	2.55
	2.3.2 History of Feudalism	2.56
2.4	History of Feudalism in Europe	2.58
	2.4.1 The Development of European Feudalism	2.59
	2.4.2 Feudalism in Germany	2.60
	2.4.3 Feudalism in Asia	2.63
2.5	Summary	2.65
2.6	Keywords	2.65
2.7	Review Questions	2.68

Unit-III	

3.0	Aims and Objectives	3.69
3.1	Introduction	3.70
3.2	Age of Revolution	3.70
3.3	Glorious Revolution	3.74
	3.3.1 Revolt of Monmouth	3.75
	3.3.2 Causes of Revolution	3.76
	3.3.3 Consequences of the Glorious Revolution	3.79
3.4	American Revolution (1776)	3.80
	3.4.1 American alliances after 1778	3.81
	3.4.2 The British move South, 1778–1783	3.81
	3.4.3 Yorktown 1781	3.82
	3.4.4 The war winds down	3.82
	3.4.5 Peace treaty	3.82
3.5	American Revolution	3.83
	3.5.1 American armies and militias	3.83
	3.5.2 Loyalists	3.84
	3.5.3 British armies and auxiliaries	3.84

3.6	French Revolution	3.86
	3.6.1 Mental Revolution	3.91
	3.6.2 Causes of French Revolution	3.95
3.7	Summary	3.100
3.8	Keywords	3.101
3.9	Review Questions	3.102
	Unit-IV	
4.0	Aims and Objectives	4.104
4.1	Introduction	4.104
4.2	Industrial Revolution	4.104
	4.2.1 Causes of the Industrial Revolution	4.104
	4.2.2 Effects of Industrial Revolution	4.107
4.3	Rise of Capitalism impact on Asia and Africa	4.107
	4.3.1 Capitalism	4.107
	4.3.2 Types of Capitalism	4.108
	4.3.3 The rise of Capitalism	4.109
4.4	Meizi Restorarion	4.114
	4.4.1 Causes of Meiji restoration Internal Discontentment	4.115
	4.4.2 Conflict between Chausu and Shogun Nobles	4.117
4.5 N	Modernisation of Japan	4.118
	4.5.1 Decline of Shogun Government and rise of Meiji Emperor	4.118
	4.5.2 End of the Feudal System	4.119
	4.5.3 Reforms in Military System	4.119
4.6 U	Unification Movements in Germany	4.122
	4.6.1 The Beginning of the National Movement in Germany	4.125
	4.6.2 The Revolution of 1848	4.128
	4.6.3 Causes of the Failure of the Unification of Germany	4.129
	4.6.4 Methods and achievements of Bismark as the architect of Germany.	4.130
	4.6.5 Rise of Controversy.	4.131
	4.6.6 The Result of Austro-Prussian War	4.132
	4.6.7 The Treaty of Frankfort	4.133
4.7	Unification of Italy	4.134
	4.7.1 Beginning of the National Movement in Italy	4.135
	4.7.2 The Revolts of 1820	4.136
	4.7.3 Count Cavour	4.138

	4.7.3.1 Contribution of Cavor to the Unification of Italy	4.139
4.8	Complete Unification of Italy	4.142
4.9	Summary	4.143
4.10	Keywords	4.143
4.11	Review Questions	4.144
	Unit-V	
5.0	Aims and Objectives	5.146
5.1	Introduction	5.146
5.2	World between 1914-1945	5.146
	5.2.1 The Steps Toward War	5.163
	5.2.2 Human Costs	5.167
5.3	Causes and consequences of first world war	5.167
	5.3.1 Lack of International Institution	5.170
	5.3.2 The Immediate Cause of the War	5.170
5.4	Beginning of the War	5.171
	5.4.1 Main events of the war	5.172
5.5	League of nations	5.183
	5.5.1 Formation of the League of Nations	5.184
	5.5.2 The Covenant of the League of Nations	5.184
	5.5.3 Aims and Objects of the League of Nations	5.184
	5.5.4 The Organization of the League of Nations	5.185
	5.5.5 Bodies of the League of Nations	5.185
5.6	Facism in Italy	5.188
	5.6.1 Formation of the Fascist Party	5.191
	5.6.2 The principles of fascism	5.191
	5.6.3 Home policy of Mussolini	5.194
5.7	Nazism in Germany	5.198
	5.7.1 An introduction of adolf Hitler	5.198
	5.7.2 End of Democracy in Germany	5.201
	5.7.3 The causes of the rise of Hitler and Nazi party	5.202
	5.7.4 Home policy of Hitler	5.204
5.8	Militarism in Japan	5.209
	5.8.1 Rise of militarism	5.209
	5.8.2 Economic factors	5.211
	5.8.3 Opposition to militarism	5.213
	5.8.4 End of Japanese militarism	5.214

5.9	Communist movements in Russia and china	5.216
	5.9.1 Communists movement in China	5.218
	5.9.2 The Chinese Communist Party	5.220
5.10	Summary	5.221
5.11	Keywords	5.222
5.12	Review Questions	5.222
	Unit-VI	
6.0	Aims and Objectives	6.225
6.1	Introduction	6.225
6.2	Causes and Consequences of Second World War	6.226
	6.2.1 Diplomatic Alliances	6.227
	6.2.2 Immediate Cause of War : Hitler's Assault upon Poland	6.229
	6.2.3 Consequences of the Second World War	6.230
6.3	United Nations Organization	6.231
	6.3.1 The Atlantic Charter	6.232
	6.3.2 Aims of the United Nations Organization	6.233
	6.3.3 Organization of the UNO	6.232
	6.3.4 Achievements of the United Nations Organization	6.233
	6.3.5 Critical Evaluation	6.239
6.4	Summary	6.240
6.5	Review Questions	6.240

Unit-I :

Characteristic features of Renaissance-Significance of Reformation and Counter Reformation movements in Europe-Geographical Discoveries and Rise of Colonialism, Mercantilism and Commercial Revolution-Emergence of Modern World Economy.

Unit-II:

Emergence of Nation States in Europe - Nature of Feudalism in Europe and Asia.

Unit-III:

Age of Revolutions-Glorious Revolution (1688)-American Revolution (1776)-French Revolution (1789)

Unit-IV:

Industrial Revolution and Rise of Capitalism-Impace on Asia and Africa-Meizi Restoration and Modernisation of Japan-Unification Movements in Germany And Italy.

Unit-V:

World between 1914-1945 Rivalry among colonial powers Imperialist Hegemony-Causes and consequences of first World War – World between the Wars – league of Nation, Fascism in Italy, Nazism in Germany, Militarism in Japan – Communist Movements in Russia and China.

Unit-VI:

Causes and consequences of Second World War - UNO.

PUBLIC FINANCE AND INTERNATINAL ECONOMICS II - B.A(ECONOMICS) / IV - Semester

As per Choice Based Credit System (CBCS)





Authors Dr. D. Subramanyam Dr. M. Kumarraja Dept. of Economics S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP -517 502 Year: 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.



(An ISO 9001 : 2015 Certified Publishers) # 326/C, Surneni Nilayam Near B K Guda Park, S R Nagar Hyderabad - 500 038 TS P.No:+91 40 23710657, 238000657, 23810657 Cell:+91 94405 75657, 93925 75657, 93935 75657 Reg. Off.: 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education Sri Venkateswara University

Tirupathi, AP -517 502 mail : directorddesvu@gmail.com Cell: +91 877-2289380 www.svudde.in

CONTENTS

Page No.

Unit - 1

01 - 44

- 1.0 Aims and Objectives
- 1.1 Introduction
- 1.2 Meaning and Scope of Public Finance
 - 1.2.1 Scope of Public Finance
 - 1.2.2 Public Finance and Private Finance
- 1.3 Principle of Maximum Social Advantage
 - 1.3.1 Principle of Maximum Social Advantage (MSA)
 - 1.3.2 Marginal Social Benefit (MSB)
 - 1.3.3 The Point of Maximum Social Advantage
 - 1.3.4 Criticism Principle of Maximum Social Advantage
- 1.4 Source of Public Revenue
- 1.5 Taxation
 - 1.5.1 Types of Taxes
 - 1.5.2 Comparison between Direct Taxes and Indirect Taxes
 - 1.5.3 Role of Indirect Taxes in Underdeveloped Countries
- 1.6 Theory of Incidence of Taxation
- 1.7 Economic Effects of Taxation
- 1.8 Progressive, Propotional and Regressive Taxes
 - 1.8.1 Critical Evaluation
 - 1.8.2 Ad-Valorem and Specific Taxes
 - 1.8.3 Characterstics of Indian Tax System
- 1.9 Value Added Tax
- 1.10 Summary
- 1.11 Review Questions

Unit - 2

- 2.0 Aims and Objectives
- 2.1 Introduction
- 2.2 Public Expenditure
- 2.3 Effects of Public Expenditure
 - 2.3.1 Impact of Public Expenditure on Production and Employment
 - 2.3.2 Public Expenditure and Economic Growth
 - 2.3.3 Expenditure as a Balancing Factor
 - 2.3.4 Public Expenditure and Redistribution of Income
- 2.4 Theories of Public expenditure
 - 2.4.1 Wagner's law of Increasing state activities
 - 2.4.2 The Peacock-Wiseman Hypothesis
- 2.5 Wagner's Law
- 2.6 Peacock and Wiseman Hypothesis

45 - 86

- 2.7 Reasons of public Expenditure
 - 2.7.1 Causes for the Growth of Public Expenditure
 - 2.7.2 Effects of Public Expenditure
- 2.8 Public Debt
 - 2.8.1 Classification of Publilc Debt
- 2.9 Economic and Social effects of Public Debt 2.9.1 Techniques of Public Borrowing
- 2.10 Burden and its sources of Public Debt
 - 2.10.1 Burden of Public Debt
 - 2.10.2 The Burden of Internal Public Debt
 - 2.10.3 Measurement of the burden of Internal Debt
 - 2.10.4 Burden of External Public Debt
 - 2.10.5 Measurement of the burden of External Debt
 - 2.10.6 Shifting the Burden of Public Debt
- 2.11 Methods of Public Debt Redemption
- 2.12 Summary
- 2.13 Review Questions

Unit - 3

- 3.0 Aims and Objectives
- 3.1 Introduction
- 3.2 Inter Regional and International Trade
 - 3.2.1 Features of International Trade
 - 3.2.2 Importance of International Trade
- 3.3 Intra Industry Trade
- 3.4 Theories of International Trade
 - 3.4.1. Adam Smith and The theory of Absolute Cost Advantage
 - 3.4.2. David Ricardo's Theory of Comparative cost Advantage
 - 3.4.3. Hecksher Ohlin Theory
- 3.5 Terms of Trade
 - 3.5.1 Net Barter terms of Trade or commodity Terms of Trade
 - 3.5.2 Gross Barter Terms of Trade
- 3.6 Summary
- 3.7 Review Questions

Unit - 4

- 4.0 Aims and Objectives
- 4.1 Introduction
- 4.2 Tariffs
 - 4.2.1 Main Arguments for Tariff
 - 4.2.2 Effects of Tariff
 - 4.2.3 The Concept of Optimum
 - 4.2.4 An Evaluation of the Optimum Tariff
 - 4.2.5 Tariff and Community Welfare
- 4.3 Balance of Payments

113 - 198

87 - 112

	4.3.1 Balance of Payments Adjustment Mechanisms
	4.3.2 Balance of Payments Adjustment through Variations in Exchange Rates
	4.3.3 Devaluation and Balance of Payments Adjustment
	4.3.4 Domestic Price Changes and Balance of Payment Adjustment
	4.3.5 Changes in Income and Balance of Payments Adjustment
	4.3.6 Balance of Payments Adjustment through Capital Movements
	4.3.7 Balance of Payments Adjustment through Expenditure Policies
	4.3.8 The Monetary Approach to Balance of Payments Adjustment
	4.3.9 Balance of Payments Adjustment through Controls
4.4	Devaluation
	4.4.1 The Net Effect of Increase in Income
4.5	Summary
4.6	Review Questions

Unit - 5

199 - 236

- 5.0 Aims and Objectives
- 5.1 Introduction
- 5.2 Foreign Trade
 - 5.2.1 New Foreign Trade Policy (2004-09)
 - 5.2.2 Assessment of New Foreign Trade Policy (2004-09)
- 5.3 EXIM Policy
 - 5.3.1 Objectives of EXIM Policy
 - 5.3.2 Recent Exim Policy
- 5.4 IMF
 - 5.4.1 Functions
 - 5.4.2 Changing role of IMF
- 5.5 IBRD
 - 5.5.1 Functions of IBRD
 - 5.5.2 Objectives of IBRD
- 5.6 WTO
 - 5.6.1 Functions of WTO
 - 5.6.2 World Trade Agreement and India
 - 5.6.3 India's Commitments to the World Trade Organisation
 - 5.6.4 WTO and Developing Countries
 - 5.6.5 Issues at the Recent WTO Negotiations
- 5.7 Outsourcing
- 5.8 Summary
- 5.9 Review Questions

II - **B**.A(Economics)

Public Finance & International Economics

Module 1: Public Finance and Taxation

Meaning and scope of public finance: Distinction between public and private finance. Principal of Maximum Social Advantage – Public goods vs Private goods – Sources of Public Revenue – (a) Taxes (b) Administrative Revenues (c) Commercial Revenues (d) Gifts and grants (e) Deficit Finance – Concept of fiscal deficit – Canons of taxation – (Adam Smith & Modern) – Impact, shifting and Incidence of Taxation, Effects of taxation - The concept of Value added Tax (VAT). Taxes – direct and indirect merits and demerits, Methods of taxations – Progressive proportional regressive and digressive.

Module 2: Public Expenditure and Public Dept

Meaning and Classification of public expenditure – Wagner's Law – Peacock – Wiseman – Reasons for the growth of public expenditure – Wagner's law – Peacock – Wiseman hypothesis – Public Debt – Classification of Public debt – Methods of debt redemption – Causes and effects of the growth of India's Public Debt.

Module 3: Theories of International Trade

Inter – regional and International Trade – Importance of International Trade – Inter – industry trade – Intra – industry trade – Theories of International Trade – Theory of absolute advantage – Theory of Comparative costs and Hecksher-Ohllin theory. Terms of Trade – Gross Barter and Net Batter and Income terms of trade.

Module 4: Protection and Balance of Payments

Tariffs – Meaning and Definition of Tariffs – Types of Tariffs – Tariffs and their effects – Concept of Optimum Tariff – Balance of Payments – Disequilibrium in Balance of Payments – Measures to correct Disequilibrium – Depreciation.

Module 5: Foreign Trade in India

Recent trends in the composition and Director of India's foreign trade – Recent EXIM policy – changing role of IMF, IBRD – WTO – Impact of India – Concept of outsourcing.

REFERENCES:

- 1. B.P. Tyagi "Public Finance", Jai Prakash Nath, 2004.
- 2. H.D. Bhatia "Public Finance", Vikas Publishing House, 2006.
- 3. B.O. Soderston "International Economics", Macmillan, 1995.
- 4. C.P. Kindle Berger 'International Economics"
- J.Bhagawathi "International Trade Selected Reading", Cambridge University Press.

INTERNATIONAL RELATIONS II- B.A(POLITICAL SCIENCE) / IV - Semester

As per Choice Based Credit System (CBCS)





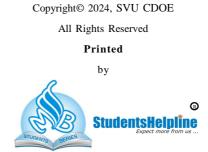
Authors Prof. Muralidhar Prof. B. Venkatachalapathi Dr. Subramanyam Dept. of Political Science S.V. University, Tirupati - 517502 AP



Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP -517 502 Year: 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.



(An ISO 9001 : 2015 Certified Publishers) # 326/C, Surneni Nilayam Near B K Guda Park, S R Nagar Hyderabad - 500 038 TS P.No:+91 40 23710657, 238000657, 23810657 Cell:+91 94405 75657, 93925 75657, 93935 75657 Reg. Off.: 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP

mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education Sri Venkateswara University

> Tirupathi, AP -517 502 mail : directorddesvu@gmail.com Cell: +91 877-2289380 www.svudde.in

CONTENTS

Page No.

Unit - I	1 - 18
Unit - II	19 - 52
Unit - III	53 - 68
Unit - IV	69 - 104
Unit - V	105 - 136
Unit - VI	137 - 164
Unit - VII	165 - 206
Unit - VIII	207 - 244

Syllabus for Second Year BA(POLITICAL SCIENCE)

PAPER IV : International Relations

- 1) International Relations: Evolution, Nature, Scope and Significance.
- 2) History of International Relations: Rise of Sovereign Nation State System. First World War, Second World War – Impact on International Relations
- Concepts of International Relations: Power Elements of National Power, Super Power, Regional Power, Unilateral Hegemony – Uni-Polarity, Bipolarity, Multiplicity & Security.
- 4) International Political Economy:

i) Historical Overview: Colonialism, Decolonization. Developing Nations and Problems.

ii) International Financial Institutions: World Bank, WTO Functions and Role

iii) Globalization and its Impact on Developing Nations.

- 5) International Organizations: United Nations, Structure and Role, Need for revision of the charter, Regional Organizations, European Union, SAARC and ASEAN.
- 6) International Security: Arms Race, Arms Control and Disarmament, Issues in Nuclear Politics
- 7) Foreign Policy: India's Foreign Policy, Determinants and Features, Non-Alignment, Evaluation and Relevance – Recent Trends.
- 8) Contemporary Issues in International Relations : Environment, Human Rights and Terrorism.

Books Recommended

- 1. Politics Among Nations: Hans, Margentheu
- 2. The Analysis of International Relations: Karl W. Deutsch
- 3. International Relations: Palmer and Parkins
- 4. India Foreign Policy, Foreign Service Institute, New Delhi, India
- 5. International Relations between the two World Wars: Carr E.H.