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

| 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



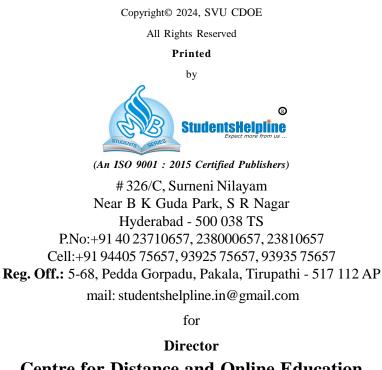
Centre for Distance and Online Education Sri Venkateswara University

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 | Secretary | | 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 |
| 3.8.1 Improve Records Management in Any O3.9 Maintenance of Inventory Records | 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 | Outcor | nes | 175 |
| 3.15 | Review | v Questions | 175 |

Business Organisation and Management

As per Choice Based Credit System (CBCS) I - B.Com(Gen & CA) / I - Semester



Authors Prof. B. Amarnath Prof. B. Mohan Prof. Venkata Narasiah Dept. of Commerce S.V. University, Tirupati - 517 502 AP





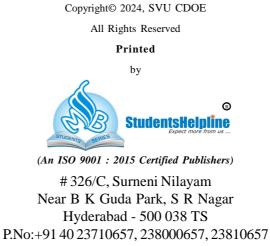
Centre for Distance and Online Education Sri Venkateswara University

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.



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



I - Year / I - Semester as per CBCS Business Organisation and Management

Learning Outcomes

At the end of the course, the student will be able to

- Understand different forms of business organizations.
- Comprehend the nature of Joint Stock Company and formalities to promote a Company.
- Describe the Social Responsibility of Business towards the society.
- Critically examine the various organizations of the business firms and judge the best among them.
- Design and plan to register a business firm. Prepare different documents to register a company at his own.
- Articulate new models of business organizations.

Unit-I: Introduction Concepts of Business, Trade, Industry and Commerce

Business - Meaning, Definition, Features and Functions of Business - Trade Classification - Aids to Trade - Industry Classification and Commerce - Factors Influencing the Choice of Suitable form of Organization.

Unit -II: Forms of Business Organizations

Features, Merits and Demerits of Sole Proprietor Ship and Partnership Business - Features Merits and Demits of Joint Stock Companies - Public Sector Enterprises (PSEs) - Multinational Corporations (MNCs)- Differences between Private Limited Public Limited Company.



Unit-III: Company Incorporation

Preparation of Important Documents for Incorporation of Company - Certificate of Incorporation and Certificate of Commencement of Business - Contents of Memorandum and Articles of Association - Contents of Prospectus

Unit-IV: Management

Meaning Characteristics - Fayol's 14 Principles of Management - Administration vs Management - Levels of Management

Unit-V: Functions of Management

Different Functions of Management - Meaning - Definition - Characteristics Merits and Demits of Planning - Principles of Organisation - Line and staff of Organisation

Reference Books

- 1. Industrial Organization and Management, C. B. Guptha, Sultan Chand.
- 2. Business Organization C. D. Balaji and G. Prasad
- 3. Business Organization R. K. Sharma and Shashi K Gupta
- 4. Business Organization & Management: Sharma Shashi K. Gupta
- 5. Business Organization & Management: C. R. Basu, Tata McGraw Hill.
- 6. Business Organization & Management: M. C. Shukla
- 7. Business Organisation and Management, Dr. Neeru Vasishth, Tax Mann Publications
- 8. **Business Organisation and Management,** Dr.B.E.V.L Naidu, SevenHills International Publishers, Hyderabad

iv

Content

Business Organisation and Management

| | Unit-I: Concept of Business | |
|------|---|----|
| 1.0 | Objectives | 1 |
| 1.2 | Classification of Economic Activities | 2 |
| 1.3 | Distinction between Economic and Non-economic Activities | 3 |
| 1.4 | Introduction to Business | 4 |
| 1.5 | Definitions | 4 |
| 1.6 | Concepts of Business | 5 |
| | 1.6.1 Difference between Traditional Concept and Modern Concept of Business | 5 |
| 1.7 | Scope of Business/Classification of business | 6 |
| | 1.7.1 Characteristic Features of Business | 7 |
| | 1.7.2 Types of Business | 9 |
| 1.8 | Objectives of Business | 10 |
| 1.9 | Functions of Business | 16 |
| 1.10 | Requisites of Modern Business | 19 |
| 1.11 | Qualities of Good Businessman | 20 |
| 1.12 | Social Responsibility | 22 |
| | 1.12.1 Social Responsibility of Business | 24 |
| 1.13 | Meaning and Definition of Trade | 26 |
| | 1.13.1 Classification of Trade | 26 |
| | 1.13.2 Aids to Trade | 28 |
| 1.14 | Meaning and Definition of Industry | 29 |
| | 1.14.1 Classification of Industries | 29 |
| | 1.14.2 Some Key Parameters of Industries | 33 |
| 1.15 | Meaning and Definition of Commerce | 34 |
| | 1.15.1 Characteristics of Commerce | 35 |
| | | v |

| | 1.15.2 | Importance of Commerce | 36 |
|------|---------|--|----|
| | 1.15.3 | Components of Commerce/Claffication of Commerce | 36 |
| | 1.15.4 | Hindrances of Exchange of Goods and Services | 39 |
| | 1.15.5 | Nature of Commerce | 40 |
| | 1.15.6 | Importance of Commerce | 41 |
| | 1.15.7 | Inter- relation between Industry, Trade and Commerce | 42 |
| | 1.15.8 | Distinction between Trade, Commerce and Industry | 43 |
| 1.16 | Factor | s Influencing the Choice of Suitable from of Business Organisation | 44 |
| 1.17 | Outco | mes | 45 |
| 1.18 | Review | w Questions | 46 |
| 1.19 | Multip | ble Choice Questions | 47 |
| | | Unit-II: Forms of Business Organization | |
| 2.0 | Object | tives | 51 |
| 2.1 | Introdu | action | 51 |
| 2.2 | Meani | ng and Definition of Business Organisation | 51 |
| | 2.2.1 | Characteristics of Business Organisation | 52 |
| 2.3 | Forms | of Business Organisation | 53 |
| 2.4 | Joint S | tock Company | 55 |
| | 2.4.1 | Characteristics of Joint Stock Company | 56 |
| | 2.4.2 | Advantages of Company form of Organisation | 58 |
| | 2.4.3 | Disadvantages of Company form of Organisation | 59 |
| 2.5 | Sole P | roprietorship | 60 |
| | 2.5.1 | Definition | 61 |
| | 2.5.2 | Characteristic Features of Sole Proprietorship Form of Business | |
| | | Organisation | 61 |
| | 2.5.3 | Merits of Sole Proprietorship Form of Business Organisation | 62 |
| | 2.5.4 | Social Utility of Sole Proprietorship | 64 |
| | 2.5.5 | Limitations of Sole Proprietorship Business | 64 |
| | 2.5.6 | Suitability of Sole Proprietorship form of Business Organisation | 66 |
| | 2.5.7 | Formation of Sole Proprietorship form of Business | 66 |
| vi |)— | | |

| | 2.5.8 | Legal Formalities Concerning Sole Proprietorship Business | 67 |
|-----|---------|---|-----|
| | 2.5.9 | Future of Sole Trader | 67 |
| | 2.5.10 | Legal Position of Sole-Trade Business | 68 |
| | 2.5.11 | Suitability of Sole Proprietorship | 69 |
| | 2.5.12 | Social Desirability of a Sole Proprietorship | 69 |
| 2.6 | Partner | rship | 70 |
| | 2.6.1 | Characteristics of Partnership | 71 |
| | 2.6.2 | Merits of Partnership Business | 73 |
| | 2.6.3 | Limitations of Partnership | 74 |
| | 2.6.4 | Formation of Partnership form of Business Organisation | 75 |
| | 2.6.5 | Partnership Deed | 76 |
| | 2.6.6 | Kinds of Partnerships | 77 |
| | 2.6.7 | Salient Features of Limited Partnership Firms | 78 |
| | 2.6.8 | Advantages of Limited Partnership | 78 |
| | 2.6.9 | Distinction between General Partnership and Limited Partnership | 79 |
| | 2.6.10 | Kinds of Partners | 80 |
| | 2.6.11 | Minor as a Partner | 82 |
| | 2.6.12 | Rights, Duties and Liabilities of Partners | 83 |
| | 2.6.13 | Relations of Partners to Third Partners | 84 |
| | 2.6.14 | Doctrine of Implied Authority | 84 |
| | 2.6.15 | Registration of Partnership Firm | 86 |
| | 2.6.16 | Advantages of Registration | 86 |
| | 2.6.17 | Consequences of Non-registration | 87 |
| | 2.6.18 | Ideal Partnership | 87 |
| | 2.6.19 | Suitability of Partnership Form of Business Organisation | 88 |
| | 2.6.20 | Distinction between Sole Proprietorship Form of Business and | |
| | | Partnership Firm | 88 |
| | 2.6.21 | Dissolution of a Partnership Firm | 90 |
| | 2.6.22 | Settlement of Accounts on Dissolution of a Firm | 92 |
| | | | vii |
| | | | |

| 2.7 | Joint H | lindu Family (JHF) | 93 |
|------|----------|--|-----|
| | 2.7.1 | Characteristics of Joint Hindu Family Form of Business Orgnisation | 94 |
| | 2.7.2 | Merits of Joint Hindu Family Form of Business Organisation | 95 |
| | 2.7.3 | Limitations of Joint Hindu Family Business | 96 |
| | 2.7.4 | Suitability of Joint Hindu Family Business | 96 |
| | 2.7.5 | Formation of Joint Hindu Family Form of Business Organisation | 96 |
| 2.8 | Public | Sector Enterprises (PSEs) | 97 |
| | 2.8.1 | Forms of Organisation of Public Enterprises | 99 |
| | 2.8.2 | Importance of Public Sector Enterprises | 105 |
| 2.9 | Multin | ational Corporations (MNCs) | 106 |
| | 2.9.1 | The Rise of the Multinational Corporation | 107 |
| | 2.9.2 | Characteristics of Multinational Corporations | 107 |
| | 2.9.3 | Categories of Multinationals | 108 |
| | 2.9.4 | Differences between types of Multinationals | 108 |
| | 2.9.5 | Advantages of MNC's | 108 |
| | 2.9.6 | Disadvantages of MNC's | 109 |
| 2.10 | Kinds | of Companies | 109 |
| | 2.10.1 | Exemptions and Privileges of A Private Company | 115 |
| | 2.10.2 | Need for Special Privileges of a Private Company | 115 |
| | 2.10.3 | Distinction between Private Company and Public Company | 116 |
| | 2.10.4 | Differences between Partnership Firm and Joint Stock Company | 118 |
| 2.11 | One pe | erson Company | 119 |
| | 2.11.1 | Features of a One Person Company | 119 |
| | 2.11.2 | Formation of One Person Companies | 120 |
| | 2.11.3 | Membership in One Person Companies | 120 |
| | 2.11.4 | Privileges of One Person Companies | 120 |
| | 2.11.5 | One Person Company VS. Sole Proprietorship | 121 |
| | 2.11.6 | Formation of Companies (Section 3) | 122 |
| | 2.11.7 | Memorandum (Section 4) | 122 |
| | 2.11.8 | Annual Return (Section 92) | 127 |
| viii | <u> </u> | | |

| | 2.11.9 Annual General Meeting (Section 96) | 12 |
|------|--|----|
| | 2.11.10 Copy of Financial Statement to be Filed with Registrar (Section 137) | 12 |
| | 2.11.11 Company to have Board of Directors (Section 149) | 1. |
| | 2.11.12 Appointment of Directors (Section 152) | 1. |
| | 2.11.13 Meetings of Board (Section 173) | 1 |
| 2.12 | Introduction to Co-operative | 1 |
| | 2.12.1 Principles of Co-operative Societies | 1 |
| | 2.12.2 Characteristics of Co-operative Organisation | 1 |
| | 2.12.3 Classification of Co-operative Societies | 1 |
| | 2.12.5 Advantages of Co-operative organisations | 1 |
| | 2.12.6 Disadvantages of Co-operative Organisations | 1 |
| | 2.12.7 Problems of Co-operative Societies | 1 |
| 2.13 | Outcomes | 1 |
| 2.14 | Review Questions | 1 |
| 2.15 | Multiple Choice Questions | 1 |
| | Unit-III: Company in Corporation | |
| 3.0 | Objectives | 1 |
| 3.1 | Promotion | 1 |
| | 3.1.1 Promoters | 1 |
| | 3.1.2 Characteristics of a Promoter | 1 |
| | 3.1.3 Functions of Promoters | 1 |
| | 3.1.4 Remuneration of Promoters | 1 |
| | 3.1.5 Legal Position of Promoter | 1 |
| | 3.1.6 Types / Kinds of Promoters | 1 |
| | 3.1.7 Duties and Liabilities of PromotersDuties | 1 |
| 3.2 | Introduction to Corporation | 1 |
| 3.3 | Incorporation/Registration | 1 |
| 3.4 | Capital Subscription/rasing of Capital | 1 |
| | 3.4.1 Commencement of Business | 1 |
| 3.5 | Documents for registration of company | 1 |
| | | ix |

| 3.6 | Memorandum of Association Definitions | | | |
|------|---------------------------------------|---|-----|--|
| | 3.6.1 | Purpose of Memorandum of Association | 164 | |
| | 3.6.2 | Features of Memorandum of Association | 165 | |
| | 3.6.3 | Significance of Memorandum | 165 | |
| | 3.6.4 | Forms of Memorandum of Association | 165 | |
| | 3.6.5 | Clauses of Memorandum of Association | 171 | |
| | 3.6.6 | Advantages of Memorandum of Association | 173 | |
| | 3.6.7 | Alteration of Memorandum of Association | 173 | |
| 3.7 | Article | s of Association | 175 | |
| | 3.7.1 | Nature of Articles of Association | 176 | |
| | 3.7.2 | Special Features | 177 | |
| | 3.7.3 | Contents of Articles of Association | 177 | |
| | 3.7.4 | Differences between Memorandum and Articles of Associations | 178 | |
| | 3.7.5 | Forms of Articles of Association | 178 | |
| | 3.7.6 | Alteration of Articles of Association | 179 | |
| 3.8 | Prospe | ctus | 179 | |
| | 3.8.1 | Contents | 179 | |
| | 3.8.2 | Liability for Mis-statements in Prospectus | 181 | |
| | 3.8.3 | Shelf-prospectus | 182 | |
| | 3.8.4 | Red Herring Prospectus | 182 | |
| | 3.8.5 | Statement in Lieu of Prospectus | 183 | |
| 3.9 | Outcor | nes | 183 | |
| 3.10 | Review | Questions | 183 | |
| 3.11 | Multip | le Choice Questions | 184 | |
| | | Unit-IV: Management | | |
| 4.0 | Objecti | ives | 189 | |
| 4.1 | Introdu | ction | 189 | |
| 4.2 | Definit | ions of Management | 190 | |
| | 4.2.1 | Nature of Management | 193 | |
| x |)— | | | |

| 4.3 | Administration, Management and Organisation | 19 |
|------|--|----|
| | 4.3.1 Difference between Administration, Management and Organisation | 19 |
| 4.4 | Scope of Management | 19 |
| 4.5 | Importance of Management | 20 |
| | 4.5.1 Management Process | 20 |
| 4.6 | Functions of Management | 20 |
| 4.7 | Levels of Management | 20 |
| | 4.7.1 Top- Level Management | 20 |
| | 4.7.2 Middle-Level Management | 20 |
| | 4.7.3 Lower Level Management | 20 |
| 4.8 | Managerial Skills | 20 |
| 4.9 | Scientific Management | 2 |
| 4.10 | Evolution of Scientific Management | 2 |
| | 4.10.1 Definitions of Scientific Management | 2 |
| | 4.10.2 Features of Scientific Management | 2 |
| | 4.10.3 Aims and Objectives of Scientific Management | 2 |
| | 4.10.4 Elements of Scientific Management | 2 |
| 4.11 | Principles of Scientific Management | 2 |
| | 4.11.1 Advantages of Scientific Management | 2 |
| | 4.11.2 Criticism's of Scientific Management | 2 |
| 4.12 | Henry Fayol (1841-1925) | 2 |
| | 4.12.1 Fayol's Principles of Management | 2 |
| | 4.12.2 Taylor and Fayol's Management Approaches | 22 |
| | 4.12.3 Differences Between Contributions of Taylor and Fayol | 22 |
| 4.13 | Outcomes | 22 |
| 4.14 | Review Questions | 2 |
| 4.15 | Multiple Choice Questions | 2 |
| | Unit-V: Functions of Management | |
| 5.0 | Objectives | 22 |
| 5.1 | Introduction | 22 |
| | (| X |

| 5.2 | 5.2 Planning | | 230 |
|-------|--------------|--|-----|
| | 5.2.1 | Features / Nature of Planning | 231 |
| | 5.2.2 | Significance/ Importance of Planning | 232 |
| | 5.2.3 | Characteristics of Planning | 233 |
| | 5.2.4 | Principles of Planning | 234 |
| | 5.2.5 | Reasons for Planning | 235 |
| 5.3 | Types | of Plans | 236 |
| | 5.3.1 | Classification on the Basis of Levels of Management | 237 |
| | 5.3.2 | Classification on the Basis of Coverage of Activities | 237 |
| | 5.3.3 | Classification on the Basis of Time Period | 238 |
| | 5.3.4 | Classification on the Basis of use | 238 |
| | 5.3.5 | Classification on the Basis of Functional Areas | 240 |
| | 5.3.6 | Classification on the Basis of Degree of Formalization | 241 |
| | 5.3.7 | Advantages of Planning | 241 |
| | 5.3.8 | Limitations of Effective Planning | 242 |
| | 5.3.9 | Process of Planning | 243 |
| 5.4 | Objec | tives and its Characteristics | 246 |
| | 5.4.1 | Characteristics of Business Objectives | 246 |
| | 5.4.2 | Multiplicity of Objectives | 247 |
| | 5.4.3 | Advantages of Formal Definition of Objectives | 247 |
| | 5.4.4 | The Process of Setting the Objectives | 248 |
| | 5.4.5 | Problems in Setting Objectives | 249 |
| | 5.4.6 | Measures for Effective Planning | 249 |
| | 5.4.7 | Approaches of Planning | 251 |
| 5.5 | Organ | isation | 251 |
| | 5.5.1 | Meaning of Organisation and Organising | 251 |
| | 5.5.2 | Concepts of Organisation | 252 |
| | 5.5.3 | Elements of Organisation | 253 |
| | 5.5.4 | Importance of Organisation | 255 |
| (xii | \supset | | |

| | 5.5.5 | Principles of Organisation | 256 | |
|------|----------|---|------|--|
| | 5.5.6 | Types of Organisations | 258 | |
| 5.6 | Staffing | | | |
| | 5.6.1 | Meaning of Staffing | 268 | |
| | 5.6.2 | Scope of Staffing | 269 | |
| | 5.6.3 | Characteristics/ Salient Features of Staffing | 270 | |
| | 5.6.4 | Principles of Staffing | 271 | |
| | 5.6.5 | Steps in Staffing | 271 | |
| | 5.6.6 | Responsibility of Staffing | 273 | |
| | 5.6.7 | Process of Staffing | 274 | |
| | 5.6.8 | Staff Conflicts | 276 | |
| 5.7 | Meanin | ng of Line and Staff Conflict | 277 | |
| | 5.7.1 | Measures to Resolve Line and Staff Conflicts | 280 | |
| 5.8 | Directi | ng | 281 | |
| | 5.8.1 | Nature and Characteristics of Directing | 282 | |
| | 5.8.2 | Principles of Directing | 282 | |
| | 5.8.3 | Motivation | 283 | |
| | 5.8.4 | Leadership | 286 | |
| 5.9 | Delega | tion of Authority | 288 | |
| | 5.9.1 | Characteristic Features of Authority | 289 | |
| | 5.9.2 | Delegation of Authority | 290 | |
| 5.10 | Control | ling | 294 | |
| | 5.10.1 | Characteristics of Controlling | 295 | |
| | 5.10.2 | Significance of Controlling | 296 | |
| | 5.10.3 | Relation between Planning and Controlling | 297 | |
| | 5.10.4 | Need for Controlling | 298 | |
| 5.11 | Pre-Re | equisites of Control System | 299 | |
| 5.12 | Contro | lling Process | 300 | |
| | 5.12.1 | Limitations of Controlling | 302 | |
| | 5.12.2 | Levels of Controlling | 302 | |
| | | | xiii | |

| 5.13 | Types of Controlling | 303 |
|------|---|-----|
| | 5.13.1 Areas of Control | 304 |
| | 5.13.2 Resistance to Control | 305 |
| | 5.13.3 Overcoming Resistance to Control | 305 |
| | 5.13.4 Requirements for Effective Control | 306 |
| | 5.13.5 Types of Critical Standards | 306 |
| | 5.13.6 Designing Control Systems | 308 |
| | 5.13.7 Principals of Control | 309 |
| 5.14 | Coordination | 309 |
| | 5.14.1 Definitions | 310 |
| | 5.14.2 Characteristics of Coordination | 311 |
| | 5.14.3 Objectives of Coordination in Management | 311 |
| | 5.14.4 Significance (or) Importance of Coordination | 312 |
| | 5.14.5 Coordination and Cooperation | 314 |
| | 5.14.6 Process of Coordination | 317 |
| 5.15 | Outcomes | 318 |
| 5.16 | Review Questions | 318 |
| 5.17 | Multiple Choice Questions | 320 |

xiv

Fundamentals of Accounting

As per Choice Based Credit System (CBCS) I - B.Com (Gen & CA) / I - Semester





Authors Prof. Venkata Narasiah Dr. Maneiah Dept. of Commerce S.V. University, Tirupati - 517502 AP

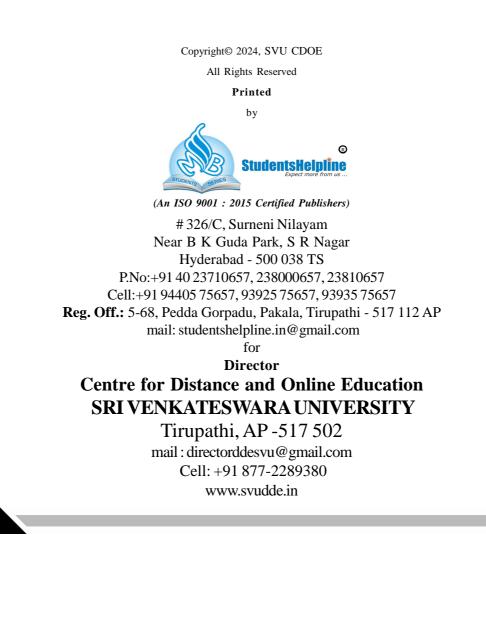


CENTRE FOR DISTANCE AND ONLINE EDUCATION SRI VENKATESWARA UNIVERSITY Tirupathi, AP -517 502 Year: 2024

ii

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.



I - Year / I - *Semester* as per CBCS Fundamentals of Accounting

Learning Outcomes

At the end of the course, the student will able to

- Identify transactions and events that need to be recorded in the books of accounts.
- Equip with the knowledge of accounting process and preparation of final accounts of sole trader.
- Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP.
- Analyze the difference between cash book and pass book in terms of balance and make reconciliation.
- Critically examine the balance sheets of a sole trader for different accounting periods.
- Design new accounting formulas & principles for business organisations.

Unit-I: Introduction

Need for Accounting – Definition – Objectives, – Accounting Concepts and Conventions –GAAP - Accounting Cycle - Classification of Accounts and its Rules – BookKeeping and Accounting - Double Entry Book-Keeping - Journalizing - Posting to Ledgers, Balancing of Ledger Accounts (including Problems).

Unit-II: Subsidiary Books

Types of Subsidiary Books - Cash Book, Three-column Cash Book- Petty Cash Book (including Problems).

Unit-III: Trial Balance and Rectification of Errors

Preparation of Trial balance - Errors – Meaning – Types of Errors – Rectification of Errors – Suspense Account (including Problems)

Unit-IV: Bank Reconciliation Statement

Need for Bank Reconciliation - Reasons for Difference between Cash Book and Pass Book Balances- Preparation of Bank Reconciliation Statement - Problems on both Favourable and Unfavourable Balance (including Problems).

Unit -V: Final Accounts

Preparation of Final Accounts: Trading account – Profit and Loss account – Balance Sheet – Final Accounts with Adjustments (including Problems).

References

- 1. Ranganatham G and Venkataramanaiah, Fundamentals of Accounting
- 2. T.S.Reddy& A. Murthy, Financial Accounting
- 3. S N Maheswari and SK Maheswari, Financial Accounting, Vikas Publications
- 4. R L Gupta & V K Gupta, Principles and Practice of Accounting, Sultan Chand & Sons
- 5. S.P. Jain & K.L Narang, Accountancy-I
- 6. Tulasian, Accountancy -I, Tata McGraw Hill Co.
- 7. V.K.Goyal, Financial Accounting, Excel Books
- 8. K. Arunjothi, Fundamentals of Accounting
- 9. Prof. E. Chandraiah: Financial Accounting, SevenHills International Publishers

Content Fundamentals of Accounting

| Unit- | 1: | Introduction | to | Accounting |
|-------|----|--------------|----|------------|
|-------|----|--------------|----|------------|

| 1.0 | Objectives | 1 |
|------|---|----|
| 1.1 | Introduction | 1 |
| 1.2 | Need for Accounting | 2 |
| 1.3 | Meaning and Definition of Accounting | 2 |
| 1.4 | Evolution of Accounting | 3 |
| 1.5 | Accounting Activities | 4 |
| 1.6 | Characteristics of Accounting | 5 |
| 1.7 | Objectives of Accounting | 6 |
| 1.8 | Advantages of Accounting | 7 |
| 1.9 | Accounting Terminology | 8 |
| 1.10 | Book Keeping and Accounting | 9 |
| | 1.10.1 Definition | 9 |
| 1.11 | Branches of Accounting | 10 |
| 1.12 | Users of Accounting Information | 11 |
| 1.13 | Functions of Accounting | 13 |
| 1.14 | Limitation of Accounting | 14 |
| 1.15 | Accounting System | 15 |
| 1.16 | Accounting Standards | 18 |
| 1.17 | Concepts/Conventions/ Principles of Accounting | 20 |
| 1.18 | Accounting Process | 27 |
| 1.19 | Classification of Accounts | 28 |
| 1.20 | Methods of Accounting | 32 |
| 1.21 | Double Entry Book-Keeping System | 33 |
| | 1.21.1 Rules of Double Entry System | 35 |
| | 1.21.2 Advantages of Double Entry System | 35 |
| | 1.21.3 Disadvantages of Double Entry System | 36 |
| | 1.21.4 Differece between Double Entry and Single Entry System | 36 |
| | | |

| Approaches to Accounting | | |
|--|--|--|
| Accounting Rules of Debit and Credit | | |
| Accounting Equation | | |
| Journal | 46 | |
| Ledger (Posting to Ledgers) | 55 | |
| 1.26.1 Balancing of Ledger Accounts | 61 | |
| Outcomes | 71 | |
| Review Questions | 72 | |
| Multiple Choice Questions | 75 | |
| Unit-II: Subsidiary Books | | |
| Objectives | 83 | |
| Introduction | 83 | |
| Meaning of Sub-division of Journal | 84 | |
| Definition of Sub-division of Journal | 84 | |
| Advantages of sub-division of Journal | 84 | |
| Disadvantages of Sub-division of Journal | 85 | |
| Preparation of Subsidiary Books | 87 | |
| Cash Book | 87 | |
| 2.7.1 Different Types of Cash Book | 89 | |
| Petty Cash Book | 113 | |
| 2.8.1 Imprest System | 113 | |
| Purchase Book | 124 | |
| Puechase Returns Book | 127 | |
| Sales Book | 129 | |
| Sales Returns Book | 133 | |
| Bills Receivable Book | 139 | |
| Bills Payable Book | 140 | |
| Journal Proper | 142 | |
| Outcomes | 149 | |
| Review Questions | 151 | |
| 18 Multiple Choice Questions167 | | |
| | Accounting Rules of Debi and Credit Accounting Equation Journal Ledger (Posting to Ledgers) 1.26.1 Balancing of Ledger Accounts Outcomes Review Questions Multiple Choice Questions Unit-II: Subsidiary Books Objectives Introduction Meaning of Sub-division of Journal Definition of Sub-division of Journal Definition of Sub-division of Journal Definition of Sub-division of Journal Advantages of sub-division of Journal Disadvantages of Sub-division of Journal Preparation of Subsidiary Books Cash Book 2.7.1 Different Types of Cash Book Petty Cash Book 2.8.1 Imprest System Purchase Book Puechase Returns Book Sales Book Sales Returns Book Bills Receivable Book Bills Payable Book Journal Proper Outcomes Review Questions | |



| | | Unit-III: Trial Balance and Rectification of Errors |
|-----|-----------|--|
| 3.0 | Objecti | ves |
| 3.1 | Introduc | ction |
| | 3.1.1 | Characteristics of Trial Balance |
| | 3.1.2 | Objectives/Advantages of Preparing Trial Balance |
| 3.2 | Method | s of Preparation of Trial Balance |
| 3.3 | Disagre | ement of Trial Balance |
| | 3.3.1 | Location of Errors |
| | 3.3.2 | Undisclosed Errors |
| 3.4 | Errors a | nd Their Rectification |
| | 3.4.1 | Types of Errors |
| | 3.4.2 | Stages of Rectification |
| | 3.4.3 | Suspence Account |
| 3.5 | Effect of | f Errors on Profit |
| 3.6 | Outcom | les |
| 3.7 | Review | Questions |
| 3.8 | Multipl | e Choice Questions |
| | | Unit-IV: Bank Reconciliation Statement |
| 4.0 | Objectiv | ves |
| 4.1 | Introduc | ction |
| 4.2 | Need for | r Bank Reconciliation Statement |
| | 4.2.1 | Advantages of Bank Reconsiliation Statement |
| 4.3 | Balance | es of Cash Book and Pass Book |
| 4.4 | Causes | for Disagreement Between Cash Book and Pass Book |
| 4.5 | Procedu | re for Asceraining the Causes of Difference and Their Effects on the |
| | Balance | s of Cash Book and Pass Book |
| 4.6 | Procedu | re for Preparation of Bank Reconciliation Statement |
| | 4.6.1 | Format of Preparation of Bank Reconciliation Statement |
| | 4.6.2 | Procedure for Preparation of Bank Reconciliation Statement |
| | 4.6.3 | Preparation of Bank Reconciliation Statement when there is Overdraft |
| | 4.6.4 | Advantages of Bank Reconciliation Statement |
| | | |

| 4.7 | Outcon | nes | 241 |
|------|---------|---|-----|
| 4.8 | Review | v Questions | 241 |
| 4.9 | Multip | le Answer Questions | 250 |
| | | Unit -V: Final Accounts | |
| 5.0 | Object | ives | 255 |
| 5.1 | Introdu | iction | 255 |
| | 5.1.1 | Revenue and Capital Items | 256 |
| | 5.1.2 | Distinction Between Capital Expenditure and Revenue Expenditure | 257 |
| | 5.1.3 | Capital Profit and Revenue Profit | 260 |
| 5.2 | Tradin | g Account and Manufacturing Account | 261 |
| | 5.2.1 | Manufacturing Account | 265 |
| | 5.2.2 | Form of Trading Account of a Manufacturing Concern | 265 |
| | 5.2.3 | Closing Entries for Trading Account | 268 |
| 5.3 | Profit | and Loss Account | 269 |
| | 5.3.1 | Importance of Profit and Loss Account | 270 |
| | 5.3.2 | Nature of Profit and Loss Account | 271 |
| | 5.3.3 | Items Appearing on Debit side of Profit and Loss Account | 271 |
| | 5.3.4 | Items Appearing on Credit Side of Profit and Loss Account | 272 |
| | 5.3.5 | Closing Entries for Profit and Loss Account | 273 |
| 5.4 | Balanc | e Sheet | 276 |
| | 5.4.1 | Classification of Assets | 278 |
| | 5.4.2 | Classification of Liabilities | 278 |
| | 5.4.3 | Marshalling of Assets and Liabilities in the Balance Sheet | 279 |
| | 5.4.4 | Modern Form of Balance Sheet | 281 |
| 5.5 | Adjust | ments | 284 |
| 5.6 | Summ | ary of Adjustments | 307 |
| 5.7 | Proble | ms and Solutions | 310 |
| 5.8 | Outcon | mes | 353 |
| 5.9 | Review | v Questions | 354 |
| 5.10 | Multip | le Choice Questions | 387 |
| | | | |

viii

Information Technology

As per Choice Based Credit System (CBCS) I - B.Com(Computer Applications) / I - Semester





Authors Dr. K. Maneiah Dr. S. Siva Sankar Dept. of Commerce 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**

(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

ii

I - Year / I - Semester as per CBCS Information Technology

Outcomes

At the end of the course, the students is expected to DEMONSTRATE the following cognitive abilities (thinking skill) and psychomotor skills.

- A. Remembers and states in a systematic way (Knowledge)
- 1. Describe the fundamental hardware components that make up a computer's hardware and the role of each of these components.
- 2. Understand the difference between an operating system and an application program, and what each is used for in a computer.
- 3. Use technology ethically, safely, securely, and legally.
- 4. Use systems development, word-processing, spreadsheet, and presentation software to solve basic information systems problems.
- B. Explains (Understanding)
- 5. Apply standard statistical inference procedures to draw conclusions from data.
- 6. Retrieve information and create reports from databases.
- 7. Interpret, produce, and present work-related documents and information effectively and accurately.
- C. Critically examines, using data and figures (Analysis and Evaluation**).
- 8. Analyse compression techniques and file formats to determine effective ways of securing, managing, and transferring data.
- 9. Identify and analyse user needs and to take them into account in the selection, creation, integration, evaluation, and administration of computing based systems.
- 10. Analyse a complex computing problem and to apply principles of computing and other relevant disciplines to identify solutions.
- 11. Identify and analyse computer hardware, software



- D. Working in 'Outside Syllabus Area' under a Co-curricular Activity (Creativity) Design, implement, and evaluate a computing-based solution to meet a given set of computing requirements in the context of the program's discipline.
- E. Efficiently learn and use Microsoft Office applications.

Unit-1: Introduction

Computer Definition - Characteristics and Limitations of Computer Hardware - Generations of Computer, Classification of Computers, Applications of Computer, Basic Components of PC, Computer Architecture - Primary and Secondary Memories - Input and Output Devices- Operating System- Function of Operating System- Types of Operating System- Languages and its Types

Unit-2: MS Word

Word Processing - Features - Advantages and Applications - Parts of Word Window-Toolbar-Creating, Saving, Closing, Opening and Editing of a Document - Moving and Coping a Text-Formatting of Text and Paragraph- Bullets and Numbering-Find and Replace - Insertion of objects-Headers and Footers- Page Formatting- Auto Correct- Spelling and Grammar- Mail Merge-Macros.

Unit-3: MS Excel

Features - Spread Sheet-Workbook - Cell - Parts of a window - Saving, Closing, Opening of a Work Book - Editing - Advantages - Formulas - Types of Function - Templates - Macros - Sorting- Charts - Filtering - Consolidation - Grouping- Pivot Table.

Unit-4: MS Power Point

Introduction - Starting - Parts - Creating of Tables - Create Presentation - Templates-Auto Content Wizard - Slide Show-Editing of Presentation - Inserting Objects and charts.

Unit-5: MS Access

Orientation to Microsoft Access - Create a Simple Access Database - Working with Table Data - Modify Table Data - Sort and Filter Records - Querying a Database - Create Basic Queries - Sort and Filter Data in a Query - Perform Calculations in a Query - Create Basic Access Forms - Work with Data on Access Forms - Create a Report - Add Controls to a Report - Format Reports.

i v

Content Information Technology

Unit-1: Introduction 1.0 Objectives 1 1.1 Introduction 1 1.2 Definition of Computer 2 1.3 History of Computers 3 5 1.4 Characteristics, Limitations of Computers 1.5 Generations of Computers 7 1.6 Classification of Computers 10 12 1.7 Application Areas of Computers 1.8 Elements of Computers 13 Organization of a Computer System 14 1.8.1 1.9 Computer Architecture 15 1.10 Primary and Secondary Memory 19 1.10.1 Main Memory / Primary Memory Unit 19 1.10.2 Secondary Storage Devices and Media 23 1.11 Input and Output Devices 25 1.12 Operating Systems 33 1.12.1 Functions of Operating System 34 1.12.2 Functions of Operating System 34 1.12.3 Responsibilities 35 1.12.4 Types of Operating System 35 1.13 Computer Language 38 1.13.1 Classification of Computer Languages 38 39 1.13.2 Features of a Programming Language 1.13.3 Programmer Languages Categorized 40 1.14 Outcomes 45 1.15 Review Questions 45 1.16 Multiple Choice Questions 46 v

| Unit-2: Ms-Word |
|-----------------|
|-----------------|

| 2.0 | Objectives | | |
|-----|-----------------|--|----|
| 2.1 | Introdu | action | 49 |
| 2.2 | Word Processing | | |
| | 2.2.1 | Advantages of Using Word Processing | 50 |
| | 2.2.2 | Features of Word Processing Software | 51 |
| | 2.2.3 | Applications | 51 |
| 2.3 | Startin | ng Word | 52 |
| | 2.3.1 | Parts of Word Window | 52 |
| | 2.3.2 | Microsoft Word Controls | 53 |
| 2.4 | Creati | ng, Saving, Closing of a Document | 55 |
| | 2.4.1 | Create a New Document | 55 |
| | 2.4.2 | Save a Document 🕞 | 56 |
| | 2.4.3 | Closing a Document | 57 |
| | 2.4.4 | Opening an Existing File 🗃 | 58 |
| | 2.4.5 | Exiting Word | 59 |
| 2.5 | Editin | g of a Document | 59 |
| | 2.5.1 | Inserting Text | 59 |
| | 2.5.2 | Selecting Text | 60 |
| | 2.5.3 | Editing Text | 61 |
| | 2.5.4 | Deleting Text | 61 |
| | 2.5.5 | Undo and Redo Buttons | 62 |
| 2.6 | Movin | g and Copying a Text - Using Cutting 🐰 , Copying 🗈 , and Pasting 🖺 | 62 |
| | 2.6.1 | Moving Text | 62 |
| | 2.6.2 | Copy, Cut and Paste the Text | 63 |
| 2.7 | Forma | tting of Text | 64 |
| | 2.7.1 | Setting Font Type and Size | 65 |
| | 2.7.2 | Setting Font Style | 66 |
| | 2.7.3 | Alignment of Text | 66 |
| | 2.7.4 | Change Text Case | 67 |
| | 2.7.5 | Changing Font Colours | 67 |
| | _ | | |

vi -

| | 2.7.6 | Highlighting Text | 68 |
|------|---------|---|-------|
| | 2.7.7 | Applying Text Effects | 69 |
| | 2.7.8 | Character Formatting | 70 |
| 2.8 | Format | natting Paragraphs | |
| | 2.8.1 | Creating Paragraphs | 71 |
| | 2.8.2 | Paragraph Indenting | 71 |
| | | 2.8.2.1 To Indent using the Ruler | 71 |
| | | 2.8.2.2 To use the Indent Commands | 72 |
| | | 2.8.2.3 Indenting with Keyboard Shortcuts | 73 |
| | | 2.8.2.4 To Indent using the Tab Key | 74 |
| | | 2.8.2.5 To Create or Adjust a First-line Indent or Hanging Indent | 74 |
| | | 2.8.2.6 Tabs | 74 |
| | 2.8.3 | Line and Paragraph Spacing | 76 |
| 2.9 | Bullets | and Numbering | 79 |
| | 2.9.1 | Adding Bullets or Numbers | 79 |
| | 2.9.2 | Bullet Options | 80 |
| | 2.9.3 | Multilevel Lists | 81 |
| | 2.9.4 | To Change the Level of a Line | 82 |
| 2.10 | Find an | nd Replace | 82 |
| | 2.10.1 | To Find Text | 82 |
| | 2.10.2 | To Replace Text | 83 |
| 2.11 | Inserti | on of Objects | 84 |
| | 2.11.1 | Importing Graphics | 84 |
| | 2.11.2 | Inserting Word Art | 85 |
| | 2.11.3 | Inserting Pictures | 85 |
| | 2.11.4 | To insert a ClipArt | 86 |
| | 2.11.5 | Inserting Shapes | 87 |
| | 2.11.6 | Inserting Text Box | 88 |
| 2.12 | Header | rs and Footers | 90 |
| | 2.12.1 | To Insert Header and Footer | 90 |
| | 2.12.2 | Deleting Header and Footer | 93 |
| | | | - vii |
| | | | |

| | 2.12.3 Creating Different Headers and Footers for Odd and Even Pages | 93 |
|------|--|-----|
| | 2.12.4 Creating Different Headers and Footers for the First Page | 93 |
| | 2.12.5 Insert Page Number to a New Header or Footer | 94 |
| | 2.12.6 To Add Page Numbers to an Existing Header or Footer | 95 |
| | 2.12.7 To Hide the Page Number on the First Page | 95 |
| | 2.12.8 To Format Page Numbers | 96 |
| 2.13 | Page Formatting | 97 |
| | 2.13.1 Margins | 97 |
| | 2.13.2 Page Orientation | 99 |
| | 2.13.3 To Change Page Size | 99 |
| | 2.13.4 Insert and Delete Page Breaks | 100 |
| | 2.13.5 Insert and Delete Blank Pages | 101 |
| | 2.13.6 Add Cover Pages | 101 |
| | 2.13.7 The Page Setup Dialog box | 102 |
| 2.14 | Auto Correct | 103 |
| 2.15 | Spelling and Grammer | 105 |
| 2.16 | Mail Merge | 106 |
| 2.17 | Macro | 110 |
| 2.18 | Outcomes | 113 |
| 2.19 | Review Question | 113 |
| 2.20 | Multiple Choice Questions | 114 |
| | Unit-3: MS Excel | |
| 3.0 | Objectives | 117 |
| 3.1 | Introduction | 117 |
| 3.2 | MS Excel | 118 |
| | 3.2.1 Features of MS-Excel | 118 |
| | 3.2.1.1 Some Advanced Features of Excel 2010 | 119 |
| | 3.2.2 Advantages of MS-Excel | 120 |
| 3.3 | Spreadsheet | 121 |
| 3.4 | Starting MS Excel | 122 |
| | 3.4.1 Parts of MS-Excel Window | 123 |
| | | |
| vii | | |

| 3.5 | Creatin | ng, Saving, Closing of an Excel Workbook | 125 |
|------|---------|---|-------------|
| | 3.5.1 | To Create a New Workbook | 125 |
| | 3.5.2 | Creating a New Worksheet | 126 |
| | 3.5.3 | To Open an Existing Workbook | 126 |
| | 3.5.4 | Saving a Workbook | 127 |
| | 3.5.5 | To Close a Workbook | 128 |
| | 3.5.6 | Printing a Spread Sheet | 129 |
| 3.6 | Enterin | ng Data | 130 |
| | 3.6.1 | Cell References or Addressing the Cells | 130 |
| | 3.6.2 | Entering Data | 130 |
| | 3.6.3 | Select Text, Cells, Ranges, Rows, and Columns | 132 |
| | 3.6.4 | Autofill | 132 |
| 3.7 | Editing | g Data | 133 |
| | 3.7.1 | Edit Cell Entry in the Formula Bar | 133 |
| | 3.7.2 | Undo/Redo Command 🍯 🔹 🍽 | 134 |
| | 3.7.3 | Moving and Copying Cell Contents | 134 |
| | 3.7.4 | Inserting Cells, Rows or Columns | 135 |
| | 3.7.5 | Deleting Cells, Rows or Columns | 136 |
| | 3.7.6 | Modifying with Columns, Rows, and Cells | 136 |
| | 3.7.7 | Wrapping Text and Merging Cells | 140 |
| 3.8 | Using | Find/Replace Feature | 142 |
| 3.9 | Formu | as | 145 |
| | 3.9.1 | Entering Formula in the Formula Bar | 147 |
| | 3.9.2 | Entering Formula in the Cell | 148 |
| | 3.9.3 | Using Cell References in Formulas | 148 |
| | 3.9.4 | Editing a Formula | 149 |
| | 3.9.5 | Moving or Copying Formulas | 150 |
| | 3.9.6 | Operators that are Used in Excel Formula's | 150 |
| 3.10 | Functio | - | 152 |
| | 3.10.1 | To Create a Basic Function in Excel | 153 |
| | 3.10.2 | Using AutoSum to Select Common Functions | 154 |
| | | - | \frown |
| | | | - <u>ix</u> |

| | 3.10.3 | Using the Insert Function Command | 155 |
|------|----------|--|-------------------|
| | | Editing a Function Different Types of Functions | 158 158 |
| 3.11 | Templa | ates | 165 |
| 3 12 | | Existing Templates Create a Template | 165 167 169 |
| 5.12 | | Recording a Macro | 169 |
| | | Running a Macro | 171 |
| | | Storing a Macro | 172 |
| | | Delete/Remove All Macros | 173 |
| 3.13 | Sorting | 5 | 174 |
| | 3.13.1 | To Sort in Alphabetical Order | 174 |
| | 3.13.2 | To Sort in Numerical Order | 175 |
| | 3.13.3 | To Sort by Date or Time | 176 |
| | 3.13.4 | To Sort in the Order of your Choosing | 177 |
| | 3.13.5 | Sorting Multiple Levels | 179 |
| 3.14 | Charts | | 181 |
| | 3.14.1 | Creating Charts with Insert Chart | 182 |
| | 3.14.2 | Moving or Resizing a Chart | 185 |
| | 3.14.3 | Chart Tools | 185 |
| | | 3.14.3.1 Changing Data Source | 185 |
| | | 3.14.3.2 Inserting Title in a Chart | 186 |
| | | 3.14.3.3 Editing Title in a Chart | 187 |
| | | 3.14.3.4 Inserting Floating Text to a Chart | 187 |
| | | 3.14.3.5 Modifying the Axes | 188 |
| | | 3.14.3.6 Inserting Data Labels | 188 |
| | | 3.14.3.7 Inserting Legends | 189 |
| | | 3.14.3.8 Inserting Gridlines to Chart | 190 |
| _ | | Different Types of Charts | 190 |
| 3.15 | Filterin | | 192 |
| | 3.15.1 | Filtering Text | 192 |
| | | | |

х

| | 3.15.2 Filter | ring Numbers | 194 | |
|------|---------------------|---------------------------------------|-----|--|
| 3.16 | Consolidation | Consolidation | | |
| 3.17 | Grouping Worksheets | | | |
| 3.18 | Pivot Tables | | | |
| | 3.18.1 Crea | te a Pivot Table | 201 | |
| | 3.18.2 To a | dd Fields to the Pivot Table | 204 | |
| | 3.18.3 To C | hange Row Labels | 205 | |
| | 3.18.4 To A | dd Column Labels | 206 | |
| 3.19 | Outcomes | | 206 | |
| 3.20 | Review Que | stions | 206 | |
| 3.21 | Multiple Cho | pice Questions | 207 | |
| | | Unit-4: MS Power Point | | |
| 4.0 | Objectives | | 209 | |
| 4.1 | Introduction | | 209 | |
| 4.2 | Ms Power P | oint | 209 | |
| | 4.2.1 Appl | ications of Power Point | 210 | |
| | 4.2.2 Feat | ures of Power Point | 211 | |
| 4.3 | Starting Pow | ver Point | 211 | |
| | 4.3.1 Com | ponents of Presentation Window | 212 | |
| | 4.3.2 Powe | erPoint Views | 213 | |
| 4.4 | Tables | | 215 | |
| | 4.4.1 Crea | ting a Table | 215 | |
| | 4.4.2 Editi | ng a Table | 216 | |
| | 4.4.2 | .1 Adding Columns and Rows | 216 | |
| | 4.4.2 | .2 Deleting Columns and Rows | 217 | |
| | 4.4.2 | .3 Changing Column Width / Row Height | 218 | |
| | 4.4.2 | .4 Changing a Table Style | 218 | |
| 4.5 | Creation of I | Presentation | 219 | |
| | 4.5.1 Crea | ting a Presentation Using a Template | 219 | |
| | 4.5.2 Crea | ting a Blank Presentation | 220 | |
| | 4.5.3 Open | ning a Presentation | 220 | |
| | | | xi | |
| | | | лі | |

| | 4.5.4 | To Open a Recently Accessed File | 221 |
|-----|---------|---|-----|
| | 4.5.5 | Saving the Presentation | 222 |
| | 4.5.6 | Creating a New Template Based on an Existing Presentation | 222 |
| | 4.5.7 | Print and Previewing a Presentation | 224 |
| | 4.5.8 | Closing and Quitting PowerPoint | 225 |
| 4.6 | Enterin | ng and Editing the Text | 226 |
| 4.7 | Slides | in a Presention | 227 |
| | 4.7.1 | Inserting a New Slide | 227 |
| | 4.7.2 | Creating a Duplicate Slide | 228 |
| | 4.7.3 | Copying and Pasting Slides | 228 |
| | 4.7.4 | Recycling Slides from other Presentations | 228 |
| | 4.7.5 | Deleting Slides | 229 |
| 4.8 | | tions and Animations | 229 |
| | 4.8.1 | Apply a Transition | 229 |
| | 4.8.2 | To Preview a Transition | 230 |
| | 4.8.3 | Modifying Transitions | 231 |
| | 4.8.4 | Animation | 232 |
| | 4.8.5 | To apply an Animation to an Object | 233 |
| | 4.8.6 | To add multiple animations to an object | 234 |
| | 4.8.7 | To Copy Animations with the Animation Painter | 235 |
| | 4.8.8 | To Reorder the Animations | 236 |
| | 4.8.9 | To Preview Animations | 237 |
| | 4.8.10 | The Animation Pane | 237 |
| | | 4.8.10.1 To Open the Animation Pane | 237 |
| | | 4.8.10.2 To Reorder Effects from the An | 238 |
| | | 4.8.10.3 To Preview Effects from the Animation Pane | 238 |
| | | 4.8.10.4 To Change an Effect's Start Option | 238 |
| | 4.8.11 | The Effect Options Dialog Box | 239 |
| | | 4.8.11.1 To Open the Effect Options Dialog Box | 239 |
| | | 4.8.11.2 To Change the Effect Timing | 239 |
| 4.9 | Slide S | how | 240 |
| | 4.9.1 | Running a Slide Show | 240 |
| xi | i] | | |

| | 4.9.2 | Setting the Timing and Speed of Transition | 241 |
|------|---------|--|------|
| | 4.9.3 | Automating a Slide Show | 241 |
| | | 4.9.3.1 Rehearse Timings | 241 |
| | | 4.9.3.2 Record Narration | 242 |
| 4.10 | Editing | g of Presention | 243 |
| | 4.10.1 | Editing Text Presentation | 243 |
| | 4.10.2 | Applying Different Effects to Text | 244 |
| | 4.10.3 | Working with Colour and Line Style | 244 |
| | 4.10.4 | Adding Movie and Sound | 245 |
| | 4.10.5 | Adding Headers and Footers | 246 |
| 4.11 | Inserti | ng Objects and Charts | 247 |
| | 4.11.1 | Insert Text From Microsoft Word | 247 |
| | 4.11.2 | Insert an Image from a File | 248 |
| | 4.11.3 | Insert Clip Art | 250 |
| | 4.11.4 | Insert Charts | 252 |
| | Outcor | | 254 |
| 4.13 | Review | v Questions | 254 |
| 4.14 | Multip | le Choice Questions | 255 |
| | | UNIT-5: MS Access | |
| 5.0 | Object | | 257 |
| 5.1 | Introdu | ction | 257 |
| 5.2 | Databa | ise | 258 |
| 5.3 | MS Ac | ccess | 259 |
| | 5.3.1 | Features of MS Access | 259 |
| | 5.3.2 | Parts of Access | 261 |
| 5.4 | | g MS Access | 262 |
| | 5.4.1 | Working with Access Environment | 263 |
| 5.5 | | a Simple Access Database | 264 |
| | 5.5.1 | Creating a Blank Database | 264 |
| | 5.5.2 | Create a Database using a Template | 265 |
| | 5.5.3 | Changing Database Display Options | 266 |
| 5.6 | Viewin | g Database Objects | 267 |
| | | | xiii |

| | 5.6.1 | View Database Objects in the Navigation Pane | 267 |
|------|------------------|---|-----|
| | 5.6.2 | View a List of Database Objects | 268 |
| | 5.6.3 | Working with Database Objects | 269 |
| 5.7 | Openin | ng and Closing Databases | 270 |
| | 5.7.1 | Opening an Existing Database | 270 |
| | 5.7.2 | To Close a Database | 271 |
| 5.8 | Table | | 272 |
| | 5.8.1 | Create a New Table | 273 |
| | | 5.8.1.1 Create a Table in Blank Database | 273 |
| | | 5.8.1.2 Create a New Table in an Existing Database | 273 |
| | | 5.8.1.3 Create a Table Based on Template | 274 |
| | | 5.8.1.4 Creating a Table Using Sharepoint | 275 |
| | | 5.8.1.5 Create a Table using Design View | 276 |
| | 5.8.2 | Importing Data into Tables Import a Table from a Database | 277 |
| | 5.8.3 | Save a Table | 278 |
| | 5.8.4 | Copy a Table | 279 |
| | 5.8.5 | Rename a Table | 280 |
| | 5.8.6 | Add Data in the Table | 280 |
| | 5.8.7 | Edit Data in the Table | 281 |
| | 5.8.8 | Delete a Record in a Table | 281 |
| | 5.8.9 | Find and Replace Records | 282 |
| 5.9 | Sorting | g and Filtering Records | 284 |
| | 5.9.1 | Sorting Records | 284 |
| | 5.9.2 | Filtering Records | 285 |
| 5.10 | Join or | Create Relationship Between Tables | 288 |
| 5.11 | Handling Queries | | 293 |
| | 5.11.1 | Create Basic Queries | 293 |
| | | 5.11.1.1 Create a Simple Query using the Query Wizard | 293 |
| | | 5.11.1.2 Create Crosstab Query using the Query Wizard | 295 |
| | | 5.11.1.3 Create query to finding Duplicate items | 297 |
| | | | |

xiv

| | | 5.11.1.4 Create an unmatched Query | 299 |
|------|--------|--|-----|
| | | 5.11.1.5 Creating Query Using the Design View | 300 |
| | 5.11.2 | To Modify your Query | 301 |
| | 5.11.3 | Sort and Filter Data in a Query | 301 |
| | 5.11.4 | Perform Calculations in a Query | 303 |
| 5.12 | Forms | | 304 |
| | 5.12.1 | Create Basic Access Forms | 304 |
| | | 5.12.1.1 Create a Form using the Form Tool | 304 |
| | | 5.12.1.2 Create a Form using Form Wizard | 305 |
| | | 5.12.1.3 Create a Form using Blank Form Tool | 306 |
| | | 5.12.1.4 Create a Spilt Form using the Split form Tool | 307 |
| | 5.12.2 | To Open an Existing Form | 308 |
| | 5.12.3 | Entering and Modifying Data | 308 |
| | 5.12.3 | Adding Controls in a Form | 309 |
| | 5.12.4 | Changing the View of a Form | 310 |
| 5.13 | Report | S | 311 |
| | 5.13.1 | Create a Simple Report | 311 |
| | 5.13.2 | Create a Report Using Report Design | 313 |
| | 5.13.3 | Create a Report by using the Report Tool | 317 |
| | 5.13.4 | Create a Report by Using the Report Wizard | 317 |
| | 5.13.5 | Create a Report by using the Blank Report Tool | 318 |
| | 5.13.6 | Understand Controls | 318 |
| | 5.13.7 | Format Reports | 320 |
| | | 5.13.7.1 Understand Layout View | 320 |
| | | 5.13.7.2 Understand Design View | 321 |
| 5.14 | Outcor | nes | 325 |
| 5.15 | Review | v Questions | 325 |
| 5.16 | Multip | le Choice Questions | 326 |

XV



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 | ట్రశ్నలు − జవాబులు వ్యాసరూప ప్రశ్నలు | 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 (పశ్నలు – జవాబులు | 62 |
| 5.4 | వ్యాసరూప ప్రశన్నలు – 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 | (పశ్న జవాబులు : వ్యాసరూప (పశ్నలు | 88 |
| 6.7 | సంగ్రహ ప్రశ్నలు | 90 |
| 6.8 | విద్యార్ధలకు అభ్యాసం | 92 |
| | 7. స్పేదం 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 (పశ్నలు | | 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 |
| | | | |

vii

| 12. యక్షగానం (నాటిక) |
|--|
| 12.1 ఉద్దేశం 273 |
| 12.2 కవి పరిచయం 273 |
| 12.3 పాఠ్యభాగం 274 |
| 12.4 పాఠ్యభాగ పరిచయం 298 |
| 12.5 పాఠ్యభాగ సారాంశం 299 |
| 12.6 వ్యాసరూప ప్రశ్నలు ప్రశ్నలు – జవాబులు 300 |
| 12.7 సంగ్రహ ప్రశ్నలు 311 |
| 12.8 విద్యార్ధులకు అభ్యాసం 314 |
| (13. అపురూప కళారూపాల విధ్వంస దృశ్యం యక్షగానం) |
| 13.1 ఉద్దేశ్యం 315 |
| 13.2 పాఠ్యభాగం 315 |
| 13.3 పాఠ్యభాగ పరిచయం 320 |
| 13.4 పాఠ్యభాగ సారాంశం 320 |
| 13.5 వ్యాసరూప ప్రశ్నలు – జవాబులు 322 |
| 13.6 విద్యార్ధులకు అభ్యాసం 326 |
| యూనిట్ - V: విమర్శ |
| (14. తెలుగు సాహిత్య విమర్శ – పరిచయం) |
| 14.1 ఉద్దేశ్యం 329 |
| 14.2 పాఠ్యభాగం 329 |
| 14.3 పాఠ్యభాగ పరిచయం 334 |
| 14.4 పాఠ్యభాగ సారాంశం 334 |
| 14.5 ప్రశ్నలు – జవాబులు (వ్యాసరూప ప్రశ్నలు) 334 |
| 14.6 సంగ్రహ ప్రశన్దలు 339 |
| 14.7 విద్యార్ధులకు అభ్యాసం 342 |
| (15. విమర్శ – స్వరూప స్వభావాలు) |
| 15.1 ఉద్దేశ్యం 343 |
| 15.2 పాఠ్యభాగం 343 |
| 15.3 పాఠ్యభాగ పరిచయం 346 |
| 15.4 పాఠ్యభాగ సారాంశం 346 |
| 15.5 వ్యాసరూప ప్రశ్నలు 347 |
| 15.6 సంగ్రహ ప్రశ్నలు 350 |
| |

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 | 11 |
| | 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 | 42 |
| 2.2 | Ode to the West Wind | 48 |
| 2.3 | Florence Nightingale Abrar Mohsin | 53 |
| 2.4 | Skimming and Scanning | 59 |
| | 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 | 76 |
| 3.2 | Upagupta Rabindranath Tagore | 82 |

| 3.3 | Readin | ng | 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 | w Questions | 131 |
| 3.7 | Outco | mes | 132 |
| | | Unit-4 | |
| 4.0 | Object | tive | 134 |
| 4.1 | Introd | uction | 134 |
| 4.2 | Coron | nandel Fishers | 134 |
| 4.3 | Expan | sion of Ideas / Proverb Expansion | 137 |

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



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

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 concepts | | | | |
| 1.7 | Achievements in Literature 6 | | | | |
| 1.8 | Music | | | | |
| | 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 | Gurajada 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 | 5 Multiple Choice Questions | | 174 |

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



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

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 A | Agency | 38 |
| | 2.2.1 Chara | acteristics of Advertising agency | 38 |
| | 2.2.2 Impo | rtance of Advertising Agency | 39 |
| | 2.2.3 Natur | e of Advertising Agency | 40 |
| | 2.2.4 Scope | e of Advertising Agencies | 41 |
| | 2.2.5 Types | s of Advertising Agency | 42 |
| | 2.2.6 Struc | ture of Advertising Agency | 43 |
| 2.3 | Role and Res | ponsibility of Advertising Agency | 44 |
| 2.4 | Scope of Wo | rk | 46 |
| | 2.4.1 Funct | tions of Advertising Agencies | 46 |
| 2.5 | Ethical issues | in Advertising | 48 |
| 2.6 | Identifying Ta | arget Groups | 50 |
| 2.7 | Laws in Adve | ertising | 51 |
| 2.8 | Advertising S | statutory Bodies operating Globally | 53 |
| 2.9 | Role of AAA | I | 56 |
| 2.10 | Advertising S | Standatds Council of India (ASCI) | 57 |
| 2.11 | Outcomes | | 61 |
| 2.12 | Review Ques | tions | 61 |
| 2.13 | Multiple Cho | ice Questions | 62 |
| | | Unit - 3 | |
| 3.0 | Objectives | | 65 |
| 3.1 | Introduction | | 65 |
| 3.2 | Types of Adv | ertising | 66 |
| 3.3 | Basic Charac | teristics of a Typical Advertisement | 70 |
| 3.4 | Reaching Tar | get Groups | 73 |
| 3.5 | Local Adverti | ising | 75 |
| | 3.5.1 Types | s of Local Advertising | 76 |
| | | ntages of Local Advertising | 77 |
| | | process of Local Advertising | 78 |
| | - 1 | 0 | |

| 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 | 2 Multiple Choice Questions | | 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



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

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 |
| | | |

Financial Accounting

As per Choice Based Credit System (CBCS) I - B.Com (Gen & CA) / II - Semester





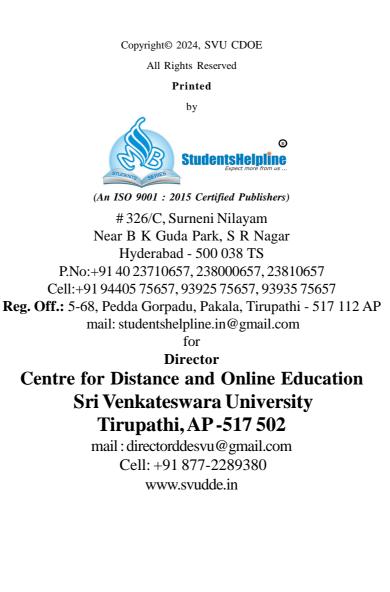
Authors Prof. B. Amarnath Prof. B. Mohan Dept. of Commerce S.V. University, Tirupati - 517502 AP



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.



I - Year / II - Semester as per CBCS Financial Accounting

Learning Outcomes:

At theend of the coursethe student will able to;

- Understand the concept of consignment and learn the accounting treatment of the various aspects of consignment.
- Analyze the accounting process and preparation of accounts in consignment and joint venture.
- Distinguish Joint Venture and Partnership and to learn the methods of maintaining records under Joint Venture.
- Determine the useful life and value of the depreciable assets and maintenance of Reserves in business entities.
- Design an accounting system for different models of businesses at his own using the principles of existing accounting system.

Unit-I: Depreciation

Meaning and Causes of Depreciation - Methods of Depreciation: Straight Line - Written Down Value - Annuity and Depletion Method (including Problems).

Unit-II: Provisions and Reserves

Meaning - Provision vs. Reserve - Preparation of Bad Debts Account - Provision for Bad and Doubtful Debts - Provision for Discount on Debtors - Provision for Discount on Creditors - Repairs and Renewals Reserve A/c (including Problems).

```
Unit-III: Insurance Claims
```

Meaning of Claim - Memorandum Trading A/c - Average Clause - Loss of Stock - Amount of Claim (including Problems).

Unit-IV: Consignment Accounts

Consignment - Features - Proforma Invoice - Account Sales - Delcredere Commission - Accounting Treatment in the Books of Consigner and Consignee - Valuation of Closing Stock - Normal and Abnormal Losses (including Problems).

Unit-V: Joint Venture Accounts

JointVenture - Features - Difference between Joint-Venture and Consignment - Accounting Procedure - Methods of Keeping Records - One Vendor Keeps the Accounts and Separate Set off Books Methods (including Problems).

Reference Books

- 1. Ranganatham G and Venkataramanaiah, **Financial Accounting-II**, S Chand Publications, New Delhi.
- 2. T. S. Reddy and A. Murthy Financial Accounting, Margham Publications.
- 3. R.L. Gupta & V.K. Gupta, **Principles and Practice of Accounting**, Sultan Chand.
- 4. SN Maheswari and SK Maheswari **Financial Accounting**, Vikas Publications.
- 5. S.P. Jain & K.L Narang, Accountancy-I, Kalyani Publishers.
- 6. Tulsan, Accountancy-I, Tata McGraw Hill Co.
- 7. V.K. Goyal, Financial Accounting, Excel Books
- 8. T.S. Grewal, Introduction to Accountancy, Sultan Chand & Co.
- 9. Haneef and Mukherjee, Accountancy-I, Tata McGraw Hill.
- 10. Arulanandam and Ramana, Advanced Accountancy, Himalaya Publishers.
- 11. S.N.Maheshwari&V.L.Maheswari, Advanced Accountancy-I, Vikas Publishers.
- 12. Prof E Chandraiah, Financial Accounting, Seven Hills International Publishers.

Content Financial Accounting

Unit-1: Depreciation

| 1.1 | 7 1111UI | | |
|-----|----------|---|--------------|
| 1.7 | | | 55 |
| 1.6 | | e in the Method of Charging Depreciation | 43 |
| | 1.5.3 | Difference between Straight Line Method and Diminishing Balance Metho | od 36 |
| | 1.5.2 | Disadvantages | 36 |
| | 1.5.1 | Advantages | 35 |
| 1.5 | Dimin | ishing Balance Method | 35 |
| | 1.4.2 | Disadvantages of Straight Line Method | 27 |
| | 1.4.1 | Merits of Straight Line Method | 27 |
| 1.4 | Fixed | Installment Method | 19 |
| | 1.3.4 | Methods of Providing Depreciation | 18 |
| | 1.3.3 | Accounting Treatment | 15 |
| | 1.3.2 | Fixation of Depreciation Amount | 14 |
| | 1.3.1 | How to Calculate Depreciation on Asset | 12 |
| 1.3 | Depre | ciation Accounting | 11 |
| | 1.2.7 | Depreciation of different Assets | 10 |
| | 1.2.6 | Depreciation is a Process of Allocation not of Valuation | 10 |
| | 1.2.5 | Objectives or Need for Providing Depreciation | 9 |
| | 1.2.4 | Factors that affect the Computation of Depreciation | 7 |
| | 1.2.3 | Causes of Deprecation | 6 |
| | 1.2.2 | Depreciation, Depletion, Amortization, and Dilapidations | 3 |
| | 1.2.1 | Definitions of Depreciation | 2 |
| 1.2 | Meani | ng of Depreciation | 2 |
| 1.1 | Introdu | action | 1 |
| 1.0 | Object | Objective 1 | |

| | 1.7.1 | Features of Annuity Method | 55 |
|------|---------|--|-----|
| | 1.7.2 | Advantages | 55 |
| | 1.7.3 | Disadvantages | 56 |
| 1.8 | Deplet | ion Method | 61 |
| | 1.8.1 | Advantages and Disadvantages of Depletion Method | 61 |
| 1.9 | Outcon | mes | 63 |
| 1.10 | Review | v Questions | 63 |
| 1.11 | Multip | le Choice Questions | 66 |
| | | Unit-2: Provisions and Reserves | |
| 2.0 | Object | ives | 71 |
| 2.1 | Introdu | lection | 71 |
| 2.2 | Meani | ng of Provision | 71 |
| | 2.2.1 | Definition | 72 |
| | 2.2.2 | Need for Creating Provisions | 72 |
| | 2.2.3 | General Rules in Creation of Provisions | 73 |
| | 2.2.4 | Characteristic Features of Provisions | 73 |
| | 2.2.5 | Purpose or Importance of Provisions | 74 |
| 2.3 | Reserv | /es | 74 |
| | 2.3.1 | Purpose of Reserves | 75 |
| | 2.3.2 | Importance of Reserves | 76 |
| | 2.3.3 | Objectives of Reserve | 76 |
| | 2.3.4 | Presentation of Reserves | 77 |
| 2.4 | Types | of Reserves | 77 |
| 2.5 | Distine | ction between Provision and Reserve | 83 |
| 2.6 | Classif | fication of Reserve and Funds | 84 |
| 2.7 | Outcon | mes | 97 |
| 2.8 | Review | v Questions | 98 |
| 2.9 | Multip | le Choice Questions | 100 |
| v | i | | |

Unit-3: Consignment Accounts

| 3.0 | Objectives | | |
|------|------------|---|-----|
| 3.1 | Introdu | action | 103 |
| 3.2 | Meani | ng of Consignment | 104 |
| | 3.2.1 F | Features of Consignment | 104 |
| | 3.2.2 I | Difference between Consignment and Sale | 105 |
| 3.3 | Meani | ng and Explanation of some Important Terms in Consignement | 107 |
| | 3.3.1 J | ournal Entries Relating to Consignment Transactions | 109 |
| | 3.3.2 H | Proforma Invoice - Account Sales | 110 |
| 3.4 | Del Cr | edere Commission | 132 |
| 3.5 | Accou | nting Treatment | 137 |
| 3.6 | Valuat | ion of Closing Stock | 170 |
| | 3.6.1 | Accounting Treatment of Unsold Stock | 170 |
| 3.7 | Loss o | f Goods | 188 |
| | 3.7.1 | Normal Loss | 188 |
| | 3.7.2 | Abnormal Loss | 191 |
| 3.8 | Formu | lae | 217 |
| 3.9 | Outco | mes | 223 |
| 3.10 | Review | v Questions | 223 |
| 3.11 | Multip | le Choice Questions | 226 |
| | | Unit-4: Joint Venture Accounts | |
| 4.0 | objecti | ves | 229 |
| 4.1 | Introdu | action | 229 |
| 4.2 | Meani | ng of Joint Venture | 230 |
| | 4.2.1 | Features of a Joint Venture (or) Characteristics of a Joint Venture | 230 |
| | 4.2.2 | Terminology in Joint Venture | 231 |
| 4.3 | Differ | ences between Joint venture and Consignment | 232 |
| | 4.3.1 | Differences between Joint Venture and Partnership | 234 |
| | | | |

| 4.4 | Accounting Procedure | 235 |
|-----|--|-----|
| 4.5 | Preparation of Balance Sheet | 270 |
| 4.6 | Memorandum Joint venture Account | 272 |
| 4.7 | Outcomes | 282 |
| 4.8 | Review questions | 283 |
| 4.9 | Multiple Choice Questions | 287 |
| | Unit-5: Insurance Claims | |
| 5.0 | Objectives | 289 |
| 5.1 | Introduction | 289 |
| 5.2 | Fire Insurance | 289 |
| 5.3 | Loss of Stock | 290 |
| 5.4 | Stock by Memorandum Trading Account | 291 |
| 5.5 | Calculation of Loss of Profit | 309 |
| | 5.5.1 Loss of Profit Policy or Consequential Loss Policy | 310 |
| 5.6 | Outcomes | 320 |
| 5.7 | Review Question | 320 |
| 5.8 | Multiple Choice Questions | 326 |

Business Economics

As per Choice Based Credit System (CBCS) I - B.Com(Gen & CA) / II - Semester





Authors Prof. Venkata Narasiah Dr. Maneiah Dept. of Commerce 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.



I - Year / II - Semester as per CBCS Business Economics

Learning Outcomes

At the end of the course, the student will able to;

- Describe the nature of economics in dealing with the issues of scarcity of resources.
- Analyze supply and demand analysis and its impact on consumer behaviour.
- Evaluate the factors, such as production and costs affecting firmsbehaviour.
- Recognize market failure and the role of government in dealing with those failures.
- Use economic analysis to evaluate controversial issues and policies.
- Apply economic models for managerial problems, identify their relationships, and formulate the decision making tools to be applied for business.

Unit-I: Introduction

Meaning and Definitions of Business Economics - Nature and Scope of Business Economics - Micro and Macro Economics and their Interface.

Unit-II: Demand Analysis

Meaning and Definition of Demand - Determinants to Demand - Demand Function - Law of Demand - Demand Curve - Exceptions to Law of Demand - Elasticity of Demand - Measurements of Price Elasticity of Demand

Unit-III: Production, Cost and Revenue Analysis)

Concept of Production Function - Law of Variable Proportion -Law of Returns to Scale - Classification of Costs - Break Even Analysis - Advantages

Unit-IV: Market Structure

Concept of Market Classification of Markets -Perfect Competition - Characteristics - Equilibrium Price - Monopoly - Characteristics - Equilibrium Under Monopoly.

Unit-V: National Income

Meaning - Definition - Measurements of National Income - Concepts of National Income - Components of National Income-Problems in Measuring National Income

References

- 1. Business Economics S.Sankaran, Margham Publications, Chennai.
- 2. Business Economics Kalyani Publications.
- 3. Business Economics Himalaya Publishing House.
- 4. Business Economics Aryasri and Murthy, Tata McGraw Hill.
- 5. Business Economics H.L Ahuja, Sultan Chand & Sons
- 6. Principles of Economics Mankiw, Cengage Publications
- 7. Fundamentals of Business Economics -Mithani, Himalaya Publishing House
- 8. Business Economics A.V. R. Chary, Kalyani Publishers, Hyderabad.
- 9. Business Economics Dr K Srinivasulu, Seven Hills International Publishers.

Content Business Economics

| | | Unit-1: Introduction to Business Economics |
|------|---------|---|
| 1.0 | Object | ives |
| 1.1 | Introdu | action |
| | 1.1.1 | Circular flow of Economic Activity |
| 1.2 | Busine | ess Economics |
| | 1.2.1 | Meaning of Economics |
| | 1.2.2 | Nature of Economics |
| | 1.2.3 | Scope of Economics |
| | 1.2.4 | Assumptions in Economics |
| | 1.2.5 | Economics in Relation with other Social Sciences |
| 1.3 | Busine | ess Economics |
| | 1.3.1 | Definition of Business Economics |
| | 1.3.2 | Nature of Business Economics |
| | 1.3.3 | Scope of Business Economics |
| | 1.3.4 | Significance of Business Economics |
| | 1.3.5 | Difference between Economics and Business Economics |
| | | Economic Principle |
| | | Economic Practices of Management |
| 1.4 | | nd Responsibilities of Business Economics |
| 1.5 | Micro | and Macro Economics |
| | 1.5.1 | Micro Economics |
| | 1.5.2 | Scope of Micro Economics |
| | 1.5.3 | Importance of Micro Economics |
| | 1.5.4 | Limitations of Micro Economics |
| | 1.5.5 | Macro Economics |
| | 1.5.6 | Subject Matter of Macro Economics |
| | 1.5.7 | Scope of Macro Economics |
| | 1.5.8 | Importance of Macro Economics |
| | 1.5.9 | Limitations of Macro Economics |
| 1.6 | | ence between Micro Economics and Macro Economics |
| 1.7 | | of Economics |
| | | Nature of Economic Laws |
| | 1.7.2 | Application of Economic Laws |
| 1.8 | | mic Statics and Dynamics |
| 1.9 | | mics and Business Decision Making |
| | Outco | |
| | | v Questions |
| 1.12 | Multip | le Choice Questions |

| | Unit-2: Demand Analy | sis | |
|------|---|---------------|--|
| 2.0 | Objectives | | |
| 2.1 | Introduction | | |
| 2.2 | Utility | 40 | |
| | 2.2.1 Characteristics of Utility | 41 | |
| | 2.2.2 Types of Utility | 42 | |
| | 2.2.3 Kinds of Utility | 42 | |
| 2.3 | Cardinal Utility Approach | 43 | |
| | 2.3.1 Assumptions of Cardinal Utility Analysis | 44 | |
| | 2.3.2 Cardinal and Ordinal Approach | 44 | |
| 2.4 | Diminishing marginal utility | 45 | |
| | 2.4.1 Law of Diminishing Marginal Utility | 47 | |
| | 2.4.2 Causes of Diminishing Marginal Utility | 49 | |
| | 2.4.3 Limitations of the Law | 50 | |
| | 2.4.4 Uses of the Law of Diminishing Utility | 50 | |
| | 2.4.5 Exceptions of the Law of Diminishing Utility | | |
| | 2.4.6 Issues | 51 | |
| 2.5 | Law of Equi-Marginal Utility or Principle of Substitu | | |
| 2.6 | Ordinal Utility Approach | 55 | |
| 2.7 | Demand | 56 | |
| | 2.7.1 Demand Function | 57 | |
| | 2.7.2 Demand Schedules | 58 | |
| | 2.7.3 Determinants of Demand | 59 | |
| 2.8 | Types of Demand | 61 | |
| 2.9 | Law of Demand | 66 | |
| | 2.9.1 Characteristics of Law of Demand | 68 | |
| | 2.9.2 Exceptions to the Law of Demand | 68 | |
| | 2.9.3 Reason for Downward Sloping Demand Cur | rve 70 | |
| | 2.9.4 Changes in Demand Curve | 70 | |
| 2.10 |) Elasticity of Demand | 71 | |
| | 2.10.1 Importance of Elasticity of Demand | 72 | |
| | 2.10.2 Factors affecting Elasticity of Demand | 73 | |
| | 2.10.3 Price Elasticity | 75 | |
| | 2.10.4 Degrees of Price Elasticity | 76 | |
| | 2.10.5 Factors Determining Price Elasticity of Dem | and 78 | |
| 2.11 | Measurement of Price Elasticity of Demand | 80 | |
| | 2.11.1 Importance of Price Elasticity of Demand | 86 | |
| 2.12 | 2 Income Elasticity of Demand | 88 | |
| | 2.12.1 Degrees of Income Elasticity of Demand | 88 | |
| | 2.12.2 Measurement of Income Elasticity | 89 | |
| | 2.12.3 Importance of Income Elasticity | 90 | |
| | | v | |

| 2.13 | Cross | Elasticity of Demand | 91 |
|------|---------|---|-----|
| | 2.13.1 | Types of Cross Elasticity of Demand | 91 |
| | 2.13.2 | Measurement of Cross Elasticity of Demand | 92 |
| | 2.13.3 | Limitations of Cross Elasticity of Demand | 93 |
| 2.14 | Import | ance of Elasticity of Demand | 93 |
| | 2.14.1 | Advertising Elasticity of Demand or Promotional Elasticity of Sales | 94 |
| 2.15 | | nd Forecasting | 95 |
| | 2.15.1 | Features of Demand Forecasting | 96 |
| | 2.15.2 | Objectives of Demand Forecasting | 96 |
| | 2.15.3 | Factors influencing Demand forecasting | 96 |
| | 2.15.4 | Types of Forecasts | 97 |
| | 2.15.5 | Importance of Demand Forecasting | 97 |
| | 2.15.6 | Factors Influencing Demand Forecasting | 98 |
| | 2.15.7 | Methods of Demand Forecasting | 99 |
| | | Demand Forecasting Process | 105 |
| | | Criteria for a Good Forecasting Method | 105 |
| | 2.15.10 |) Limitations of Demand Forecasting | 106 |
| | Outcon | | 107 |
| 2.17 | Review | v Questions | 107 |
| 2.18 | Multip | le Choice Questions | 109 |
| | | Unit-3: Production, Cost and Revenue Analysis | |
| 3.0 | Object | ives | 115 |
| 3.1 | Introdu | iction | 115 |
| 3.2 | Meani | ng of Production | 116 |
| | 3.2.1 | Factors of Production | 117 |
| | 3.2.2 | Importance of Production | 125 |
| 3.3 | Produc | ction Function | 125 |
| | 3.3.1 | Features of Production Function | 126 |
| | 3.3.2 | Usefulness of Production Function | 127 |
| | 3.3.3 | Variation of Product in Short Run | 128 |
| | 3.3.4 | Types of Production Function | 128 |
| 3.4 | Fixed a | and Variable factors | 131 |
| 3.5 | Law of | f Variable Proportion | 132 |
| | 3.5.1 | Three Stages of the Law of Variable Proportions | 134 |
| | 3.5.2 | Causes of Applicability | 135 |
| | 3.5.3 | Applicability of the Law of Variable Proportions | 136 |
| 3.6 | Return | is to a Factor or Laws of Returns | 137 |
| | 3.6.1 | Law of Diminishing Returns or Law of Increasing Costs | 137 |
| | 3.6.2 | Law of Increasing Returns or Law of Diminishing Costs | 140 |
| | 3.6.3 | Law of Constant Returns or Law of Constant Costs | 143 |
| | 5.0.5 | | |
| | 3.6.4 | Importance of the Law of Diminishing Returns | 144 |

| | 3.6.5 The Law of Diminishing Returns Applicable to Agriculture | 145 |
|------|---|----------|
| | 3.6.6 The Law of Increasing Returns Operates in Industry Only | 146 |
| 3.7 | Law of returns to scale | 147 |
| 3.8 | Production Function-II With Two Variables or ISO-quant Analysis | 149 |
| | 3.8.1 Properties of ISO- Product Curves | 151 |
| 3.9 | Iso - Cost Line | 154 |
| | 3.9.1 Marginal Rate of Technical Substitution (MRTS) | 156 |
| 3.10 | Producer's Equilibrium | 157 |
| 3.11 | Cost | 158 |
| | 3.11.1 Types of Costs | 158 |
| | 3.11.2 Cost Function | 162 |
| | 3.11.3 Assumptions of the Cost-Function | 163 |
| 3.12 | Traditional Theory of Costs | 163 |
| | 3.12.1 Short-run Costs of The Traditional Theory | 164 |
| | 3.12.2 Relation Between AC and MC | 167 |
| | 3.12.3 Long run Cost Curves | 168 |
| | 3.12.4 Average Cost in the Long Run: Smooth Envelope Case | 169 |
| | 3.12.5 Economies and Dieconomies of Scale | 173 |
| | 3.12.6 Modern Theories | 175 |
| 3.13 | Revenu Analysis | 177 |
| | 3.13.1 Relationship between AR, MR and TR - A Diagrammatic Illustration | 179 |
| | 3.13.2 Relationship between AR, MR and TR | 180 |
| | 3.13.3 Revenue Curves under Different Markets | 184 |
| 3.14 | Break even Analysis | 187 |
| 3.15 | Outcomes | 193 |
| 3.16 | Review Questions | 193 |
| 3.17 | Multiple Choice Questions | 194 |
| | Unit-4: Market Structure | |
| 4.0 | Objectives | 199 |
| 4.1 | Introduction | 199 |
| 4.2 | Concept of Market | 200 |
| | 4.2.1 Classification of Markets | 201 |
| 4.3 | Perfect Competition | 203 |
| | 4.3.1 Equilibrium under Perfect Competition | 205 |
| 4.4 | Market Price under Perfect Competition | 205 |
| | 4.4.1 Market Period | 205 |
| | 4.4.2 Pricing in the Short Run- Equilibrium of the Firm | 206 |
| | 4.4.3 Pricing in the Long Run | 209 |
| | 4.4.4 Price Determination Under Perfect Competiton | 210 |
| | 4.4.5 Marginal Revenue and Marginal Cost Approach | 212 |
| | 4.4.6 Advantages of Perfect Competition | 214 |
| | | \frown |
| | | — vii) |

| | 4.4.8 | Perfect Competition vs Pure Competition | 215 |
|------|---------|--|-----|
| | 4.4.9 | Difference Perfect Competition and Monopoly | 215 |
| 4.5 | Monop | oly | 216 |
| | 4.5.1 | Major Characteristics/Features of Monopoly | 217 |
| | 4.5.2 | Sources of Monopoly Power | 217 |
| | 4.5.3 | Pricing and Output Decisions under Monopoly | 218 |
| | 4.5.4 | Short-Run and Long-Run Equilibrium under Monopoly | 220 |
| | 4.5.5 | Determination of Long-run Price or Long-run Equilibrium | 222 |
| | 4.5.6 | Monopoly Equilibrium and Law of Costs | 222 |
| | 4.5.7 | Advantages of Monopoly | 224 |
| | 4.5.8 | Disadvantages of Monopoly | 224 |
| | 4.5.9 | Natural Monopoly | 225 |
| | | Difference between Monopoly and Monopolistic Competition | 226 |
| 4.6 | | viscrimination by Monopoly | 227 |
| | 4.6.1 | Necessary Conditions for Price Discrimination | 227 |
| | 4.6.2 | Degrees of Price Discrimination | 228 |
| 4.7 | Monop | olistic Competition | 230 |
| 4.8 | Oligopo | bly | 231 |
| 4.9 | Outcor | nes | 232 |
| 4.10 | Review | v Questions | 233 |
| 4.11 | Multip | le Choice Questions | 233 |
| | | Unit-5: National Income | |
| 5.0 | Objecti | ives | 239 |
| 5.1 | Introdu | ction | 239 |
| 5.2 | Meanii | ng of National Income | 240 |
| | 5.2.1 | Definitions of National Income | 240 |
| | 5.2.2 C | oncepts Regarding National Income | 243 |
| 5.3 | Concep | ots of National Income | 247 |
| 5.4 | Circula | r Flow of Economic Activity | 261 |
| 5.5 | Major' | Types of Production in National Income | 262 |
| 5.6 | Measu | rement of National Income | 264 |
| | 5.6.1 | Product or Value Added Method | 264 |
| | 5.6.2 | Income Method | 265 |
| | 5.6.3 | Expenditure Method | 266 |
| | 5.6.4 | Problems in Measuring National Income | 268 |
| | 5.6.5 | Importance of National Income Analysis | 272 |
| 5.7 | Some A | Accounting Related Aggregates | 273 |
| 5.8 | Outcor | nes | 274 |
| 5.9 | | Questions | 275 |
| 5.10 | Multip | le Choice Questions | 275 |
| | | | |

E - Commerce and Web Designing

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





Authors Dr. K. Maneiah Dr. S. Siva Sankar Dept. of Commerce S.V. University, Tirupati - 517502 AP

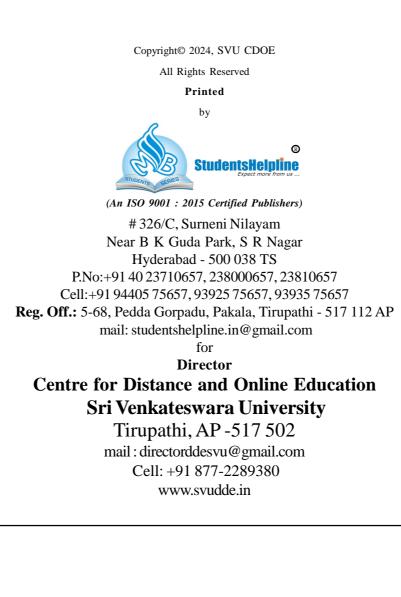


Centre for Distance and Online Education Sri Venkateswara University **Tirupathi, AP-517 502** Year: 2024

ii

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.



I - Year / II - Semester as per CBCS E - Commerce and Web Designing

Unit I: Introduction

Meaning, Nature, Concepts, Advantages, Disadvantages and reasons for Transacting Online, Types of E-Commerce, e-commerce Business Models (Introduction, Key Elements of a Business Model And Categorizing Major E-Commerce Business Models), Forces Behind e-commerce.

Technology used in E-commerce: The dynamics of World Wide Web and Internet (Meaning, Evolution and Features); Designing, Building and Launching e-commerce website (A systematic approach involving decisions regarding selection of hardware, software, outsourcing Vs. in-house development of a website)

Unit-II: E-payment System

Models and methods of e-payments (Debit Card, Credit Card, Smart Cards, e-money), Digital Signatures (Procedure, Working And Legal Position), Payment Gateways, Online Banking (Meaning, Concepts, Importance, Electronic Fund Transfer, Automated Clearing House, Automated Ledger Posting), Risks Involved in e-payments.

Unit-III: On-line Business Transactions

Meaning, Purpose, Advantages and Disadvantages of Transacting Online, E-Commerce Applications in Various Industries Like {Banking, Insurance, Payment of Utility Bills, Online Marketing, E-Tailing (Popularity, Benefits, Problems and Features), Online Services (Financial, Travel and Career), Auctions, Online Portal, Online Learning, Publishing and Entertainment } Online Shopping (Amazon, Snap Deal, Alibaba, Flipkart, etc.)

Unit-IV: HTML

Website designing, Designing a home page, HTML document, Anchor tag Hyperlinks, Head and body section, Header Section, Title, Prologue, Links, Colorful Pages, Comment, Body Section, Heading Horizontal Ruler, Paragraph, Tabs, Images and Pictures, Lists and Their Types, Nested Lists, Table Handling.

Frames: Frameset Definition, Frame Definition, Nested Framesets, Forms and Form Elements. DHTML and Style Sheets: Defining Styles, elements of Styles, linking a style sheet to a HTML Document, Inline Styles, External Style Sheets, Internal Style Sheets & Multiple Style Sheets.

Unit V: Security and Encryption

Need and Concepts, E-Commerce Security Environment: (Dimension, Definition and Scope of E-Security), Security Threats in the E-Commerce Environment (Security Intrusions and Breaches, Attacking Methods Like Hacking, Sniffing, Cyber- Vandalism Etc.), Technology Solutions (Encryption, Security Channels Of Communication, Protecting Networks And Protecting Servers And Clients).



Content E - Commerce and Web Designing

| | | | Unit-1: Introduction | |
|-----|--------|---------------------------|---------------------------|----|
| 1.0 | Object | ives | | 1 |
| 1.1 | Introd | uction | | 1 |
| 1.2 | E-Cor | nmerce | | 2 |
| | 1.2.1 | E-commerce Meaning | | 3 |
| | 1.2.2 | Definition E-Commerce | 2 | 4 |
| | 1.2.3 | Features of E-commerc | ce | 6 |
| | 1.2.4 | Nature of E-Commerce | 2 | 6 |
| | 1.2.5 | Principles of E-Commen | orce | 7 |
| | 1.2.6 | Essential Elements of E | E-Commerce | 9 |
| | 1.2.7 | Advantages of E-Comm | nerce | 10 |
| | 1.2.8 | Disadvantages of E-Cor | ommerce | 12 |
| 1.3 | Online | Transaction Processing | | 14 |
| | 1.3.1 | Definition | | 15 |
| | 1.3.2 | Characteristics of OLTI | Р | 16 |
| | 1.3.3 | Advantages and Disadv | vantages of OLTP | 16 |
| | 1.3.4 | OLTP vs. OLAP | | 17 |
| | 1.3.5 | Reasons of Online Tran | saction Processing System | 18 |
| 1.4 | Types | of E-Commerce | | 18 |
| 1.5 | Busin | ess Models of Ecommerce | e | 22 |
| | 1.5.1 | Key Elements | | 23 |
| | 1.5.2 | Models of Ecommerce | | 24 |
| 1.6 | Forces | behind E-Commerce | | 26 |
| 1.7 | Intern | et | | 27 |
| | 1.7.1 | Evolution of Internet | | 28 |
| | 1.7.2 | Features of Internet | | 31 |
| | 1.7.3 | Advantages and Disadv | vantages of Internet | 32 |
| 1.8 | World | Wide Web | | 33 |
| | 1.8.1 | The History of the WW | /W and Ecommerce | 33 |
| | 1.8.2 | World Wide Web Facilit | tate E-commerce | 34 |
| | 1.8.3 | Working of WWW for 1 | E-Commerce | 35 |
| 1.9 | Design | ning, Building and Launch | hing E-Commerce Website | 35 |
| | 1.9.1 | Need to Create E- Com | nmerce Websites | 36 |
| | 1.9.2 | Steps to Create Ecomm | nerce Websites | 36 |
| (iv | v | | | |

| 1.10 | In house Vs Outsourcing Website Development 42 | | |
|------|--|--|----|
| | 1.10.1 | SSL Certification | 45 |
| 1.11 | Outcon | nes | 46 |
| 1.12 | Review Questions 4 | | |
| 1.13 | Multip | le Choice Questions | 47 |
| | | Unit-2: E - Payment System | |
| 2.0 | Object | ives | 51 |
| 2.1 | Introdu | iction | 51 |
| 2.2 | Electro | onic Payment Systems | 52 |
| | 2.2.1 | Factors of Electronic Payment | 52 |
| | 2.2.2 | Advantages of EPS | 53 |
| | 2.2.3 | Disadvantages of EPS | 54 |
| 2.3 | Model | s of E-Payment | 54 |
| | 2.3.1 | Problems with Traditional Payment System | 55 |
| 2.4 | Metho | ds of E-Payment | 56 |
| | 2.4.1 | Real Time or Prepaid Tokens | 56 |
| | 2.4.2 | Digital Cash | 57 |
| | 2.4.3 | Debit Cards | 59 |
| | 2.4.4 | Smart Cards | 63 |
| | 2.4.5 | Electronic Money / wallet / Purse | 68 |
| | 2.4.6 | Credit Cards | 74 |
| 2.5 | Digital | Signature | 81 |
| | 2.5.1 | Procedure for Creating Digital Signature | 82 |
| | 2.5.2 | Working of Digital Signature | 83 |
| | 2.5.3 | Benefits of Digital Signatures | 83 |
| | 2.5.4 | Legal Position of Digital Signature | 84 |
| 2.6 | Electro | onic Payment | 85 |
| | 2.6.1 | Participants in the E-Payment Process | 85 |
| | 2.6.2 | E Payment Methods | 86 |
| 2.7 | E-payr | nent Gateways | 87 |
| | 2.7.1 | Categories of E-payment Gateways | 88 |
| | 2.7.2 | Working E-payment Gateway | 91 |
| | 2.7.3 | Points to be Considered for Selecting Gateway for E-commerce Website | 93 |
| | 2.7.4 | Security for Merchant and Security for Customer | 93 |
| | 2.7.5 | Payment Gateway License | 93 |
| | 2.7.6 | Advantages of Payment Gateway License | 94 |
| 2.8 | Online | Banking | 98 |
| | 2.8.1 | Importance of Online Banking | 96 |
| | | | v |

| 2.9 | Electronic Fund Transfer | | | |
|----------|----------------------------------|--|-----------|--|
| | 2.9.1 | EFT Process | 97 | |
| | 2.9.2 | Types of Electronic Funds Transfer in India | 98 | |
| | 2.9.3 | Benefits of EFT | 99 | |
| 2.10 | 0 Automated Clearing House (ACH) | | | |
| | 2.10.1 | Working of ACH | 100 | |
| | 2.10.2 | ACH Transaction Steps | 101 | |
| | 2.10.3 | Benefits of ACH Payments | 101 | |
| 2.11 | Auton | nated Ledger Posting | 102 | |
| | 2.11.1 | Prerequisites | 102 | |
| | 2.11.2 | SAP Configuration of Electronic Bank Statement (EBS) | 102 | |
| | 2.11.3 | Configuration Steps | 103 | |
| 2.12 | Risks | involved in E-Payments | 105 | |
| 2.13 | Outco | mes | 106 | |
| 2.14 | Review | w Questions | 106 | |
| 2.15 | Multip | ble Choice Questions | 107 | |
| | | Uni-3: On-line Business Transactions | | |
| 3.0 | Object | tives | 111 | |
| 3.1 | Introd | uction | 111 | |
| 3.2 | Meani | ng | 112 | |
| | 3.2.1 | Features of Online Business | 113 | |
| | 3.2.2 | Components of E-Business | 113 | |
| | 3.2.3 | Order Fulfillment Process | 115 | |
| | 3.2.4 | Advantages of E-Business | 115 | |
| | 3.2.5 | Limitations of E-Business | 115 | |
| | 3.2.6 | E-Business Model | 115 | |
| | 3.2.7 | E-Business vs. E-Commerce | 117 | |
| | 3.2.8 | Need for E- Business | 118 | |
| 3.3 | Applie | cation of E-Commerce | 120 | |
| | 3.3.1 | Applications of E-Commerce in Banking | 122 | |
| | 3.3.2 | E-commerce in Insurance | 123 | |
| | 3.3.3 | Payment of Utility Bills | 126 | |
| | 3.3.4 | Online Marketing | 128 | |
| 3.4 | E-Taili | ng | 130 | |
| | 3.4.1 | Components of E-Retailing | 130 | |
| | 3.4.2 | Advantages of E-Retailing | 131 | |
| | 3.4.3 | Shortcomings of E-Retailing | 132 | |
| <u> </u> | _ | | | |
| V | | | | |

| | 3.4.4 | Benefits of E-tailing | 132 |
|------|---------|----------------------------------|-------|
| | 3.4.5 | Features of E-tailing | 132 |
| 3.5 | Online | Services | 133 |
| 3.6 | Auctio | ns | 137 |
| | 3.6.1 | Auction Process | 137 |
| 3.7 | Online | Portal | 141 |
| | 3.7.1 | Need of Web Portals for Business | 142 |
| 3.8 | Online | Learning | 142 |
| | 3.8.1 | Advantages of Online Learning | 143 |
| | 3.8.2 | Disadvantages of Online Learning | 143 |
| 3.9 | Web Pu | ıblishing | 144 |
| 3.10 | Online | Entertainment | 145 |
| | 3.10.1 | Types of Services | 145 |
| 3.11 | Online | Shopping | 147 |
| | 3.11.1 | Advantages of Online Shopping | 148 |
| | 3.11.2 | Disadvantages of Online Shopping | 149 |
| | 3.11.3 | Online Stores | 150 |
| 3.12 | Outcon | nes | 151 |
| 3.13 | Review | v Questions | 152 |
| 3.14 | Multip | le Choice Questions | 152 |
| | | Unit-4: HTML | |
| 4.0 | Object | ives | 157 |
| 4.1 | World | Wide Web | 157 |
| | 4.1.1 | Features of WWW | 158 |
| 4.2 | Compo | onents of World Wide Web | 159 |
| 4.3 | UR1 - (| Components of URL | 160 |
| 4.4 | HTML | | 164 |
| 4.5 | Basics | of HTML | 165 |
| | 4.5.1 | Document Body | 168 |
| | 4.5.2 | Background Color and Tilings | 168 |
| | 4.5.3 | HTML Font Colors | 169 |
| | 4.5.4 | Font Size | 170 |
| | 4.5.5 | Font Face | 171 |
| | 4.5.6 | HTML Comments | 171 |
| | 4.5.7 | Paragraph Tag | 172 |
| | 4.5.8 | Heading Tags | 172 |
| 4.6 | Docum | nent Elements | 173 |
| | | | - vii |

| 4.7 | HTML Document Structure 1 | | |
|------|--|-----|--|
| 4.8 | Web Terminologies | 179 | |
| 4.9 | HTML, Head and Body Tags | 180 | |
| 4.10 | Formatting and Hyperlink Creation | 183 | |
| 4.11 | HR, Heading | 189 | |
| 4.12 | Lists | 193 | |
| 4.13 | Tables | 196 | |
| 4.14 | Font Element, Image TAG and Image Formats | 212 | |
| 4.15 | Creation of simple HTML Documents | 215 | |
| 4.16 | Frames | 220 | |
| 4.17 | Forms | 224 | |
| 4.18 | Outcomes | 239 | |
| 4.19 | Review Questions | 239 | |
| 4.20 | Multiple Choice Questions | 240 | |
| | Unit-5: Security and Encryption | | |
| 5.0 | Objectives | 243 | |
| 5.1 | Introduction | 243 | |
| 5.2 | E-Security | 243 | |
| 5.3 | Needs of E-Security | 245 | |
| | 5.3.1 Six Dimensions of E-Commerce Security | 248 | |
| | 5.3.2 Scope of E-Security | 249 | |
| 5.4 | Security Threats in E-Commerce Environment | 250 | |
| | 5.4.1 All E-Security Threats are given below which Analysis by Security Intrusions | 251 | |
| | 5.4.2 Cryptographic Hash Functions | 257 | |
| | 5.4.3 Hackers | 257 | |
| | 5.4.4 Secure Electronic Transaction | 258 | |
| | 5.4.5 Security Socket Layer | 259 | |
| 5.5 | Encryption | 261 | |
| | 5.5.1 History of Encryption | 262 | |
| | 5.5.2 Use Encryption | 262 | |
| 5.6 | Security Channels of Communication | 264 | |
| 5.7 | How to Protect your Network 26 | | |
| 5.8 | Security Issues for Client-Server Service Providers | 267 | |
| 5.9 | Outcomes | 268 | |
| 5.10 | Review Questions | 269 | |
| 5.11 | Network269Multiple Choice Questions269 | | |
| | • • | | |



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 (పశ్నలు | | 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 | విద్యార్ధలకు 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/ ఎలక్ర్రానిక్ 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 | Objecti | ves | 2 | | |
| 1.1 | Introduc | ction | 2 | | |
| 1.2 | Speech | : Tryst with Destiny Jawaharlal Nehru | 2 | | |
| 1.3 | Vacabu | lary | 8 | | |
| | 1.3.1 | In Depth Reading Comprehension | 25 | | |
| | 1.3.2 | Topics for Speech | 25 | | |
| 1.4 | Greetin | gs | 26 | | |
| 1.5 | Introduc | ction | 31 | | |
| | 1.5.1 | Introducing Oneself and Others | 32 | | |
| | 1.5.2 | Examples | 33 | | |
| | 1.5.3 | Practice Exercises | 36 | | |
| | 1.5.4 | Asking Questions and Giving Reply | 38 | | |
| | | 1.5.4.1 Practice Exercises | 40 | | |
| | | Unit-2 | | | |
| 2.0 | Objecti | ves | 44 | | |
| 2.1 | Introduc | ction | 44 | | |
| 2.2 | Speech | :Yes, we can Barack Obama | 45 | | |
| 2.3 | Vocabu | lary | 49 | | |
| 2.4 | A Lead | er should know how to Manage Failure | 49 | | |
| 2.5 | Reques | ts | 55 | | |
| | | Unit-3 | | | |
| 3.0 | Objecti | ves | 64 | | |
| 3.1 | Introduc | ction | 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 | uction | 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 | Descriptions | | 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 | Introduction | | | |
| 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 | 2.3 Land use Change | | |
| | 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 | nality Structure | 8 |
| 1.4 | Theor | ies of Personality | 9 |
| 1.5 | Psyche | odynamics | 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 | Psycho | 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 | Introdu | iction | 41 |
| 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 | Enhano | cing 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 | Leader | ship skills | 79 |
| | 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 | Buildi | ng 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 | Leader | ship Qualities of Mahatma Gandhi | 91 |
| 3.9 | Leader | ship Qualities of Prakasham Pantulu | 92 |
| 3.10 | Leader | ship Qualities of B.R. Ambdkar | 93 |
| 3.11 | Leader | ship Qualities of J.R.D. Tata | 93 |
| | 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



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

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 | 46 |
| | 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 | Review | w Questions | 88 |

ADVANCED ACCOUNTING

As per Choice Based Credit System (CBCS) II - B.Com(Gen & CA) / III - Semester





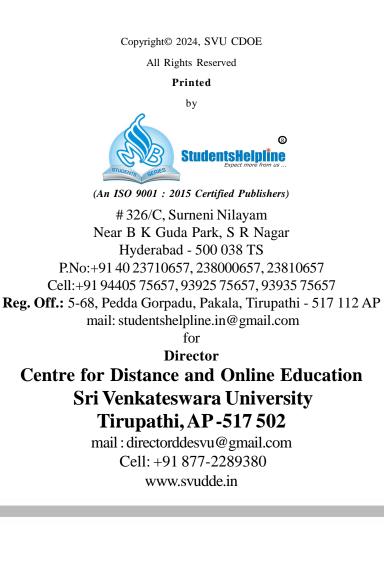
Authors Prof. Venkata Narasiah Dr. Maneiah Dept. of Commerce S.V. University, Tirupati - 517502 AP



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.



IIIrd Semester as per CBCS Advanced Accounting

UNIT-I

Partnership Accounts-I: Meaning – Partnership Deed - Capital Accounts (Fixed and Fluctuating) – Admission of a Partner – Retirement and Death of a Partner (Excluding Joint Life Policy)(Including problems)

UNIT-II

Partnership Accounts-II: Dissolution of Partnership – Insolvency of a Partner (excluding Insolvency of all partners) – Sale to a Company (Including problems)

UNIT-III

Issue if Shares, Debentures, Underwriting and Bonus Shares: Issue of Shares at par, premium and discount - Prorata allotment – Forfeiture and Re-issue of Shares – Issue of Debentures with Conditions of Redemption – Underwriting: Meaning Conditions- Bonus Shares: Meaning – SEBI Guidelines for Issue of Bonus Shares – Accounting of Bonus Shares(Including problems)

UNIT-IV

Comapny Final Accounts and Profit Prior to Incorporation: Companies Act 2013: Structure – General Instructions for preparation of Balance Sheet and Statement of Profit and Loss – Part-I: Form of Balance Sheet – Part-II: Statement of Profit and Loss – Preparation of Final Accounts of Companies - Profits Prior to Incorporation- Accounting treatment. (Including problems)

UNIT-V

Valution of Goodwill and Shares: Valuation of Goodwill: Need – Methods: Average Profits, Super Profits and Capitalization Methods -Valuation of Shares: Need –Net Assets, Yield and Fair Value Methods. (Including problems)

Content Advanced Accounting

| | Unit- I: Partnership Accounts-I | | |
|------|---|---|----|
| 1.0 | Learning Objectives | 1 | 1 |
| 1.1 | Introduction | 1 | 1 |
| 1.2 | Meaning | 2 | 2 |
| | 1.2.1 Features of Partnership | 2 | 2 |
| 1.3 | Partneship Deed | 2 | 2 |
| | 1.3.1 Rights of a Partners | | 3 |
| | 1.3.2 Duties of Partners | 4 | 4 |
| | 1.3.3 Kinds of Partners | (| 6 |
| | 1.3.4 Distribution of Profits | 7 | 7 |
| | 1.3.5 Format of Profit and Loss Appropriation Account | 8 | 8 |
| 1.4 | Capital Accounts (Fixed and Fluctuating) | | 9 |
| | 1.4.1 Interest on Capital | 1 | 11 |
| 1.5 | Admission of a Partner | 1 | 13 |
| | 1.5.1 Calculation of New Profit Sharing Ratio | 1 | 14 |
| | 1.5.2 Treatment of Goodwill | 1 | 15 |
| 1.6 | Retirement of a Partner | | 34 |
| 1.7 | Death of a Partner | | 39 |
| 1.8 | Summary | 4 | 40 |
| 1.9 | Review Questions | 4 | 41 |
| 1.10 | Objective Type Questions | 5 | 53 |
| | Unit- II: Partnership Accounts-II | | |
| 2.0 | Learning Objectives | 5 | 55 |
| 2.1 | Introduction | 5 | 55 |
| 2.2 | Methods of Dissolution | 5 | 56 |
| 2.3 | Accounting Process on Dissolution | 5 | 57 |
| | 2.3.1 Realisation Account | 5 | 57 |
| | 2.3.2 Preparation of Partners' Loan Account | (| 62 |

| | 2.3.3 Preparation of Partner's Capital Accounts | 63 |
|------|--|-----|
| | 2.3.4 Preparation of Cash or Bank Account | 63 |
| | 2.3.5 Preparation of Memorandum Balance Sheet | 63 |
| 2.4 | Insolvency of a Partner | 69 |
| | 2.4.1 Accounting Treatment of Insolvency of Partners | 70 |
| 2.5 | Summary | 78 |
| 2.6 | Questions | 78 |
| 2.8 | Objective Type Questions | 86 |
| | Unit- III: Accounting for Share Capital | |
| 3.0 | Leaning Objectives | 89 |
| 3.1 | Introduction | 89 |
| 3.2 | Meaning of a Company | 90 |
| | 3.2.1 Definitions of Company | 90 |
| | 3.2.2 Characteristics (Features) of a Company | 90 |
| | 3.2.3 Types of Companies | 90 |
| 3.3 | Meaning of Share | 91 |
| 3.4 | Types of Shares | 91 |
| | 3.4.1 Distinction between Equity Share and Preference Share | 92 |
| | 3.4.2 Types (or) Classes of Preference Shares | 92 |
| 3.5 | Meaning of Capital | 93 |
| | 3.5.1 Classes of Capital | 93 |
| 3.6 | Issue of Shares | 94 |
| 3.7 | Book Building | 104 |
| 3.8 | Right Issues | 109 |
| 3.9 | Debentures | 117 |
| 3.10 | Meaning of Debentures | 118 |
| | 3.10.1 Characteristics of Debentures | 118 |
| | 3.10.2 Difference between Shares and Debentures | 118 |
| 3.11 | Types of Debentures | 119 |
| 3.12 | Issue of Debentures | 120 |
| | 3.12.1 Issue of Debentures for Cash | 120 |
| | 3.12.2 Issue of Debentures for Consideration other than Cash | 125 |
| | 3.12.3 Debentures Issued as a Collateral Security | 133 |
| | | |

| 3.13 | Interest of Debentures | 133 |
|------|---|-----|
| 3.14 | Redemption of Debentures | 136 |
| | 3.14.1 Redemption after the expiry of Stipulated Period of Time | 136 |
| | 3.14.2 Insurance Policy Method | 140 |
| | 3.14.3 Redemption by Drawings by Lot | 141 |
| | 3.14.4 Redemption by "Conversion" | 142 |
| 3.15 | Bonus Shares | 148 |
| 3.16 | SEBI Guidenines on the issue of Bonus Shares | 149 |
| 3.17 | Free reserves that can be used for issue of Bonus shares | 150 |
| | 3.17.1 Difference between Bonus Shares and Right Shares | 150 |
| 3.18 | Accounting Treatment | 151 |
| 3.19 | Summary | 155 |
| 3.20 | Review Questions | 156 |
| 3.21 | Objective Type Questions | 166 |
| | Unit- IV: Comapany Final Accounts & Profitprior to Incorporation | |
| 4.0 | Leaning Objectives | 173 |
| 4.1 | Introduction | 173 |
| 4.2 | Meaning of a Companies | 173 |
| 4.3 | Kinds of Companies | 174 |
| 4.4 | Classes of Capital | 175 |
| 4.5 | Books of Accounts | 176 |
| | 4.5.1 Uses and Importance of Final Accounts | 177 |
| | 4.5.2 Limitations of Final Accounts | 178 |
| 4.6 | Features of Revised Schedule VI | 179 |
| | 4.6.1 Balance Sheet | 179 |
| | 4.6.2 Statement of Profit and Loss | 180 |
| 4.7 | Format of Revised Schedule VI | 180 |
| 4.8 | Balance Sheet of a Company as per Revised Schedule III of the | |
| | Companies Act 2013 | 186 |
| 4.9 | Profit and Loss Statement | 191 |
| | 4.9.1 General Instructions for Preparation of Statement of Profit and Loss | 192 |
| 4.10 | Profit Prior to Incorporation | 216 |

| 4.11 | Meaning | 216 |
|------|--|-----|
| 4.12 | Ascertinment of Profit or Loss Prior to Incorporation | 216 |
| 4.13 | Treatment of Profit or Loss Prior to Incorporation | 218 |
| 4.14 | Summary | 221 |
| 4.15 | Review Questions | 222 |
| 4.16 | Objective Type Questions | 234 |
| | Unit- V: Valuation of Goodwill and Shares | |
| 5.0 | Learning Objectives | 239 |
| 5.1 | Introduction | 239 |
| 5.2 | Goodwill | 240 |
| | 5.2.1 Definitions | 240 |
| | 5.2.2 The Goodwill Possessed by a firm may be of the following | 240 |
| | 5.2.3 Characteristics of Goodwill | 241 |
| | 5.2.4 Sources of Goodwill | 241 |
| | 5.2.5 Features of Goodwill | 241 |
| | 5.2.6 Nature of Good will | 241 |
| | 5.2.7 Need for Valuation of Goodwill | 242 |
| | 5.2.8 Factors Influencing Valuation of Goodwill | 242 |
| 5.3 | Classification of Goodwill | 243 |
| 5.4 | Methods of Valution of Goodwill | 244 |
| | 5.4.1 Normal Profits Method | 244 |
| | 5.4.2 Super Profits Method | 250 |
| | 5.4.3 Capitalization of Profits Method | 255 |
| 5.5 | Valuation of Shares | 257 |
| | 5.5.1 Need for Valuation of Shares | 257 |
| | 5.5.2 Factors Influencing Valuation | 257 |
| 5.6 | Methods of Valution of Shares | 260 |
| | 5.6.1 Net Assets Value Method | 260 |
| | 5.6.2 Yield Basis Method | 266 |
| | 5.6.3 Fair Value Method | 269 |
| 5.7 | Summary | 270 |
| 5.8 | Review Questions | 270 |
| | | |

BUSINESS STATISTICS

II - B.Com(Gen & CA) / III - Semester

As per Choice Based Credit System (CBCS)





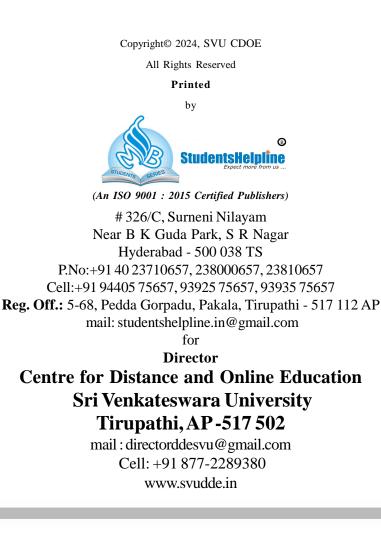
Authors Dr. Maneiah Dr. Ram Babu Dept. of Commerce S.V. University, Tirupati - 517502 AP



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.



II- Degree/ III- Semester Business Statistics

Unit 1: Introduction to Statistics

Definition, importance and limitations of statistics - Collection of data - Schedule and questionnaire – Frequency distribution – Tabulation -Diagrammatic and graphic presentation of data using Computers (Excel).

Unit 2: Measures of Central Tendency

Characteristics of measures of Central Tendency-Types of Averages – Arithmetic Mean, Geometric Mean, Harmonic Mean, Median, Mode, Deciles, Percentiles, Properties of averages and their applications.

Unit 3: Measures of Dispersion and Skewness

Properties of dispersion-Range-Quartile Deviation – Mean Deviation-Standard Deviation- Coefficient of Variation-Skewness definition-Karl Pearson's and Bowley's Measures of skewness-Normal Distribution.

Unit 4: Measures of Relation

Meaning and use of correlation – Types of correlation-Karlpearson's correlation coefficient – Spearman's Rank correlation-probable error-Calculation of Correlation by Using Computers. Regression analysis comparison between correlation and Regression – Regression Equations-Inter-

pretation of Regression Co-efficient.

Unit 5: Analysis of Time Series & Index Numbers

Components of Time series- Measurement of trend and Seasonal Variations – Index Numbers-Methods of Construction of Index Numbers – Price Index Numbers – Quantity Index Numbers – Tests of Adequacy of Index Numbers – Cost of Index Numbers-Limitations of Index Numbers – Use of Computer Software.

Detailed Contents BUSINESS STATISTICS

| S.No | Chapter Name | Page No |
|------|--|-----------|
| 1. | Introduction of Statistics | 1 - 20 |
| 2. | Collection of Data | 21 - 62 |
| 3. | Diagrammatic and Graphic Presentation of Data | 63 - 104 |
| 4. | Arithmetic Mean | 105 - 136 |
| 5. | Harmonic Mean and Other Mathemetical Averages | 137 - 162 |
| 6. | Positional Averages (Median, Quartiles, Deciles and Percentiles) | 163 - 186 |
| 7. | Mode | 187 - 204 |
| 8. | Quartile Deviation and Mean Deviation | 205 - 228 |
| 9. | Standard Deviation | 229 - 262 |
| 10. | Skewness | 263 - 290 |
| 11. | Correlation Analysis: Graphic Methods | 291 - 306 |
| 12. | Algebraic Methods of Correlation Analysis | 307 - 336 |
| 13. | Regression Analysis | 337 - 368 |
| 14. | Analysis of Time Series | 369 - 386 |
| 15. | Algebraic and Other Method | 387 - 424 |
| 16. | Weighted Index Numbers | 425 - 452 |

Programming in 'C'

II - B.Com(CA) / III - Semester

As per Choice Based Credit System (CBCS)





Authors Dr. K. Maneiah Dr. S. Siva Sankar Dept. of Commerce S.V. University, Tirupati - 517502 AP

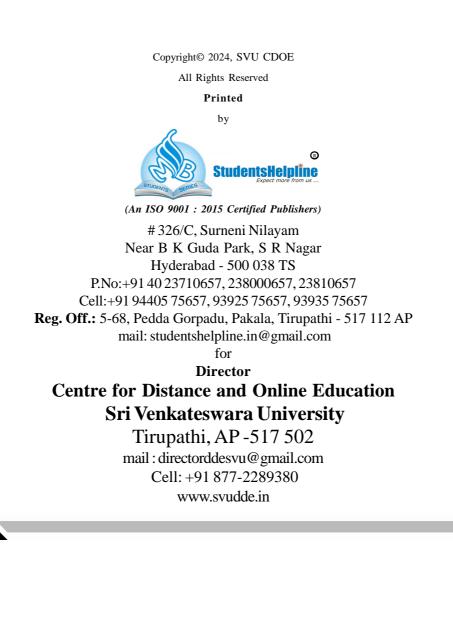


Centre for Distance and Online Education Sri Venkateswara University **Tirupathi, AP-517 502** Year: 2024

ii

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.



Detailed Contents

Programming in 'C'

| | Unit-I: Algorithms and Programming Languages | |
|------------|---|----------|
| 1.0 | Aims and Objectives | 1 |
| 1.1 | Introduction of Algorithms | 1 |
| 1.2 | Characteristics of an Algorithm | 2 |
| 1.3 | Strategy for Designing Algorithms | 3 |
| 1.4 1.5 | Different Ways of Stating Algorithms | 4 4 |
| 1.5 | Structured Programming Concept Simple Examples of the Algorithm | 4 5 |
| 1.0 | Pseudo Code | 5 |
| 1.7 | 1.7.1 Pseudo Code Rules | 0 7 |
| | 1.7.2 Advantages of Pseudo Codes | 7 |
| | 1.7.3 Limitations of Pseudo Codes | 8 |
| 1.8 | Flowcharts | 8 |
| 1.0 | 1.8.1 Types of Flow Charts | 9 |
| | 1.8.2 Advantages of Flowcharts | 9 10 |
| | 1.8.3 Limitations of Flowcharts | 10 |
| | 1.8.4 Differences between Flowchart and Algorithm | 11 |
| | 1.8.5 Simple Examples of the Flowchart | 11 |
| 1.9 | Programming Languages | 11 |
| 1.9 | 1.9.1 Generation of Programming Languages | 12 |
| | 1.9.2 Differences between High Level and Low Level Languages | 14 |
| 1 10 | Design and Implementation of Correct, Efficient and Maintainable Programs | 14 |
| | Applying the Software Development Method | 14 |
| | Additional Programs | 10 |
| | Summary | 17 |
| | Review Questions | 19 |
| | Multiple Choice Questions | 20 |
| 1.15 | Unit-II : Introduction to 'C', Data Types and I/O Operations | 20 |
| 2.0 | Aims and Objectives | 21 |
| 2.0 | Introduction of C | 21 |
| 2.1 | Characteristics of 'C' Language | 21 |
| 2.2 | 'C' Features | 23 24 |
| 2.3 | 'C' Limitations | 24 |
| 2.4 | Basic Structure of 'C' Language | 24 |
| 2.6 | Writing the First C Program, Comments | 27 |
| 2.0 | 2.6.1 Compiling and Executing C Programs | 28 |
| | 2.6.2 Linking the C program | 20 |
| | 2.6.3 Pre-processors in "C" | 29 |
| 2.7 | Program Statements | 30 |
| 2.8 | C Tokens(Types and I/O operations) | 30 31 |
| 2.0 | 2.8.1 Keywords | 31 |
| | 2.8.2 Identifiers | 31 |
| | 2.8.3 Constants | 32 32 |
| | 2.8.4 Escape Sequences | 32 34 |
| | 2.8.5 Special Symbols | 34 |
| | 2.8.6 'C' Operators | 34 |
| | | 54 |

| | 2.8.7 Variables | 35 |
|--|---|--|
| | 2.8.7.1 Declaring Variables | 37 |
| | 2.8.7.2 Initializing Variables | 37 |
| | 2.8.7.3 Assigning Values to Variables | 38 |
| 2.9 | Basic Data Types in C | 39 |
| 2.10 | Operators | 42 |
| | 2.10.1 Arithmetic Operators | 43 |
| | 2.10.2 Relational Operators | 45 |
| | 2.10.3 Logical Operators | 47 |
| | 2.10.4 Assignement Operators | 49 |
| | 2.10.5 Increment and Decrement Operators | 52 |
| | 2.10.6 Conditional Operators | 53 |
| | 2.10.7 Bitwise Operators | 55 |
| | 2.10.8 Special Operators | 60 |
| 2.11 | Expressions and Evaluation | 63 |
| 2.12 | Precedence and Associativity | 66 |
| 2.13 | Type Conversions | 69 |
| 2.14 | Type Casting | 70 |
| 2.15 | Macros | 72 |
| 2.16 | Input and Output Functions | 78 |
| | 2.16.1 Formatted Input and Output Functions | 80 |
| | 2.16.2 Non-formatted Input and Output Functions | 82 |
| 2.17 | Additional Programs | 83 |
| 2.18 | Summary Review Questions | 85 |
| 0 10 | Review (mestions | 85 |
| 2.19 | | |
| 2.19 2.20 | Multiple Choice Questions | 86 |
| 2.20 | Multiple Choice Questions Unit-III: Decision Control and Looping Statements | 86 |
| 2.20 3.0 | Multiple Choice Questions Unit-III: Decision Control and Looping Statements | 86 87 |
| 2.20 3.0 3.1 | Multiple Choice Questions Unit-III: Decision Control and Looping Statements Aims and Objectives Introduction | 86 87 87 |
| 2.20 3.0 3.1 3.2 | Multiple Choice Questions Unit-III: Decision Control and Looping Statements Aims and Objectives Introduction Statements | 86 87 87 88 |
| 2.20 3.0 3.1 | Multiple Choice Questions Unit-III: Decision Control and Looping Statements Introduction Statements Decision Making (or) Conditional Branching Statements | 86 87 87 88 88 |
| 2.20 3.0 3.1 3.2 | Multiple Choice Questions Unit-III: Decision Control and Looping Statements Aims and Objectives Introduction Statements Decision Making (or) Conditional Branching Statements 3.3.1 if, if-else, nested if, nested if-else, else-if and nested if-else Statements | 86 87 87 88 88 88 88 |
| 2.20 3.0 3.1 3.2 | Multiple Choice Questions Unit-III: Decision Control and Looping Statements Aims and Objectives Introduction Statements Decision Making (or) Conditional Branching Statements 3.3.1 if, if-else, nested if, nested if-else, else-if and nested if-else Statements 3.3.1.1 if Statement | 86 87 88 88 88 88 88 |
| 2.20 3.0 3.1 3.2 | Multiple Choice Questions Unit-III: Decision Control and Looping Statements Aims and Objectives Introduction Statements Decision Making (or) Conditional Branching Statements 3.3.1 if, if-else, nested if, nested if-else, else-if and nested if-else Statements 3.3.1.1 if Statement 3.3.1.2 if-else Statement | 86 87 88 88 88 88 88 88 90 |
| 2.20 3.0 3.1 3.2 | Multiple Choice Questions Unit-III: Decision Control and Looping Statements Aims and Objectives Introduction Statements Decision Making (or) Conditional Branching Statements 3.3.1 if, if-else, nested if, nested if-else, else-if and nested if-else Statements 3.3.1.1 if Statement 3.3.1.2 if-else Statement 3.3.1.3 nested if Statements | 86 87 88 88 88 88 88 90 91 |
| 2.20 3.0 3.1 3.2 | Multiple Choice Questions Unit-III: Decision Control and Looping Statements Aims and Objectives Introduction Statements Decision Making (or) Conditional Branching Statements 3.3.1 if, if-else, nested if, nested if-else, else-if and nested if-else Statements 3.3.1.1 if Statement 3.3.1.2 if-else Statement 3.3.1.3 nested if Statements 3.3.1.4 else-if Statement | 86 87 88 88 88 88 90 91 92 |
| 2.20 3.0 3.1 3.2 | Multiple Choice Questions Unit-III: Decision Control and Looping Statements Aims and Objectives Introduction Statements Decision Making (or) Conditional Branching Statements 3.3.1 if, if-else, nested if, nested if-else, else-if and nested if-else Statements 3.3.1.1 if Statement 3.3.1.2 if-else Statement 3.3.1.3 nested if Statements 3.3.1.4 else-if Statement 3.3.1.5 Dangling else Problem | 86 87 88 88 88 88 90 91 92 93 |
| 2.20 3.0 3.1 3.2 | Multiple Choice Questions Unit-III: Decision Control and Looping Statements Aims and Objectives Introduction Statements Decision Making (or) Conditional Branching Statements 3.3.1 if, if-else, nested if, nested if-else, else-if and nested if-else Statements 3.3.1.1 if Statement 3.3.1.2 if-else Statement 3.3.1.3 nested if Statements 3.3.1.4 else-if Statement 3.3.1.5 Dangling else Problem 3.3.1.6 nested if-else Statements | 86 87 88 88 88 88 90 91 92 93 94 |
| 2.20 3.0 3.1 3.2 3.3 | Multiple Choice Questions Unit-III: Decision Control and Looping Statements Aims and Objectives Introduction Statements Decision Making (or) Conditional Branching Statements 3.3.1 if, if-else, nested if, nested if-else, else-if and nested if-else Statements 3.3.1.1 if Statement 3.3.1.2 if-else Statement 3.3.1.3 nested if Statements 3.3.1.4 else-if Statement 3.3.1.5 Dangling else Problem 3.3.1.6 nested if-else Statements 3.3.2 | 86 87 88 88 88 88 90 91 92 93 94 95 |
| 2.20 3.0 3.1 3.2 | Multiple Choice Questions Unit-III: Decision Control and Looping Statements Aims and Objectives Introduction Statements Decision Making (or) Conditional Branching Statements 3.3.1 if, if-else, nested if, nested if-else, else-if and nested if-else Statements 3.3.1.1 if Statement 3.3.1.2 if-else Statement 3.3.1.3 nested if Statements 3.3.1.4 else-if Statement 3.3.1.5 Dangling else Problem 3.3.1.6 nested if-else Statements 3.3.2 Switch case Statements Iterative Statements (or) Loop Statements | 86 87 88 88 88 88 90 91 92 93 94 95 98 |
| 2.20 3.0 3.1 3.2 3.3 | Multiple Choice Questions Unit-III: Decision Control and Looping Statements Aims and Objectives Introduction Statements Decision Making (or) Conditional Branching Statements 3.3.1 if, if-else, nested if, nested if-else, else-if and nested if-else Statements 3.3.1.1 if Statement 3.3.1.2 if-else Statement 3.3.1.3 nested if Statements 3.3.1.4 else-if Statement 3.3.1.5 Dangling else Problem 3.3.1.6 nested if-else Statements 3.3.2 Switch case Statements 1terative Statements (or) Loop Statements 3.4.1 while loop/while Statements | 86 87 88 88 88 88 90 91 92 93 94 95 98 98 |
| 2.20 3.0 3.1 3.2 3.3 | Multiple Choice Questions Unit-III: Decision Control and Looping Statements Aims and Objectives Introduction Statements Decision Making (or) Conditional Branching Statements 3.3.1 if, if-else, nested if, nested if-else, else-if and nested if-else Statements 3.3.1.1 if Statement 3.3.1.2 if-else Statement 3.3.1.3 nested if Statements 3.3.1.4 else-if Statement 3.3.1.5 Dangling else Problem 3.3.1.6 nested if-else Statements 3.3.2 Switch case Statements 3.4.1 while loop/while Statements 3.4.2 do-while Loop/do-while Statements | 86 87 88 88 88 88 90 91 92 93 94 95 98 98 98 100 |
| 2.20 3.0 3.1 3.2 3.3 | Multiple Choice Questions Unit-III: Decision Control and Looping Statements Aims and Objectives Introduction Statements Decision Making (or) Conditional Branching Statements 3.3.1 if, if-else, nested if, nested if-else, else-if and nested if-else Statements 3.3.1.1 if Statement 3.3.1.2 if-else Statement 3.3.1.3 nested if Statements 3.3.1.4 else-if Statement 3.3.1.5 Dangling else Problem 3.3.1.6 nested if-else Statements 3.3.2 Switch case Statements 3.4.1 while loop/while Statements 3.4.1 while loop/while Statements 3.4.3 for Loop/for Statements | 86 87 87 88 88 88 90 91 92 93 94 95 98 98 100 102 |
| 2.20 3.0 3.1 3.2 3.3 | Multiple Choice Questions Unit-III: Decision Control and Looping Statements Aims and Objectives Introduction Statements Decision Making (or) Conditional Branching Statements 3.3.1 if, if-else, nested if, nested if-else, else-if and nested if-else Statements 3.3.1.1 if Statement 3.3.1.2 if-else Statement 3.3.1.3 nested if Statements 3.3.1.4 else-if Statement 3.3.1.5 Dangling else Problem 3.3.1.6 nested if-else Statements 3.3.2 Switch case Statements 3.4.1 while loop/while Statements 3.4.2 do-while Loop/do-while Statements 3.4.3 for Loop/for Statements 3.4.4 Use of Comma Operator in for Loop | 86 87 87 88 88 88 90 91 92 93 94 95 98 98 100 102 103 |
| 2.20 3.0 3.1 3.2 3.3 | Multiple Choice Questions Unit-III: Decision Control and Looping Statements Aims and Objectives Introduction Statements Decision Making (or) Conditional Branching Statements 3.3.1 if, if-else, nested if, nested if-else, else-if and nested if-else Statements 3.3.1.1 if Statement 3.3.1.2 if-else Statement 3.3.1.3 nested if Statements 3.3.1.4 else-if Statement 3.3.1.5 Dangling else Problem 3.3.1.6 nested if-else Statements 3.3.2 Switch case Statements 3.4.1 while loop/while Statements 3.4.1 while loop/while Statements 3.4.3 for Loop/for Statements | 86 87 87 88 88 88 90 91 92 93 94 95 98 98 100 102 103 105 |
| 2.20 3.0 3.1 3.2 3.3 3.4 | Multiple Choice Questions Unit-III: Decision Control and Looping Statements Aims and Objectives Introduction Statements Decision Making (or) Conditional Branching Statements 3.3.1 if, if-else, nested if, nested if-else, else-if and nested if-else Statements 3.3.1.1 if Statement 3.3.1.2 if-else Statement 3.3.1.3 nested if Statements 3.3.1.4 else-if Statement 3.3.1.5 Dangling else Problem 3.3.1.6 nested if-else Statements 3.3.2 Switch case Statements 3.4.1 while loop/while Statements 3.4.2 do-while Loop/do-while Statements 3.4.3 for Loop/for Statements 3.4.4 Use of Comma Operator in for Loop 3.4.5 Differences for while, do-while and for loop Nested Loops | 86 87 87 88 88 88 90 91 92 93 94 95 98 98 100 102 103 105 105 |
| 2.20 3.0 3.1 3.2 3.3 | Multiple Choice Questions Unit-III: Decision Control and Looping Statements Aims and Objectives Introduction Statements Decision Making (or) Conditional Branching Statements 3.3.1 if, if-else, nested if, nested if-else, else-if and nested if-else Statements 3.3.1.1 if Statement 3.3.1.2 if-else Statement 3.3.1.3 nested if Statements 3.3.1.4 else-if Statement 3.3.1.5 Dangling else Problem 3.3.1.6 nested if-else Statements 3.3.2 Switch case Statements 3.4.1 while loop/while Statements 3.4.2 do-while Loop/do-while Statements 3.4.3 for Loop/for Statements 3.4.4 Use of Comma Operator in for Loop 3.4.5 Differences for while, do-while and for loop Nested Loops Special Control Statement | 86 87 87 88 88 88 90 91 92 93 94 95 98 98 100 102 103 105 105 109 |
| 2.20 3.0 3.1 3.2 3.3 3.4 | Multiple Choice Questions Unit-III: Decision Control and Looping Statements Aims and Objectives Introduction Statements Decision Making (or) Conditional Branching Statements 3.3.1 if, if-else, nested if, nested if-else, else-if and nested if-else Statements 3.3.1.1 if Statement 3.3.1.2 if-else Statement 3.3.1.3 nested if Statement 3.3.1.4 else-if Statement 3.3.1.5 Dangling else Problem 3.3.1.6 nested if-else Statements 3.3.1.7 by Battements 3.3.1.8 if-else Statements 3.3.1.9 glese Problem 3.3.1.6 nested if-else Statements 3.3.1.7 by Battements 3.3.1.8 if-else Statements 3.3.1.9 case Statements 3.4.1 while loop/do-while Statements 3.4.2 do-while Loop/do-while Statements 3.4.3 for Loop/for Statements 3.4.4 Use of Comma Operator in for Loop 3.4.5 Differences for while, do-while and for loop Nested Loops Special Control Statement | 86 87 87 88 88 88 90 91 92 93 94 95 98 98 100 102 103 105 109 110 |
| 2.20 3.0 3.1 3.2 3.3 3.4 | Multiple Choice Questions Unit-III: Decision Control and Looping Statements Aims and Objectives Introduction Statements Decision Making (or) Conditional Branching Statements 3.3.1 if, if-else, nested if, nested if-else, else-if and nested if-else Statements 3.3.1.1 if Statement 3.3.1.2 if-else Statement 3.3.1.3 a.3.1.4 else-if Statement 3.3.1.5 Dangling else Problem 3.3.1.6 nested if-else Statements 3.3.1.6 nested if-else Statements 3.3.1.6 nested if-else Statements 3.3.1.6 nested if-else Statements 3.3.1.6 nested if-else Statements 3.3.1.6 nested if-else Statements 3.4.1 while loop/while Statements 3.4.2 do-while Loop/do-while Statements 3.4.3 for Loop/for Statements 3.4.4 Use of Comma Operator in for Loop 3.4.5 Differences for while, do-while and for loop Nested Loops Special Control Statement 3.6. | 86 87 87 88 88 88 90 91 92 93 94 95 98 98 100 102 103 105 105 109 110 111 |
| 2.20 3.0 3.1 3.2 3.3 3.4 | Multiple Choice Questions Unit-III: Decision Control and Looping Statements Aims and Objectives Introduction Statements Decision Making (or) Conditional Branching Statements 3.3.1 if, if-else, nested if, nested if-else, else-if and nested if-else Statements 3.3.1.1 if Statement 3.3.1.2 if-else Statement 3.3.1.3 a.3.1.4 else-if Statement 3.3.1.5 Dangling else Problem 3.3.1.6 nested if-else Statements 3.3.1.6 nested if-else Statements 3.3.1.6 nested if-else Statements 3.3.1.6 nested if-else Statements 3.3.1.6 nested if-else Statements 3.3.1.6 nested if-else Statements 3.4.1 while loop/while Statements 3.4.2 do-while Loop/do-while Statements 3.4.3 for Loop/for Statements 3.4.4 Use of Comma Operator in for Loop 3.4.5 Differences for while, do-while and for loop Nested Loops Special Control Statement 3.6. | 86 87 87 88 88 88 90 91 92 93 94 95 98 98 100 102 103 105 109 110 |

| | 3.6.6 | Difference between break and continue Statements | 117 |
|------|------------|---|-----|
| | 3.6.7 | null Statement | 117 |
| 3.7 | | al Programs | 118 |
| 3.8 | Summary | | 121 |
| 3.9 | Review (| | 121 |
| 3.10 | | Choice Questions | 121 |
| | 1 | Unit-IV: Arrays | |
| 4.0 | Aims and | 1 Objectives | 123 |
| 4.1 | Introduct | | 123 |
| 4.2 | Arrays C | Concepts | 124 |
| | 4.2.1 | Declaration of Arrays | 125 |
| | 4.2.2 | Initialization of Arrays | 128 |
| | 4.2.3 | Accessing Array Elements | 130 |
| | 4.2.4 | Storing Array Elements | 131 |
| 4.3 | Calculati | ng the Length of the Array | 133 |
| 4.4 | Using Arr | rays in C | 134 |
| | 4.4.1 | Performing Operations on Arrays | 134 |
| | 4.4.2 | Arrays Limitations | 137 |
| 4.5 | Types of | Arrays | 137 |
| | 4.5.1 | One dimentional Arrays | 137 |
| | 4.5.2 | Two dimentional Arrays | 139 |
| | 4.5.3 | Multidimentional Arrays | 141 |
| | 4.5.4 | Comparison of Singledimensional and Multidimensional Arrays | 143 |
| | 4.5.5 | Character Arrays | 144 |
| 4.6 | Inter fun | ction communication | 145 |
| | 4.6.1 | Addition of Arrays | 147 |
| | 4.6.2 | Subtraction of Arrays | 147 |
| | 4.6.3 | Multiplication of Arrays | 149 |
| 4.7 | Sparse M | Iatrices | 150 |
| 4.8 | Addition | al Examples | 153 |
| 4.9 | Summary | - | 154 |
| 4.10 | Review 0 | Questions | 154 |
| 4.11 | Multiple | Choice Questions | 155 |
| | | Unit-V : Strings | |
| 5.0 | Aims and | d Objectives | 157 |
| 5.1 | Introduc | tion | 157 |
| 5.2 | Strings C | Concepts | 157 |
| | 5.2.1 | Declaration of Strings | 158 |
| | 5.2.2 | Initialization of Strings | 158 |
| 5.3 | String He | eader or 'C' Library Functions for Strings | 159 |
| 5.4 | Null-tern | ninated string | 160 |
| 5.5 | 'C' String | gs | 160 |
| 5.6 | String In | put/Output functions(Reading and Writing strings) | 162 |
| | 5.6.1 | getchar() Function | 162 |
| | 5.6.2 | scanf() Function | 163 |
| | 5.6.3 | gets() Function | 164 |
| 5.7 | Arrays of | | 164 |
| 5.8 | - | andling/Manipulation Functions | 166 |
| | | ader files in "ctype.h" | 169 |
| 5.9 | String/Da | ata Conversion | 171 |
| | 5.9.1 Su | ppressive Input | 172 |
| 5.10 | String Ta | axonomy | 173 |
| | | | |

v

| 5.11 | Miscellaneous String Functions | 174 |
|--------------|---|------------|
| 5.12 | String Input/Output Functions | 176 |
| 5.13 | Additional Examples | 177 |
| 5.14 | Summary | 179 |
| 5.15 | Review Questions | 179 |
| 5.16 | Multiple Choice Questions | 179 |
| | Unit-VI: Functions | |
| 6.0 | Aims and Objectives | 181 |
| 6.1 | Introduction | 181 |
| 6.2 | Concept of Function | 181 |
| | 6.2.1 Purpose of Function | 182 |
| 6.3 | Using Functions | 183 |
| | 6.3.1 Function Prototype Declaration | 183 |
| | 6.3.2 Function Definition | 184 |
| | 6.3.3 Function Calling | 185 |
| | 6.3.4 Designing Structured Programs | 186 |
| | 6.3.4.1 Defining and Accessing of Functions | 186 |
| | 6.3.5 Return Statement | 187 |
| | 6.3.6 Characteristics of Function | 188 |
| | 6.3.7 Advantages of Functions | 189 |
| 6.4 | Passing Arguments (or) Passing Parameters | 189 |
| | 6.4.1 Call-by-Value Vs Call-by-reference | 190 |
| | 6.4.2 Differences between Call-by-Value and Call-by-reference | 192 |
| | 6.4.3 Passing Variable Number of Arguments to a Function | 194 |
| 6.5 | Formal Parameters and Actual Parameters | 196 |
| 6.6 | Void Functions | 196 |
| 6.7 | Function Invocation and Function Execution | 197 |
| 6.8 | Nesting of Functions | 198 |
| 6.9 | User defined functions | 199 |
| 6.10 | Standard/Library functions | 204 |
| 6.11 | Static functions | 207 |
| 6.12 | Scope of Variables | 209 |
| | 6.12.1 Scope rules | 209 |
| 6.13 | Storage classes | 211 |
| | 6.13.1 auto Storage class | 211 |
| | 6.13.2 extern Storage class | 211 |
| | 6.13.3 register Storage class | 211 |
| | 6.13.4 static Storage class | 212 |
| 6.1.1 | 6.13.5 Comparison of Different Storage Class Variables | 213 |
| 6.14 | Passing Arrays to Functions | 213 |
| 6.15 | Type Qualifiers | 214 |
| 6.16 | Inline Functions | 214 |
| 6.17 | Recursion | 215 |
| | 6.17.1 Recursive functions | 215 |
| | 6.17.2 Advantages of Recursion | 216 |
| | 6.17.3 Limitations of Recursion | 216 |
| 6 1 9 | 6.17.4 Types of Recursion | 217 |
| 6.18 6.19 | Towers of Hanoi Recursion vs Iteration | 218 220 |
| 6.20 | Preprocessor Commands | 220 |
| 6.20 6.21 | Built-in functions | 221 |
| 0.21 | 6.21.1 Date Functions | 223 |
| | 0.21.1 Date 1 unetions | 224 |

| 6.22 | User defined functions | 225 |
|------|--|-----|
| | 6.22.1 Need for User Defined Functions | 225 |
| | 6.22.2 Return Values and Their Types | 226 |
| 6.23 | Additional Programs | 227 |
| 6.24 | Summary | 229 |
| 6.25 | Review Questions | 229 |
| 6.26 | Multiple Choice Questions | 230 |

Unit-VII: Pointers

| 7.0 | Aims and Objectives | 231 |
|------|---|-------|
| 7.1 | Introduction | 231 |
| 7.2 | Pointers | 231 |
| | 7.2.1 Declaring Pointer Variables | 231 |
| | 7.2.2 Assigning Pointers | 233 |
| | 7.2.3 Initialization of a Pointer | 233 |
| | 7.2.4 Accessing a Pointer's Contents | 232 |
| 7.3 | Address and Indirection Operator | 235 |
| 7.4 | Uses of Pointers | 236 |
| 7.5 | Drawbacks(or)Disadvantages of Pointers | 236 |
| 7.6 | Arrays and Pointers | 236 |
| | 7.6.1 Relationship between Pointers and Arrays | 237 |
| | 7.6.2 Accessing Elements of Two-Dimensional Array | 238 |
| | 7.6.3 Pointer and Multidimensional Arrays | 239 |
| 7.7 | Array of Pointers | 240 |
| 7.8 | Memory Usage in Pointers, Dynamic Memory Allocation | 240 |
| 7.9 | Pointer Arithmetic and Arrays | 243 |
| 7.10 | Pointers to Pointers | 244 |
| 7.11 | Pointers to void | 246 |
| 7.12 | Null Pointers | 247 |
| 7.13 | Pointers for inter function communication | 248 |
| 7.14 | Pointers and Strings | 249 |
| 7.15 | Passing Array to Function | 250 |
| 7.16 | Dangling Pointers | 253 |
| 7.17 | Pointer to Array | 253 |
| 7.18 | Function Pointers | 254 |
| | 7.18.1 Pointers to Functions | 255 |
| 7.19 | Generic Pointers | 258 |
| 7.20 | Pointer Expressions and Pointer Arithmetic | 259 |
| 7.21 | Passing Arguments to Functions using Pointer | 259 |
| 7.22 | Memory usage in Pointers | 260 |
| 7.23 | Difference between Array Name and Pointer | 261 |
| 7.24 | Additional Programs | 262 |
| 7.25 | Summary | 263 |
| 7.26 | Review Questions | 263 |
| 7.27 | Multiple Choice Questions | 264 |
| | Unit-VIII: Structure, Union and Enumerated Data Types | |
| 8.0 | Aims and Objectives | 265 |
| 8.1 | Introduction | 265 |
| 8.2 | Declaring a Structure and its Members | 265 |
| | 8.2.1 The Type Definition (typedef) | 266 |
| 8.3 | Initialization of a Structure | 268 |
| 8.4 | Accessing members of a Structure | 269 |
| 8.5 | Assigning Values/Operations on Structures | 270 |
| | 0 0 T | = 1 0 |

vii

| 8.6 | Size of a Structure | 271 |
|--------------|---|------------|
| | 8.6.1 Using Sizeof Operator | 271 |
| | 8.6.2 Without Using Sizeof Operator | 272 |
| 8.7 | Array of Structures | 273 |
| 8.8 | Differences between Arrays and Structure | 273 |
| 8.9 | Nested Structures | 274 |
| 8.10 | Structures and Functions | 274 |
| 8.11 | Self referential Structures | 278 |
| 8.12 | Passing Structures through Pointers | 278 |
| 8.13 | Structures containing Arrays | 280 |
| 8.14 | Structures containing Pointers | 281 |
| 8.15 | Bit fields | 282 |
| 8.16 | Introduction to Unions | 283 |
| 0 17 | 8.16.1 Declaring a Union and its Members Initialization of a Union | 283 285 |
| 8.17 8.18 | Accessing members of Union | 285 |
| 8.18 | Arrays of Unions Variables | 286 |
| 8.20 | Structures Vs Unions | 280 |
| 8.20 | Command-line arguments | 287 |
| 8.21 | Enumerated Data Types | 287 |
| 8.22 | Additional Programs | 209 |
| 8.24 | Summary | 293 |
| 8.25 | Review Questions | 293 |
| 8.26 | Multiple Choice Questions | 294 |
| | Unit-IX: Files in C | |
| 9.0 | Aims and Objectives | 295 |
| 9.1 | Introduction | 295 |
| 9.2 | Using Files C | 296 |
| 9.3 | Types of Files | 296 |
| | 9.3.1 Differences between Text and Binary Files | 297 |
| 9.4 | File Structure | 297 |
| 9.5 | Streams | 298 |
| 9.6 | File Operations | 299 |
| | 9.6.1 Opening Files | 300 |
| | 9.6.2 Reading Files | 302 |
| | 9.6.3 Writing to a Files | 302 |
| | 9.6.4 Closing Files | 303 |
| | 9.6.5 State of File | 305 |
| 9.7 | Overview of Functions | 305 |
| 9.8 | File Input/Output Functions (Standard Library Input/Output Functions for Files) | 307 |
| | 9.8.1 fread() Function | 308 |
| | 9.8.2 fwrite() Function | 308 |
| 9.9 | File Handling in C | 309 |
| 9.10 | File Status Functions | 310 |
| 0.11 | 9.10.1 Error Handling during File Operations | 310 |
| 9.11 | Positioning Functions (fseek, rewind and ftell) | 311 |
| 9.12 | Detecting the End-of-file | 312 |
| 9.13 | Accepting Command Line Arguments | 314 |
| 9.14 | Remove–Renaming a File–Creating a temporary File Files of Records, Random Access to Files of Records | 317 |
| 9.15 9.16 | Other File Management Functions | 318 321 |
| 9.16 9.17 | Additional Programs | 321 322 |
| 9.17 | Summary | 322 326 |
| 9.18 9.19 | Review Questions | 326 326 |
| 9.19 | Multiple Choice Questions | 320 327 |
| 9.20 | multiple Choice Questions | 541 |





As per Choice Based Credit System (CBCS) II - B.Com (Gen & CA) / IV - Semester





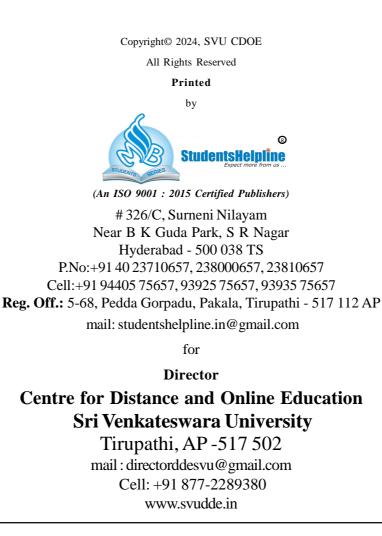
Authors Dr. Maneiah Dr. Ram Babu Dept. of Commerce S.V. University, Tirupati - 517502 AP



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.



ii

II - Year / IV - Semester as per CBCS Corporate Accounting

Learning Outcomes

At the end of the course, the student will able to:

- Understand the Accounting treatment of Share Capital and aware of process of book building.
- Demonstrate the procedure for issue of bonus shares and buyback of shares.
- Comprehend the important provisions of Companies Act, 2013 and prepare final accounts of a company with Adjustments.
- Participate in the preparation of consolidated accounts for a corporate group.
- Understand analysis of complex issues, formulation of well-reasoned arguments and reaching better conclusions.
- Communicate accounting policy choices with reference to relevant laws and accounting standards.

Unit-I

Accounting for Share Capital: Kinds of Shares – Types of Preference Shares – Issue of Shares at Par, Discount and Premium - Forfeiture and Reissue of Shares (including problems).

Unit-II

Issue and Redemption of Debentures and Issue of Bonus Shares: Accounting Treatment for Debentures Issued and Repayable at Par, Discount and Premium -Issue of Bonus Shares - Buyback of Shares - (including problems).

Unit-III

Valuation of Goodwill: Need and Methods - Average Profit Method, Super Profits Method – Capitalization Method and Annuity Method (Including problems).

Unit-IV

Valuation Shares: Need for Valuation - Methods of Valuation - Net Assets Method, Yield Basis Method, Fair Value Method (including problems).

(Unit-V)

Company Final Accounts: Provisions of the Companies Act, 2013 - Preparation of Final Accounts – Adjustments Relating to Preparation of Final Accounts – Profit and Loss Account and Balance Sheet – (including problems with simple adjustments).

iii

REFERENCE BOOKS

- 1. Corporate Accounting T.S Reddy and Murthy, MarghamPublications, Chennai.
- 2. Advanced Accounts: M C Shukla, T S Grewal and S C Gupta, S Chand Publications
- 3. Corporate Accounting Haneef & Mukherji, Tata McGraw Hill Publications.
- 4. Corporate Accounting RL Gupta & Radha Swami, Sultan Chand & sons
- 5. Corporate Accounting P.C. Tulsian, S.Chand Publishers
- 6. Advanced Accountancy: Jain and Narang, Kalyani Publishers
- 7. Advanced Accountancy: R.L. Gupta and M.Radhaswamy, S Chand.
- 8. Advanced Accountancy : Chakraborthy, Vikas Publishers
- 9. Corporate Accounting: S.N. Maheswari, S.K. Maheswari, Vikas Publishing House.
- 10. Advanced Accounts: M.C. Shukla, T.S. Grewal, S.C. Gupta, S. Chand & Company
- 11. Corporate Accounting: Umamaheswara Rao, Kalyani Publishers
- 12. Corporate Accounting: Dr. ChandaSrinivas, SevenHills International Publishers,
- 13. Advanced Accountancy: Arulanandam& Raman, Himalaya Publishing House.

Content Corporate Accounting

| 2.3 | Types of Debentures | 45 |
|------|---|----|
| | 2.2.2 Difference between Shares and Debentures | 44 |
| | 2.2.1 Characteristics of Debentures | 44 |
| 2.2 | Meaning of Debentures | 43 |
| 2.1 | Introduction | 43 |
| 2.0 | Objectives | 43 |
| | Unit-2: Issue and Redemption of Debentures | |
| 1.12 | Multiple Choice Questions | 41 |
| 1.11 | Review Questions | 32 |
| 1.10 | Outcomes | 32 |
| 1.9 | Buy Back of Shares | 30 |
| 1.8 | Right Issues | 21 |
| 1.7 | Book Building | 16 |
| 1.6 | Issue of Shares | 6 |
| | 1.5.1 Classes of Capital | 5 |
| 1.5 | Meaning of Capital | 5 |
| | 1.4.2 Types (or) Classes of Preference Shares | 4 |
| | 1.4.1 Distinction between Equity Share and Preference Share | 4 |
| 1.4 | Types of Shares | 3 |
| 1.3 | Meaning of Share | 3 |
| | 1.2.3 Types of Companies | 2 |
| | 1.2.2 Characteristics (Features) of a Company | 2 |
| | 1.2.1 Definitions of Company | 2 |
| 1.2 | Meaning of a Company | 2 |
| 1.1 | Introduction | 1 |
| 1.0 | Objectives | 1 |

| 2.4.1 Issue of Debentures for Cash 46 2.4.2 Issue of Debentures for Consideration other than Cash 51 2.4.3 Debentures Issued as a Collateral Security 59 2.5 Interest on Debentures 59 2.6 Redemption of Debentures 61 2.6.1 Redemption after the Expiry of Stipulated Period of Time 62 2.6.2 Insurance Policy Method 66 2.6.3 Redemption by Drawings by Lot 66 2.6.4 Redemption by "Conversion" 68 2.7 Employee Stock Options 74 2.8 Bonus Shares 81 2.9 Sebi Guidelines on the issue of Bonus Shares 81 2.10 Difference between Bonus Shares 82 2.10.1 Difference between Bonus Shares and Right Shares 83 2.13 Review Questions 88 2.14 Multiple Choice Questions 91 Unit-3: Valuation of Goodwill and Shares 3.0 Objectives 95 3.1 Introduction 95 3.2 Goodwill 97 3.2.2 <th>2.4</th> <th colspan="3">Issue of Debentures 4</th> | 2.4 | Issue of Debentures 4 | | |
|--|------|-----------------------|--|----|
| 2.4.3Debentures Issued as a Collateral Security592.5Interest on Debentures592.6Redemption of Debentures612.6.1Redemption after the Expiry of Stipulated Period of Time622.6.2Insurance Policy Method662.6.3Redemption by Drawings by Lot662.6.4Redemption by "Conversion"682.7Employee Stock Options742.8Bonus Shares812.9Sebi Guidelines on the issue of Bonus Shares812.10Free reserves that can be used for issue of Bonus shares832.11Accounting Treatment842.12Outcomes882.13Review Questions812.14Multiple Choice Questions91Unit-3: Valuation of Goodwill and Shares3.0Objectives953.1Introduction953.2Goodwill963.2.1Definitions963.2.2The Goodwill Possessed by a Firm may be of the following963.2.3Characteristics of Goodwill973.2.4Sources of Goodwill973.2.5Features of Goodwill983.2.7Need for Valuation of Goodwill983.2.7Need for Valuation of Goodwill98 | | 2.4.1 | Issue of Debentures for Cash | 46 |
| 2.5Interest on Debentures592.6Redemption of Debentures612.6.1Redemption after the Expiry of Stipulated Period of Time622.6.2Insurance Policy Method662.6.3Redemption by Drawings by Lot662.6.4Redemption by "Conversion"682.7Employee Stock Options742.8Bonus Shares812.9Sebi Guidelines on the issue of Bonus Shares812.10Free reserves that can be used for issue of Bonus shares822.10.1Difference between Bonus Shares and Right Shares832.11Accounting Treatment842.12Outcomes882.13Review Questions813.0Objectives953.1Introduction953.2Goodwill963.2.1Definitions963.2.2The Goodwill Possessed by a Firm may be of the following963.2.3Characteristics of Goodwill973.2.4Sources of Goodwill973.2.5Features of Goodwill973.2.6Nature of Goodwill983.2.7Need for Valuation of Goodwill98 | | 2.4.2 | Issue of Debentures for Consideration other than Cash | 51 |
| 2.6 Redemption of Debentures 61 2.6.1 Redemption after the Expiry of Stipulated Period of Time 62 2.6.2 Insurance Policy Method 66 2.6.3 Redemption by Drawings by Lot 66 2.6.4 Redemption by "Conversion" 68 2.7 Employee Stock Options 74 2.8 Bonus Shares 81 2.9 Sebi Guidelines on the issue of Bonus Shares 81 2.10 Free reserves that can be used for issue of Bonus shares 82 2.10.1 Difference between Bonus Shares and Right Shares 83 2.11 Accounting Treatment 84 2.12 Outcomes 88 2.13 Review Questions 88 2.14 Multiple Choice Questions 91 Unit-3: Valuation of Goodwill and Shares 3.0 Objectives 95 3.1 Introduction 95 3.2 Goodwill 96 3.2.1 Definitions 96 3.2.2 The Goodwill Possessed by a Firm may be of the following 96 3.2.3 Characteristi | | 2.4.3 | Debentures Issued as a Collateral Security | 59 |
| 2.6.1Redemption after the Expiry of Stipulated Period of Time622.6.2Insurance Policy Method662.6.3Redemption by Drawings by Lot662.6.4Redemption by "Conversion"682.7Employee Stock Options742.8Bonus Shares812.9Sebi Guidelines on the issue of Bonus Shares812.10Free reserves that can be used for issue of Bonus shares822.10.1Difference between Bonus Shares and Right Shares832.11Accounting Treatment842.12Outcomes882.13Review Questions91Unit-3: Valuation of Goodwill and Shares3.0Objectives953.1Introduction953.2Goodwill963.2.1Definitions963.2.2The Goodwill973.2.4Sources of Goodwill973.2.5Features of Goodwill973.2.6Nature of Goodwill98 | 2.5 | Interes | st on Debentures | 59 |
| 2.6.2Insurance Policy Method662.6.3Redemption by Drawings by Lot662.6.4Redemption by "Conversion"682.7Employee Stock Options742.8Bonus Shares812.9Sebi Guidelines on the issue of Bonus Shares812.10Free reserves that can be used for issue of Bonus shares822.10.1Difference between Bonus Shares and Right Shares832.11Accounting Treatment842.12Outcomes882.13Review Questions91Unit-3: Valuation of Goodwill and Shares3.0Objectives953.1Introduction953.2Goodwill963.2.1Definitions963.2.2The Goodwill Possessed by a Firm may be of the following963.2.3Characteristics of Goodwill973.2.4Sources of Goodwill973.2.5Features of Goodwill983.2.7Need for Valuation of Goodwill98 | 2.6 | Reden | nption of Debentures | 61 |
| 2.6.3 Redemption by Drawings by Lot 66 2.6.4 Redemption by "Conversion" 68 2.7 Employee Stock Options 74 2.8 Bonus Shares 81 2.9 Sebi Guidelines on the issue of Bonus Shares 81 2.10 Free reserves that can be used for issue of Bonus shares 82 2.10.1 Difference between Bonus Shares and Right Shares 83 2.11 Accounting Treatment 84 2.12 Outcomes 88 2.13 Review Questions 81 3.0 Objectives 91 Unit-3: Valuation of Goodwill and Shares 3.1 Introduction 95 3.1 Introduction 95 3.2 Goodwill 96 3.2.1 Definitions 96 3.2.2 The Goodwill Possessed by a Firm may be of the following 96 3.2.3 Characteristics of Goodwill 97 3.2.4 Sources of Goodwill 97 3.2.5 Features of Goodwill 98 3.2.7 Need for Valuation of Goodwill 98 <td></td> <td>2.6.1</td> <td>Redemption after the Expiry of Stipulated Period of Time</td> <td>62</td> | | 2.6.1 | Redemption after the Expiry of Stipulated Period of Time | 62 |
| 2.6.4Redemption by "Conversion"682.7Employee Stock Options742.8Bonus Shares812.9Sebi Guidelines on the issue of Bonus Shares812.10Free reserves that can be used for issue of Bonus shares822.10.1Difference between Bonus Shares and Right Shares832.11Accounting Treatment842.12Outcomes882.13Review Questions91Unit-3: Valuation of Goodwill and Shares3.0Objectives953.1Introduction953.2Goodwill963.2.1Definitions963.2.2The Goodwill Possessed by a Firm may be of the following963.2.3Characteristics of Goodwill973.2.4Sources of Goodwill973.2.5Features of Goodwill973.2.6Nature of Goodwill98 | | 2.6.2 | Insurance Policy Method | 66 |
| 2.7Employee Stock Options742.8Bonus Shares812.9Sebi Guidelines on the issue of Bonus Shares812.10Free reserves that can be used for issue of Bonus shares822.10.1Difference between Bonus Shares and Right Shares832.11Accounting Treatment842.12Outcomes882.13Review Questions812.14Multiple Choice Questions91Unit-3: Valuation of Goodwill and Shares3.0Objectives953.1Introduction953.2Goodwill963.2.1Definitions963.2.2The Goodwill973.2.4Sources of Goodwill973.2.5Features of Goodwill973.2.6Nature of Goodwill983.2.7Need for Valuation of Goodwill98 | | 2.6.3 | Redemption by Drawings by Lot | 66 |
| 2.8 Bonus Shares 81 2.9 Sebi Guidelines on the issue of Bonus Shares 81 2.10 Free reserves that can be used for issue of Bonus shares 82 2.10.1 Difference between Bonus Shares and Right Shares 83 2.11 Accounting Treatment 84 2.12 Outcomes 88 2.13 Review Questions 88 2.14 Multiple Choice Questions 91 Unit-3: Valuation of Goodwill and Shares 3.0 Objectives 95 3.1 Introduction 95 3.2 Goodwill 96 3.2.1 Definitions 96 3.2.2 The Goodwill Possessed by a Firm may be of the following 96 3.2.3 Characteristics of Goodwill 97 3.2.4 Sources of Goodwill 97 3.2.5 Features of Goodwill 97 3.2.6 Nature of Goodwill 98 3.2.7 Need for Valuation of Goodwill 98 | | 2.6.4 | Redemption by "Conversion" | 68 |
| 2.9Sebi Guidelines on the issue of Bonus Shares812.10Free reserves that can be used for issue of Bonus shares822.10.1Difference between Bonus Shares and Right Shares832.11Accounting Treatment842.12Outcomes882.13Review Questions882.14Multiple Choice Questions91Unit-3: Valuation of Goodwill and Shares3.0Objectives953.1Introduction953.2Goodwill963.2.1Definitions963.2.2The Goodwill Possessed by a Firm may be of the following963.2.3Characteristics of Goodwill973.2.4Sources of Goodwill973.2.5Features of Goodwill973.2.6Nature of Goodwill983.2.7Need for Valuation of Goodwill98 | 2.7 | Emplo | yee Stock Options | 74 |
| 2.10Free reserves that can be used for issue of Bonus shares822.10.1Difference between Bonus Shares and Right Shares832.11Accounting Treatment842.12Outcomes882.13Review Questions882.14Multiple Choice Questions91Unit-3: Valuation of Goodwill and Shares3.0Objectives953.1Introduction953.2Goodwill963.2.1Definitions963.2.2The Goodwill Possessed by a Firm may be of the following963.2.3Characteristics of Goodwill973.2.4Sources of Goodwill973.2.5Features of Goodwill973.2.6Nature of Goodwill98 | 2.8 | Bonus | Shares | 81 |
| 2.10.1 Difference between Bonus Shares and Right Shares 83 2.11 Accounting Treatment 84 2.12 Outcomes 88 2.13 Review Questions 88 2.14 Multiple Choice Questions 91 Unit-3: Valuation of Goodwill and Shares 3.0 Objectives 95 3.1 Introduction 95 3.2 Goodwill 96 3.2.1 Definitions 96 3.2.2 The Goodwill Possessed by a Firm may be of the following 96 3.2.3 Characteristics of Goodwill 97 3.2.4 Sources of Goodwill 97 3.2.5 Features of Goodwill 97 3.2.6 Nature of Goodwill 98 | 2.9 | Sebi C | buidelines on the issue of Bonus Shares | 81 |
| 2.11Accounting Treatment842.12Outcomes882.13Review Questions882.14Multiple Choice Questions91Unit-3: Valuation of Goodwill and Shares3.0Objectives953.1Introduction953.2Goodwill963.2.1Definitions963.2.2The Goodwill Possessed by a Firm may be of the following963.2.3Characteristics of Goodwill973.2.4Sources of Goodwill973.2.5Features of Goodwill973.2.6Nature of Goodwill983.2.7Need for Valuation of Goodwill98 | 2.10 | Free r | eserves that can be used for issue of Bonus shares | 82 |
| 2.12 Outcomes 88 2.13 Review Questions 88 2.14 Multiple Choice Questions 91 Unit-3: Valuation of Goodwill and Shares 3.0 Objectives 95 3.1 Introduction 95 3.2 Goodwill 96 3.2.1 Definitions 96 3.2.2 The Goodwill Possessed by a Firm may be of the following 96 3.2.3 Characteristics of Goodwill 97 3.2.4 Sources of Goodwill 97 3.2.5 Features of Goodwill 97 3.2.6 Nature of Goodwill 98 | | 2.10.1 | Difference between Bonus Shares and Right Shares | 83 |
| 2.13Review Questions882.14Multiple Choice Questions91Unit-3: Valuation of Goodwill and Shares3.0Objectives953.1Introduction953.2Goodwill963.2.1Definitions963.2.2The Goodwill Possessed by a Firm may be of the following963.2.3Characteristics of Goodwill973.2.4Sources of Goodwill973.2.5Features of Goodwill973.2.6Nature of Goodwill983.2.7Need for Valuation of Goodwill98 | 2.11 | Accou | nting Treatment | 84 |
| 2.14 Multiple Choice Questions 91 Unit-3: Valuation of Goodwill and Shares 3.0 Objectives 95 3.1 Introduction 95 3.2 Goodwill 96 3.2.1 Definitions 96 3.2.2 The Goodwill Possessed by a Firm may be of the following 96 3.2.3 Characteristics of Goodwill 97 3.2.4 Sources of Goodwill 97 3.2.5 Features of Goodwill 97 3.2.6 Nature of Goodwill 98 | 2.12 | 2 Outcomes 8 | | |
| Unit-3: Valuation of Goodwill and Shares 3.0 Objectives 95 3.1 Introduction 95 3.2 Goodwill 96 3.2.1 Definitions 96 3.2.2 The Goodwill Possessed by a Firm may be of the following 96 3.2.3 Characteristics of Goodwill 97 3.2.4 Sources of Goodwill 97 3.2.5 Features of Goodwill 97 3.2.6 Nature of Goodwill 98 | 2.13 | Review | w Questions | 88 |
| 3.0Objectives953.1Introduction953.2Goodwill963.2.1Definitions963.2.2The Goodwill Possessed by a Firm may be of the following963.2.3Characteristics of Goodwill973.2.4Sources of Goodwill973.2.5Features of Goodwill973.2.6Nature of Goodwill983.2.7Need for Valuation of Goodwill98 | 2.14 | Multip | ble Choice Questions | 91 |
| 3.1Introduction953.2Goodwill963.2.1Definitions963.2.2The Goodwill Possessed by a Firm may be of the following963.2.3Characteristics of Goodwill973.2.4Sources of Goodwill973.2.5Features of Goodwill973.2.6Nature of Goodwill983.2.7Need for Valuation of Goodwill98 | | | Unit-3: Valuation of Goodwill and Shares | |
| 3.2Goodwill963.2.1Definitions963.2.2The Goodwill Possessed by a Firm may be of the following963.2.3Characteristics of Goodwill973.2.4Sources of Goodwill973.2.5Features of Goodwill973.2.6Nature of Goodwill983.2.7Need for Valuation of Goodwill98 | 3.0 | Object | ives | 95 |
| 3.2.1Definitions963.2.2The Goodwill Possessed by a Firm may be of the following963.2.3Characteristics of Goodwill973.2.4Sources of Goodwill973.2.5Features of Goodwill973.2.6Nature of Goodwill983.2.7Need for Valuation of Goodwill98 | 3.1 | Introd | action | 95 |
| 3.2.2The Goodwill Possessed by a Firm may be of the following963.2.3Characteristics of Goodwill973.2.4Sources of Goodwill973.2.5Features of Goodwill973.2.6Nature of Goodwill983.2.7Need for Valuation of Goodwill98 | 3.2 | Goody | <i>z</i> ill | 96 |
| 3.2.3Characteristics of Goodwill973.2.4Sources of Goodwill973.2.5Features of Goodwill973.2.6Nature of Goodwill983.2.7Need for Valuation of Goodwill98 | | 3.2.1 | Definitions | 96 |
| 3.2.4Sources of Goodwill973.2.5Features of Goodwill973.2.6Nature of Goodwill983.2.7Need for Valuation of Goodwill98 | | 3.2.2 | The Goodwill Possessed by a Firm may be of the following | 96 |
| 3.2.5Features of Goodwill973.2.6Nature of Goodwill983.2.7Need for Valuation of Goodwill98 | | 3.2.3 | Characteristics of Goodwill | 97 |
| 3.2.6Nature of Goodwill983.2.7Need for Valuation of Goodwill98 | | 3.2.4 | Sources of Goodwill | 97 |
| 3.2.7 Need for Valuation of Goodwill 98 | | 3.2.5 | Features of Goodwill | 97 |
| | | 3.2.6 | Nature of Goodwill | 98 |
| | | 3.2.7 | Need for Valuation of Goodwill | 98 |
| | vi | | | |

| | 3.2.8 Factors Influencing Valuation of Goodwill | 99 | |
|-----|---|-----|--|
| 3.3 | Classification of Goodwill 1 | | |
| 3.4 | Methods of Valation of Goodwill 10 | | |
| | 3.4.1 Normal Profits Method | 101 | |
| | 3.4.2 Super Profits Method | 107 | |
| | 3.4.3 Capitalization of Profits Method | 112 | |
| 3.5 | Outcomes | 115 | |
| 3.6 | Review Questions | 115 | |
| 3.7 | Multiple Choice Questions | 130 | |
| | Unit-4: Valuation Shares | | |
| 4.0 | Objectives | 133 | |
| 4.1 | Valuation of Shares | 133 | |
| | 4.1.1 Need for Valuation of Shares | 134 | |
| | 4.1.2 Factors Influencing Valuation | 134 | |
| 4.2 | Methods of Valuation of Shares | 136 | |
| | 4.2.1 Net Assets Value Method | 137 | |
| | 4.2.2 Yield Basis Method | 143 | |
| | 4.2.3 Fair Value Method | 146 | |
| 4.3 | Outcomes | 147 | |
| 4.4 | Review Questions | 147 | |
| 4.5 | Multiple Choice Questions | 162 | |
| | Unit-5: Company Final Accounts | | |
| 5.0 | Objectives | 165 | |
| 5.1 | Introduction | 165 | |
| 5.2 | Meaning of a Company | 165 | |
| | 5.2.1 Definitions | 166 | |
| | 5.2.2 Characteristics | 166 | |
| 5.3 | Kinds of Companies | 166 | |
| 5.4 | Classes of Capital | 166 | |
| 5.5 | Books of Accounts | 168 | |
| | | | |
| | | vii | |

| | 5.5.1 | Uses and Importance of Final Accounts | 169 |
|------|----------|--|-----|
| | 5.5.2 | Limitations of Final Accounts | 170 |
| 5.6 | Feature | es of Revised Schedule VI | 171 |
| | 5.6.1 | Balance Sheet | 171 |
| | 5.6.2 | Statement of Profit and Loss | 172 |
| 5.7 | Format | of Revised Schedule VI | 172 |
| 5.8 | Balanc | e Sheet of a Company as per Revised Schedule III of the Companies | |
| | Act 20 | 13 | 178 |
| | 5.8.1 | General Instructions for Preparation of Balance Sheet and Statement of | |
| | | Profit and Loss of a Company | 179 |
| | 5.8.2 | Explanation | 181 |
| 5.9 | Profit a | & Loss Statement | 183 |
| 5.10 | Outcor | nes | 208 |
| 5.11 | Review | Questions | 208 |
| 5.12 | Multip | le Choice Questions | 216 |
| | | | |

viii

Cost & Management Accounting

As per Choice Based Credit System (CBCS) II - B.Com(Gen & CA) / IV - Semester





Authors Prof. B. Mohan Prof. Venkata Narasiah Dept. of Commerce 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

(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

ii

II - Year / IV - Semester as per CBCS Cost & Management Accounting

Unit-I: Introduction

Cost Accounting: Definition-features-Objectives-Function-scope-Advantages and Limitations.

Management accounting- nature-scope-functions- Distinguish between financial accounting and cost accounting and Management accounting

Unit-II: Elements of Cost

Materials: Material control, selective control, ABC techniques-Valuation of Material Issue: FIFO-LIFO-Simple and Weighted Average Methods.

Labor: Direct and Indirect Labor cost-time keeping- time booking- idle time-Methods of Payment of Wages-Incentive Schemes- Time rate period-piece rate Method- Halsey-Rowan and Taylor methods.

Unit-III: Costing Techniques

Marginal Costing: Meaning and features of Marginal costing- Cost classification- difference between marginal costing and absorption costing-marginal cost equation- contribution- PV ratio-Breakeven point- Margin of Safety-Estimation of profits and Estimation of sales.

Unit-IV: Financial Statement Analysis and Interpretation

Financial Statements: Meaning- Features-Limitations-Need- Objectives and Process of Financial statement Analysis- comparative analysis -common size Analysis- Trend Analysis.

Unit-V Job Costing and Batch Costing

Definition and features of Job costing- Economic Batch Quantity (EBQ)- Preparation of Job Cost sheet- Problems on Job Cost Sheet and Batch Costing.

iii

Content Cost & Management Accounting

| Unit-1: Introduction to Cost and Management Accounting | | | | |
|--|--------|---|----|--|
| 1.0 | Object | tives | 1 | |
| 1.1 | Introd | action | 1 | |
| 1.2 | Cost A | accounting | 3 | |
| | 1.2.1 | Nature of Cost Accounting | 5 | |
| | 1.2.2 | Scope of Cost Accounting | 5 | |
| | 1.2.3 | Objectives of Cost Accounting | 6 | |
| 1.3 | Financ | cial Accounting vs. Cost Accounting | 7 | |
| 1.4 | Purpo | ses or Functions of Cost Accounting | 8 | |
| | 1.4.1 | Principles of Cost Accounting | 9 | |
| 1.5 | Advar | tages of Cost Accounting | 10 | |
| | 1.5.1 | "Cost Accounting is a System of Foresight and Not of Post Mortem. | | |
| | | It Converts the Losses into Profits, Makes the Activities Dynamic and | | |
| | | Removes the Wastages" | 12 | |
| | 1.5.2 | Limitations of Cost Accounting | 13 | |
| 1.6 | Essent | ials/ characteristics of an Ideal Costing System | 13 | |
| | 1.6.1 | Role of a Cost Accountant in an Organisation | 15 | |
| 1.7 | Manag | gement Accounting | 16 | |
| | 1.7.1 | Characteristics of Management Accounting | 17 | |
| | 1.7.2 | Nature of Management Accounting | 18 | |
| | 1.7.3 | Scope of Management Accounting | 19 | |
| 1.8 | Objec | tives or Functions of Management Accounting | 20 | |
| 1.9 | Role | f Management accounting in Decision Making | 22 | |
| 1.10 | Limita | tions of Management Accounting | 23 | |
| 1.11 | Princi | ples of Management Accounting | 24 | |
| 1.12 | Techn | iques or Tools of Management Accounting | 25 | |
| 1.13 | Differ | ence between Financial and Management Accounting | 27 | |
| 1.14 | Distin | ction between Management Accounting and Cost Accounting | 29 | |
| 1.15 Outcomes 31 | | | | |
| iv | iv | | | |

| 1.16 | Revie | w Questions | 31 |
|------|--------|--|-----|
| 1.17 | Multip | ole Choice Questions | 32 |
| | | Unit-2: Elements of Cost | |
| 2.0 | Object | tives | 37 |
| 2.1 | Introd | uction | 37 |
| 2.2 | Eleme | nts of Cost and their Classifications | 38 |
| | 2.2.1 | Cost Classification | 41 |
| | 2.2.2 | Nature of Expenses | 47 |
| | 2.2.3 | Components of Total Costs | 49 |
| 2.3 | Cost S | Sheet | 50 |
| | 2.3.1 | Importance and Objectives of Cost Sheet | 50 |
| | 2.3.2 | Forms of Cost Sheet | 50 |
| | 2.3.3 | Cost Sheet - Purposes | 51 |
| | 2.3.4 | Advantages of Cost Sheet | 51 |
| | 2.3.5 | Difference between Cost Sheet and Cost Account | 52 |
| | 2.3.6 | Proforma of Cost Sheet | 53 |
| 2.4 | Mater | ial / Inventory | 56 |
| | 2.4.1 | Material/Inventory Control | 58 |
| | 2.4.2 | Essential Requirement of Inventory Control | 59 |
| | 2.4.3 | Techniques of Materials Control | 60 |
| 2.5 | Purch | ase Department | 73 |
| 2.6 | Differ | ent Methods of Pricing Material Issues | 74 |
| 2.7 | Labou | r | 97 |
| | 2.7.1 | Difference between Direct Labour and Indirect Labour | 98 |
| 2.8 | Labou | r Cost Control | 99 |
| | 2.8.1 | Factors to be Taken into Account while Controlling Labour Cost | 99 |
| | 2.8.2 | Labour Cost control Measurements/ Steps | 100 |
| | 2.8.3 | Organisation for Accounting and Control of Labour Cost | 101 |
| 2.9 | Labou | r Turnover | 104 |
| | 2.9.1 | Measurement of Labour Turnover | 104 |
| | 2.9.2 | Causes of Labour Turnover | 105 |
| | | | |
| | | | |

| | 2.9.3 | Effects of Labour Turnover | 106 |
|------|----------|---|-----|
| | 2.9.4 | Cost of Labour Turnover | 106 |
| | 2.9.5 C | Control of Labour Turnover | 107 |
| | 2.9.6 T | reatment of Cost of Labour Turnover | 108 |
| 2.10 | Time F | Recording Department | 108 |
| | 2.10.1 | Methods of Time Keeping | 109 |
| | 2.10.2 | Time Booking | 111 |
| 2.11 | Labou | Remuneration | 112 |
| | 2.11.1 | Essentials of a Sound Wage System | 112 |
| | 2.11.2 | Methods of Remuneration | 113 |
| 2.12 | Outcon | nes | 127 |
| 2.13 | Review | v Questions | 128 |
| 2.14 | Multip | le Choice Questions | 138 |
| | | Unit-3: Costing Techniques | |
| 3.0 | Object | ives | 143 |
| 3.1 | Introdu | action | 143 |
| 3.2 | Margir | nal Costing | 144 |
| 3.3 | Cost C | lassification | 150 |
| 3.4 | Differe | nce between Marginal Costing and Absorption Costing | 153 |
| | 3.4.1 | Distinction between Absorption Costing and Marginal Costing | 154 |
| | 3.4.2 | Difference between Absorption Costing and Marginal Costing | 155 |
| | 3.4.3 | Advantages and Disadvantages of Marginal Costing | 156 |
| | 3.4.4 | Marginal Cost Equation | 159 |
| 3.5 | Contrib | bution | 160 |
| 3.6 | Profit V | Volume Ratio | 161 |
| 3.7 | Break | Even Point (BEP) | 162 |
| | 3.7.1 | Break Even Analysis | 163 |
| | 3.7.2 | Procedure of Preparing Break-even Chart | 167 |
| 3.8 | Margin | n of Safety | 168 |
| 3.9 | Outcon | nes | 170 |
| 3.10 | Practic | al Problems | 170 |
| | | | |



| 3.11 | Review | w Questions | 175 |
|------|--------|--|-----|
| 3.12 | Multip | ble Choice Questions | 179 |
| | | Unit-4: Financial Statement Analysis and Interpretation | |
| 4.0 | Object | tive | 185 |
| 4.1 | Introd | uction | 185 |
| 4.2 | Meani | ng of Financial Statements | 186 |
| 4.3 | Nature | e of Financial Statements | 187 |
| | 4.3.1 | Objectives of Financial Statements | 188 |
| | 4.3.2 | Parties Interested in Financial Statement Analysis | 189 |
| | 4.3.3 | Significance of Financial Statements | 190 |
| 4.4 | Meani | ng of Analysis | 192 |
| | 4.4.1 | Procedure for Analysis and Interpretation | 192 |
| | 4.4.2 | Objectives of Analysis and Interpretation | 192 |
| | 4.4.3 | Importance of Analysis and Interpretation | 193 |
| | 4.4.4 | Importance of Analysis of Financial Statement | 193 |
| 4.5 | Advar | ntages of Financial Statements | 194 |
| 4.6 | Limita | ations of Financial Statements | 195 |
| 4.7 | Proble | ems with Financial Statement Analysis | 196 |
| 4.8 | Tools | of Analysis of Financial Statements | 196 |
| 4.9 | Proces | ss of Financial Statements | 197 |
| | 4.9.1 | Comparative Statements | 197 |
| | | 4.9.1.1 Types of Comparative Statements | 198 |
| | 4.9.2 | Common Size Statements | 203 |
| | | 4.9.2.1 Types of Common-Size Statements | 204 |
| | 4.9.3 | Trend Analysis | 206 |
| | | 4.9.3.1 Benefits of Trend Analysis Interpretations | 207 |
| | | 4.9.3.2 Limitations of Trend Analysis Interpretation | 208 |
| 4.10 | Practi | cal Problems | 208 |
| 4.11 | Outco | mes | 215 |
| 4.12 | Review | w Questions | 215 |
| 4.13 | Multip | ble Choice Questions | 219 |
| | | | |

| | | Unit-5: Job Costing and Batch Costing | |
|------|---------|--|-----|
| 5.0 | Object | ives | 225 |
| 5.1 | Introdu | ction | 225 |
| 5.2 | Job Co | sting | 226 |
| | 5.2.1 | Characteristics of Job Costing | 226 |
| | 5.2.2 | Objectives of Job Costing | 227 |
| | 5.2.3 | Advantages and Disadvantages of Job Costing | 227 |
| | 5.2.4 | Applicability | 228 |
| | 5.2.5 | Pre-requisites for Job Order Costing | 228 |
| | 5.2.6 | Advantages of Job Order Cost System | 228 |
| | 5.2.7 | Disadvantages of Job Order Costing | 229 |
| 5.3 | Proced | ure of Job Costing | 229 |
| 5.4 | Batch | Costing | 236 |
| | 5.4.1 | Features of Batch Costing | 237 |
| | 5.4.2 | Advantages of Batch Costing | 237 |
| | 5.4.3 | Disadvantages of Batch Costing | 237 |
| | 5.4.4 | Industries which use Batch Costing | 238 |
| 5.5 | Differe | ence between Job and Batch Costing | 238 |
| 5.6 | Econor | mic Batch Quantity | 239 |
| | 5.6.1 | Determination of Economic Batch Quantity | 239 |
| | 5.6.2 | Batch Cost Sheet | 240 |
| 5.7 | Practic | al Problems | 240 |
| 5.8 | Outcon | nes | 247 |
| 5.9 | Review | v Questions | 247 |
| 5.10 | Multip | le Choice Questions | 254 |

viii

TAXATION

As per Choice Based Credit System (CBCS) II - B.Com(Gen & CA) / IV - Semester





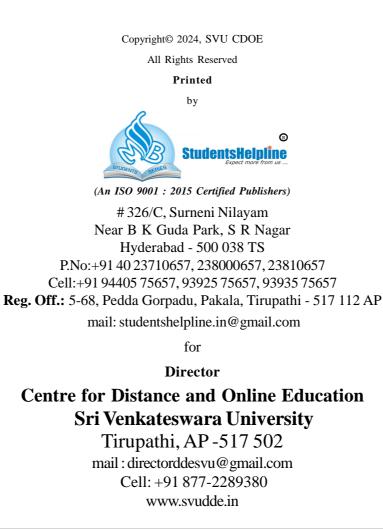
Authors Prof. B. Mohan Prof. Venkata Narasiah Dr. Maneiah Dept. of Commerce S.V. University, Tirupati - 517502 AP



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.



ii

II - Year / IV - Semester as per CBCS TAXATION

UNIT 1

Taxes – Meaning – Need for and Rationale of taxes – Direct and Indirect Taxes -Constitutional Provisions on Taxation – Union List - State List – Tax Rates – Blanket Rate Method – Slab Rate Method – Surcharge – Cess – Progressive v/s Regressive Taxes. – An Overview of Taxation System in India.

UNIT 2

Income Tax Act 1961- Important Definitions - Residential Status – Incidence of Tax – Exempted Incomes – Agricultural Income – An overview of five heads of income - .Deduction – Set off and Carry Forward of losses – Assessment of Individual - Computation of Taxable Income – Return Filing and Assessment thereof. – Collection and Recovery of Taxes – Tax Deducted at Source – Advance Tax. – (Including Problems)

UNIT 3

Wealth Tax Act 1957 – Charge of Wealth Tax – Valuation Date – Location of Assets -Assets – Meaning – Deemed Assets – Exempted Assets – Net Wealth – Computation of Net Wealth – Valuation of Assets - Return of Wealth and Procedure of Assessment – Time Limit for Completion of Assessment. (Including Problems)

UNIT 4

Central Sales Tax : Definitions - Dealer, Declared Goods, Place of Business, Sale, Sale Price, Turnover – Inter State Trade or Commerce – Computation of Taxable Turnover -Assessment and Returns under CST Act (Including Problems)

APVAT Act, 2005 – Statement of Objectives and Reasons – Definitions: Business Casual Trader, Dealer, Input Tax, Output Tax, Place of Business, Tax Invoice, Total Turnover, Turnover Tax. – Computation of Taxable Turnover – Registration Procedure (Including Problems)

Service Tax Act, 1994 – Introduction – Meaning of Service – Classification of Taxable Services – Valuation of Taxable Services - Registration – Assessment Procedure.

UNIT 5

Central Excise Duty – Definitions – Taxable Event under Central Excise – Types of Duties – Classification – Valuation - Registration Procedure - CENVAT Credit.

Customs Duty – Important Definitions – Goods, Import, Export, Importer, Exporter, Territorial Waters, India, Bill of Entry - Import and Export Procedure – Various Documents used in Foreign Trade - Baggage – Stores – Valuation Rules.

iii

Content TAXATION

| | Unit-I: Introduction | |
|------------|--|----|
| 1.1 | Introduction | 1 |
| 1.2 | Meaning of Taxes | 2 |
| | 1.2.1 Definitions of Tax | 2 |
| | 1.2.2 Objectives of Taxes | 2 |
| 1.3 | Rationale of Taxes | 3 |
| 1.4 | Direct and Indirect Taxes | 4 |
| | 1.4.1 Direct Taxes | 4 |
| | 1.4.1.1 Advantages and Disadvantages of Direct Taxes | 5 |
| | 1.4.2 Indirect Tax | 5 |
| | 1.4.2.1 Advantages and Disadvantages | 7 |
| | 1.4.3 Difference between Direct and Indirect Taxes | 9 |
| | 1.4.4 Role of Direct and Indirect Taxes | 9 |
| 1.5 | Constitutional provisions on Taxation | 10 |
| 1.6 | Tax Rate | 12 |
| 1.7 | Progressive Tax | 16 |
| | 1.7.1 Definition of Progressive Tax | 16 |
| 1.8 | Regressive Tax | 16 |
| | 18.1 Definition of Regressive Tax | 17 |
| 1.9 | Tax Structure in India | 17 |
| 1.10 | Summary | 21 |
| 1.11 | Review Questions | 22 |
| | Unit-II: Income Tax | |
| 2.1 | Introduction | 24 |
| 2.2 | Meaning of Income | 25 |
| | 2.2.1 Residential Status | 25 |
| | 2.2.1.1 Different Residential Status | 26 |
| | 2.2.2 Incidence of Tax | 29 |
| | 2.2.2.1 Types of Income | 29 |
| | 2.2.2.2 Test of Additional Conditions U/S6(6) | 33 |
| ··· | ¬ | |

iv J

| | 2.2.3 | Exemted Incomes | 33 |
|-------|---------|--|-----|
| | | 2.2.3.1. Exempted Income to Certain Institutions and Authorities | 37 |
| | | 2.2.3.2 Incomes which are to be Including in the Total Income to | |
| | | Determine the Rate | 38 |
| 2.3 | Agricu | Itural Income | 38 |
| | 2.3.1 | Explanation for Sections | 39 |
| | 2.3.2 | Integration of Agricultural Income with Non Agricultural Income | 40 |
| 2.4 | Heads o | f Income | 43 |
| | 2.4.1 | Income From "SALARY" | 44 |
| | 2.4.2 | Valuation of Pequisites | 45 |
| | 2.4.3 | Allowances | 48 |
| | | 2.4.3.1 Calculation of Taxable Leave Salary when Assessee Retired | |
| | | in between the Month | 54 |
| 2.5 | Incom | e from House Property | 54 |
| | 2.5.1 | Exemptions Regarding Income from House Property | 55 |
| 2.6 | Income | from Business or Profession | 60 |
| | 2.6.1 | Computation of Business Profit | 61 |
| | 2.6.2 | Deductions Allowed | 62 |
| | 2.6.3. | General deductions[SEC.37] | 65 |
| | 2.6.4 | Maintenance of Accounts: Sec.44AA | 70 |
| 2.7 I | ncome | from Capital Gain | 82 |
| | 2.7.1 | Cost of Acquisition | 84 |
| | 2.7.2 | Indexing of Cost Long term Capital asset [Cost Inflation Index (C.I.I.)] | 85 |
| 2.8 | Incom | e from Other Sources | 94 |
| | 2.8.1 | The following Incomes are Chargeable to Tax | 94 |
| | 2.8.2 | Allowable Deductions | 95 |
| 2.9 | Deduc | tion of Gross Total Income | 95 |
| 2.10 | Set off | and Carry Forward of Loss | 102 |
| 2.11 | Assess | ment of Individuals | 115 |
| 2.12 | Filing | of Return of Income [Section 139(1)] | 121 |
| 2.13 | Collec | tion and Recovery of Taxes | 126 |
| | | | |

ר

| 2.14 | Tax Deduction at Source (TDS) | 134 |
|------|--|-----|
| 2.15 | Summary | 135 |
| 2.16 | Review Questions | 135 |
| | Unit-3: Wealth Tax | |
| 3.1 | Inroduction | 137 |
| 3.2 | Definition of Wealth Tax | 138 |
| | 3.2.1 Objectives of Wealth Tax | 139 |
| | 3.2.2 Charge of Wealth Tax | 140 |
| 3.3 | Valuation Date | 148 |
| 3.4 | Location of Assets | 148 |
| | 3.4.1 Assets | 149 |
| 3.5 | Deemed Assets | 150 |
| 3.6 | Exempted Assets | 153 |
| 3.7 | Computation of Net Wealth | 155 |
| 3.8 | Valuation of Assets [Section 7 and Schedule III] | 156 |
| | 3.8.1 Valuation of self-occupied residential house [Section 7(2)] | 157 |
| | 3.8.2 Valuation of interest in Firm or associated of person [Rule 15 and 16] | 158 |
| | 3.8.3 Valuation of Life Interest [Rule 17] | 159 |
| | 3.8.4 Valuation of Jewellery [Rule 18] | 160 |
| 3.9 | Return of Wealth | 161 |
| | 3.9.1 Return after due Date ABD Amendment of Return | 162 |
| 3.10 | Time Limit for Completion of Assessment and Reassessment | 165 |
| 3.11 | Summary | 167 |
| 3.12 | Review Questions | 167 |
| | Unit-4: Sales Tax and Service Tax | |
| 4.1 | Introduction | 169 |
| | 4.1.1 Objectives of CST Act | 170 |
| 4.2 | Definitions | 170 |
| | 4.2.1 Features of CST Act | 171 |
| 4.3 | Inter- State Trade or Commerce | 171 |
| 4.4 | Inter- State Sales Tax | 172 |
| | 4.4.1 Registration of Dealers. | 174 |
| vi | | |
| | | |

| 4.5 | Determiniations of Taxable Turnover | 178 |
|------|---|-----|
| 4.6 | Value Added Tax | 179 |
| | 4.6.1 Advantages and Disadvantages of VAT | 180 |
| | 4.6.2 Objectives of Tax | 182 |
| 4.7 | Procedure for Registration | 182 |
| | 4.7.1 Time to Apply for Registration | 183 |
| 4.8 | Service Tax | 183 |
| | 4.8.1 service Tax in India | 184 |
| 4.9 | Classification of Taxable Services | 184 |
| 4.10 | Valuation of Services | 185 |
| | 4.10.1 Value of Similar Service (Rule 3(a)) | 186 |
| | 4.10.2 Value of Taxable Service Provided from Outside India- Rule 7 | 186 |
| 4.11 | Registration under Service Tax | 186 |
| | 4.11.1 Centralized Registration | 187 |
| | 4.11.2 Time period to obtain registration | 188 |
| | 4.11.3 Prosudre for Registration under Service Tax | 188 |
| 4.12 | Assessment | 189 |
| 4.13 | Summary | 189 |
| 4.14 | Review Questions | 190 |
| | Unit-5: Central Excise and Customs | |
| 5.1 | Introduction | 191 |
| | 5.1.1 Definitions | 192 |
| 5.2 | Taxable Event for Levy of Central Excise | 192 |
| 5.3 | Types of Customs Duties in India | 193 |
| | 5.3.1 Types of Excise Control | 195 |
| 5.4 | Classification of Goods and Rates of Excise Duty | 195 |
| | 5.4.1 Interpretative Rules for Classification | 196 |
| 5.5 | Valuation | 197 |
| | 5.5.1 Salient Features of the new Valuation Rules are Mentioned Below | 198 |
| 5.6 | Central Excise Registration | 199 |
| | 5.6.1 Procedure of Obtaining Registration. | 199 |
| | | |
| | | vii |

| 5.7 | Cenvat Credit | | 201 |
|------|---------------|--|-----|
| | 5.7.1 | Explanation of CENVAT Credit Scheme Work | 201 |
| | 5.7.2 | Types of CENVAT Credit | 201 |
| 5.8 | Custon | ns Duty | 203 |
| 5.9 | Import | ant Definitions | 203 |
| 5.10 | Types | of Custom Duties | 204 |
| 5.11 | Import | and Export Procedure | 205 |
| | 5.11.1 | Import Procedure | 205 |
| | 5.11.2 | Export Procedure | 213 |
| 5.12 | Variati | on Documents used in Foreign Trade | 217 |
| | 5.12.1 | Types of Trade Document | 218 |
| | 5.12.2 | The Document used in Foreign Trade | 219 |
| 5.13 | Baggag | ge Rules | 220 |
| 5.14 | Custon | ns Valuations | 226 |
| 5.15 | Summa | ary | 231 |
| 5.16 | Review | v Questions | 231 |
| | | | |

viii

Business Law

As per Choice Based Credit System (CBCS) II - B.Com(Gen & CA) / IV - Semester





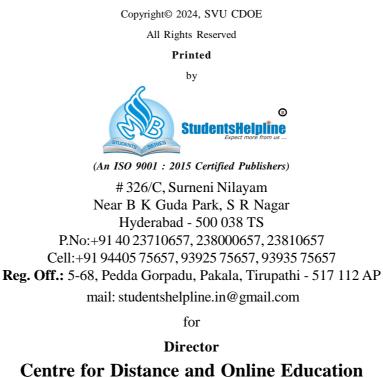
Authors Prof. Venkata Narasiah Dr. Maneiah Dr. Ram Babu Dept. of Commerce S.V. University, Tirupati - 517502 AP



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.



Sri Venkateswara University

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

ii

II - Year / IV - Semester as per CBCS Business Law

Learning Outcomes

At the end of the course, the student will able to:

- Understand the legal environment of business and laws of business.
- Highlight the security aspects in the present cyber-crime scenario.
- Apply basic legal knowledge to business transactions.
- Understand the various provisions of Company Law.
- Engage critical thinking to predict outcomes and recommend appropriate action on issues relating to business associations and legal issues.
- Integrate concept of business law with foreign trade.

Unit-I

Contract: Meaning and Definition of Contract - Essential Elements of Valid Contract - Valid, Void and Voidable Contracts - Indian Contract Act, 1872

Unit-II

Offer, Acceptance and Consideration: Definition of Valid Offer, Acceptance and Consideration - Essential Elements of a Valid Offer, Acceptance and Consideration.

Unit-III

Capacity of the Parties and Contingent Contract: Rules Regarding to Minors Contracts -Rules Relating to Contingent Contracts - Different Modes of Discharge of Contracts - Rules Relating to Remedies to Breach of Contract.

Unit-IV

Sale of Goods Act 1930 and Consumer Protection Act 2019: Contract of Sale - Sale and Agreement to Sell - Implied Conditions and Warranties - Rights of Unpaid Vendor- Definition of Consumer - Person - Goods - Service - Consumer Dispute - Consumer Protection Councils - Consumer Dispute Redressal Mechanism.

Unit-V

Cyber Law: Overview and Need for Cyber Law - Contract Procedures - Digital Signature-Safety Mechanisms.

iii

References Books

- 1. J. Jaysankar, Business Laws, Margham Publication. Chennai.
- 2. ND Kapoor, Business Laws, S Chand Publications.
- 3. Balachandram V, Business law, Tata McGraw Hill.
- 4. Tulsian, Business Law, Tata McGraw Hill.
- 5. Pillai Bhagavathi, Business Law, SChand Publications.
- 6. Business Law, Seven Hills Publishers, Hyderabad.
- 7. K C Garg, Business Law, Kalyani Publishers.

Our Reference Book

iv

Content Business Law

| | Unit-1: Contract | | | | |
|------|---|----|--|--|--|
| 1.0 | Objectives | 1 | | | |
| 1.1 | Introduction | 1 | | | |
| 1.2 | Meaning of Contract | 2 | | | |
| | 1.2.1 Definition | 2 | | | |
| 1.3 | Essential Elements of a Valid Contract | 6 | | | |
| 1.4 | Agreement | 9 | | | |
| 1.5 | Classification of Agreement | 9 | | | |
| 1.6 | Classification of Contracts or Kinds of Contracts | 12 | | | |
| 1.7 | Indian Contract ACT, 1872 | 18 | | | |
| 1.8 | Outcomes | 18 | | | |
| 1.9 | Review Questions | 18 | | | |
| 1.10 | Multiple Choice Questions | 20 | | | |
| | Unit-2: Offer, Acceptance and Consideration | | | | |
| 2.0 | Objectives | 25 | | | |
| 2.1 | Introduction | 25 | | | |
| 2.2 | Offer or Proposal | 25 | | | |
| | 2.2.1 Proposal as Distinguished from an Invitation to make a Proposal | 29 | | | |
| 2.3 | Legal Rules Regarding a Valid Offer | 31 | | | |
| | 2.3.1 Essentials of Valid Offer (Check List) | 33 | | | |
| 2.4 | Lapse and Revocation of Offer | 33 | | | |
| | 2.4.1 When Does Offer Come to an end (Section 6) | 34 | | | |
| 2.5 | Acceptance | 35 | | | |
| | 2.5.1 Types of Acceptance | 36 | | | |
| | 2.5.2 Relationship between Offer and Acceptance | 36 | | | |
| | 2.5.3 Rules of Acceptances/Essentials of Valid Acceptance | 37 | | | |
| | 2.5.4 Mental Acceptance is no Acceptance | 39 | | | |
| | 2.5.5 Acceptance without Communication | 40 | | | |
| | 2.5.6 Communication and Revocation of Offer and Acceptance | 40 | | | |
| | 2.5.7 Modes of Lapse of an Offer | 42 | | | |
| | 2.5.8 Communication and Acceptance of Special Conditions | 43 | | | |
| | 2.5.9 A Stranger to a Contract Cannot Sue | 45 | | | |
| | 2.5.10 Contracts over Telephone or Telex | 46 | | | |
| | | v | | | |

| 2.7 T 2.8 C 2.9 H | 2.6.1 2.6.2 2.6.3 The Ru Outcor Review | | 47 47 50 50 51 |
|-------------------------|---|---|----------------------------|
| 2.7 T 2.8 C 2.9 H | 2.6.2 2.6.3 The Ru Outcor Review | Stranger to a Contract and Stranger to Consideration A Stranger to a Contract cannot Sue ile, "No Consideration, No Contract" and its Exceptions nes | 50 50 |
| 2.7 T 2.8 Q 2.9 H | 2.6.3 The Ru Outcor Review | A Stranger to a Contract cannot Sue ale, "No Consideration, No Contract" and its Exceptions mes | 50 |
| 2.7 T 2.8 (2.9 H | The Ru Outcor Review | ile, "No Consideration, No Contract" and its Exceptions | |
| 2.8 (2.9 H | Outcor Review | nes | 51 |
| 2.9 I | Review | | |
| | | | 53 |
| 2.10 1 | | v Questions | 53 |
| | Multip | le Choice Question | 56 |
| | | Unit-3: Capacity of the Parties and Contingent Contract | |
| 3.0 (| Objecti | ves | 63 |
| 3.1 I | Introdu | ction | 63 |
| 3.2 (| Capaci | ty of Parties | 64 |
| 3.3 N | Minor' | s Contract | 64 |
| 3 | 3.3.1 | A Contract or Agreement with or by a Minor is Void | 66 |
| | 3.3.2 | Persons of Pnsound Mind (Section 11 and 12) | 71 |
| 3 | 3.3.3 | Disqualified by Law or Disqualifications According to Status or | |
| | | Incompetency Through Status | 73 |
| 3.4 (| Contin | gent Contract | 74 |
| 3.5 I | Feature | es and Rules of Contingent Contract | 75 |
| | 3.5.1 | Rules for Enforcing Contingent Contracts | 75 |
| 3.6 I | Differe | nce Between a Wager and a Contingent Contract | 77 |
| | 3.6.1 | Modes of Discharge of Contract | 77 |
| 3 | 3.6.2 | Exceptions of Discharge by Impossibility | 85 |
| | 3.6.3 | Effect of Impossibility | 88 |
| 3.7 (| Consec | uences or Effects of Anticipatory Breach Contract | 92 |
| 3.8 (| Outcor | nes | 93 |
| 3.9 I | Review | Questions | 93 |
| 3.10 N | Multip | le Choice Questions | 96 |
| | (| Unit-4: Sale of Goods Act 1930 and Consumer Protection Act 2019 | |
| 4.0 0 | Objecti | ves | 99 |
| 4.1 I | Introdu | ction | 99 |
| 4.2 0 | Contra | ct of Sales | 10 |
| Z | 4.2.1 | Characteristics or Elements or Essentials of a Contract of Sale | 10 |
| Z | 4.2.2 | Difference between Sale and Agreement to Sell | 10 |
| 4.3 | Subjec | t Matter of Sale Contract | 10 |
| vi | | | |

| | 4.3.1 | Types of Goods | 104 |
|------|---------|--|-----|
| | 4.3.2 | Destruction of Goods | 106 |
| | 4.3.3 | Ascertainment of Price | 107 |
| | 4.3.4 | Earnest Money | 108 |
| 4.4 | Condit | ions and Warranties | 108 |
| | 4.4.1 | Stipulation as to Time | 110 |
| | 4.4.2 | Express Condition or Warranty | 113 |
| | 4.4.3 | Implied Warranties | 118 |
| 4.5 | Doctri | ne of Caveat Emptor | 119 |
| 4.6 | Transf | er of Property | 121 |
| | 4.6.1 | Time of Passing of Property and its Importance | 121 |
| | 4.6.2 | Transfer of Property in Specific or Ascertained goods | 122 |
| | 4.6.3 | Relationship between Ascertainment and Transfer of Ownership | 125 |
| | 4.6.4 | Transfer of Title by Non-owners | 126 |
| 4.7 | Right | of Unpaid seller | 131 |
| 4.8 | Consequ | uences of Breach of the Contract of Sale of the Goods | 141 |
| 4.9 | Consu | mer Protection Act-1986 | 143 |
| | 4.9.1 | Scope and Extent of the Act | 144 |
| | 4.9.2 | Objectives of the Act | 144 |
| | 4.9.3 | Some Important Definitions and Terminology | 145 |
| 4.10 | Causes | s/Types of Consumer Exploitation or Consumer Problems | 149 |
| 4.11 | Right t | o Consumer | 151 |
| 4.12 | Need a | and Importance of Consumer Protection | 152 |
| 4.13 | Consu | mer Protection Councils | 153 |
| 4.14 | Redres | sal of Consumer Disputes | 155 |
| | 4.14.1 | Jurisdiction of District Forum | 156 |
| | 4.14.2 | Manner in which Complaint Shall be Made | 156 |
| | 4.14.3 | A Procedure of Grievance Redressal | 157 |
| | 4.14.4 | Power/Rights of District Forum | 159 |
| | 4.14.5 | Enforcement of the orders of District Forum State Commission or | |
| | | National Commission | 163 |
| | 4.14.6 | Penalties | 163 |
| | 4.14.7 | Some Important Points of Consumer Protection Amendment Act, 2002 | 164 |
| 4.15 | Consu | mer Protection Act, 2019 | 164 |
| | 4.15.1 | Features of the Consumer Protection Act, 2019 | 165 |
| 4.16 | Outcon | nes | 166 |
| | | ſ | |
| | | | vii |

| 4.17 | Review | v Questions | 167 |
|------|---------|---|-----|
| 4.18 | Multip | le Choice Questions | 170 |
| | | Unit-5: Cyber Law | |
| 5.0 | Object | ives | 179 |
| 5.1 | Introdu | action | 179 |
| 5.2 | Cyber | Law | 180 |
| | 5.2.1 | History of Internet and World Wide Web | 181 |
| 5.3 | Need | for Cyber Law | 182 |
| 5.4 | Jurisp | rudence of Indian Cyber Law | 183 |
| 5.5 | Cyber | crime on the rise | 185 |
| 5.6 | Terms | of Cyber Law | 187 |
| 5.7 | Cyber | Law in India | 190 |
| | 5.7.1 | Need for Cyber Law in India | 190 |
| | 5.7.2 | Information Technology Act, 2000 | 191 |
| | 5.7.3 | National Policy on Information Technology 2012 | 191 |
| | 5.7.4 | Important Provisions of the Act | 192 |
| 5.8 | E-Con | tracts | 199 |
| | 5.8.1 | Essentials of an Electronic Contract | 200 |
| | 5.8.2 | Processes for forming Electronic Contracts | 201 |
| 5.9 | Regula | ation of Certifying Authorities | 204 |
| | 5.9.1 | A Controller of Certifying Authority | 204 |
| | 5.9.2 | Functions of Controller: (Secs. 18-25) | 205 |
| | 5.9.3 | Powers of CCA | 207 |
| | 5.9.4 | Who may Apply for License for Becoming Certifying Authority | 208 |
| | 5.9.5 | Certifying Authority | 209 |
| | 5.9.6 | Duties Certifying Authority (Secs. 30-34) | 210 |
| 5.10 | Digita | l Signature Certificate (Rule 7) | 211 |
| | 5.10.1 | Procedures Relating to Electronic Signature Certificate (Secs. 35-39) | 212 |
| 5.11 | Subsci | iber | 213 |
| 5.12 | Cyber | Contraventions and Offences | 214 |
| | 5.12.1 | Penalties and Compensation for Contraventions | 215 |
| | 5.12.2 | Offences and its Kinds | 217 |
| 5.13 | Adjud | ication and Appellate Tribunal | 221 |
| 5.14 | Outco | mes | 225 |
| 5.15 | Review | w Questions | 225 |
| 5.16 | Multip | le Choice Questions | 227 |
| | | | |
| vii | u] _ | | |

AUDITING

As per Choice Based Credit System (CBCS) II - B.Com(Gen) / IV - Semester





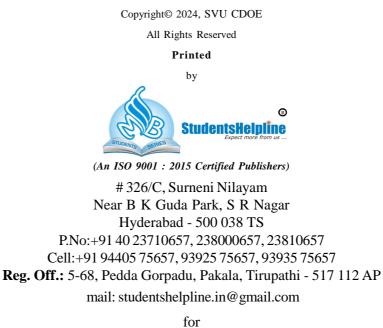
Authors Prof. Venkata Narasiah Dr. Maneiah Dr. Ram Babu Dept. of Commerce S.V. University, Tirupati - 517502 AP



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.



101

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

ii

II - Year / IV - Semester as per CBCS

AUDITING

Unit-I: Introduction to Auditing

Auditing: Meaning-Definition-Evolution-Objectives-Importance.

Types of audit: Based on ownership (Proprietorship, Partnership, Companies, Trusts, Cooperative Societies, Government Departments) -Based on time (Interim, Final, Continuous, Balance Sheet)-Based on objectives (Independent, Financial, Internal, Cost, Tax, Government, Secretarial).

Unit-II: Planning of Audit and Control

Auditor: Qualifications and disqualifications – Qualities - Appointment and Reappointment – Remuneration – Removal – Rights – Duties – Liabilities.

Audit planning: - Engagement letter - Audit programme -Audit note book -Audit papers - Audit work book - Audit contents - Audit markings - Internal check- Internal control –(Sales-Purchases-Fixed assets-Cash-Bank-Pay Roll) - Accounting controls and Sampling in audit.

Unit-III: Vouching and Audit of Financial Statements

Vouching: Meaning- Vouching of cash and trading transactions –Investigation, Verification and Valuation of assets and liabilities- Differences between vouching, investigation, verification and valuation.

Audit of Financial Statements: Receipts – Payments – Sales – Purchases -Fixed assets – Investments - Personal ledger – Inventories - Capital and Reserves - Other assets - Other liabilities.

Unit-IV: Audit of Institutions

Audit of institutions: Partnership - Manufacturing and Other Companies -Non-trading concerns.

Audit Report: Contents - Preparation of audit report - Fair report - Qualified report.

Unit-V: Report Writing

Business Correspondence and Report writing: Basic principles – Business letters.

Business reports: Structure - Preparation of Routine reports and special reports.

iii

| | <i>Content</i> AUDITING | |
|----------|--------------------------------------|----|
| | Unit-I | |
| 1.0 | Aims and Objectives | 1 |
| 1.1 | Introduction | 1 |
| 1.2 | Meaning of Auditing | 2 |
| 1.3 | Definitions | 2 |
| 1.4 | Advantages of Auditing | 3 |
| 1.5 | Features of Auditing | 4 |
| 1.6 | Classification of Audits | 5 |
| | 1.6.1 On the basis of Ownership | 5 |
| | 1.6.2 Based on time Period | 8 |
| | 1.6.2.1 Interim Audit | 8 |
| | 1.6.2.2 Final Audit | 9 |
| | 1.6.2.3 Continuous Audit | 11 |
| | 1.6.3 Based on Objective | 13 |
| | 1.6.3.1 Independent Audit | 13 |
| 1.7 | Internal Audit | 14 |
| 1.8 | Summary | 18 |
| 1.9 | Key words | 19 |
| 1.10 | Review Questions | 20 |
| | Unit-II | |
| 2.0 | Aims and Objectives | 24 |
| 2.1 | Introduction | 24 |
| 2.2 | Auditor | 24 |
| 2.3 | Qualifications and Disqualifications | 25 |
| | 2.3.1 Qualifications of Auditor | 25 |
| | 2.3.2 Disqualifications of Auditor | 26 |
| 2.4 | Appointment of Auditor | 27 |
| 2.5 | Reappointment of Auditor | 27 |
| 2.6 | Liabilities of an Auditor | 28 |
| iv | ¬ | |
| <u> </u> | | |

| 2.7 | Auditor's Remuneration | 29 |
|------|--|----|
| 2.8 | Removal of an Auditor | 30 |
| 2.9 | Rights of a Company Auditor | 31 |
| 2.10 | Duties of a Company Auditor | 32 |
| 2.11 | Audit Planning | 33 |
| 2.12 | Engagement Letter | 37 |
| 2.13 | Audit Programme | 39 |
| 2.14 | Audit Not Book | 42 |
| 2.15 | Audit Papers | 43 |
| 2.16 | Audit Markings | 45 |
| 2.17 | Internal Control | 46 |
| 2.18 | Internal Check | 61 |
| 2.19 | Accounting Controls and Sampling in Audit | 65 |
| 2.20 | Summary | 67 |
| 2.21 | Keywords | 68 |
| 2.22 | Reviw Questions | 69 |
| | Unit-III | |
| 3.0 | Aims and Objectives | 72 |
| 3.1 | Introduction | 72 |
| 3.2 | Meaning | 72 |
| | 3.2.1 Objectives | 73 |
| | 3.2.2 Importance | 74 |
| | 3.2.3 Features of Voucher | 74 |
| | 3.2.4 Types of Vocher | 75 |
| 3.3 | Principles or Techniques of Vouching | 77 |
| | 3.3.1 Vouching of Cash Transactions | 78 |
| 3.4 | Investigation | 79 |
| | 3.4.1 Comparison Investigation with Audit | 80 |
| | 3.4.2 Essential Requirements for Investigation | 81 |
| 3.5 | Verification and Valuation of Assets and Liabilities | 85 |
| | 3.5.1 Verification of Assets & Liabilities | 85 |
| | 3.5.2 Objects of Verification | 85 |
| | | v |

| | 3.5.3 Difference Between Vouching and Verification | 86 |
|-------|--|-----|
| | 3.5.4 Verification of Assets | 86 |
| | 3.5.5 Valuation | 86 |
| | 3.5.6 Mode of valuation of Assets | 87 |
| | 3.5.7 Methods of Valuations | 88 |
| | 3.5.8 Basis of Valuation | 88 |
| | 3.5.9 Verification and Valuation of Different Assetss | 88 |
| 3.6 | Distinguish between Vouching, Verification and Valuation | 99 |
| 3.7 | Audit of Financial Statements | 99 |
| 3.8 | Audit of Receipts and Payments | 101 |
| 3.9 | Summary | 107 |
| 3.10 | Keywords | 108 |
| 3.11 | Review Questions | 107 |
| | Unit-IV | |
| 4.0 | Aims and Objectives | 111 |
| 4.1 | Introduction | 111 |
| 4.2 | Audit of the Accounts of Sole Trading Business Organizations | 112 |
| 4.3 | Audit of Partnership Firms | 114 |
| 4.4 | Audit of Companies | 116 |
| 4.5 | Audit of Co-operative Societies | 130 |
| 4.6 | Audit of Non-Trading Concerns | 137 |
| 4.7 | Audit Report | 139 |
| | 4.7.1 Significance of Auditor's Report | 139 |
| | 4.7.2 Content of Audit Report | 140 |
| | 4.7.3 Element of the Audit Report | 140 |
| | 4.7.4 Distinction between Reports and Certificates | 141 |
| | 4.7.5 Feature of Good Report | 141 |
| 4.8 | Summary | 143 |
| 4.9 | Review Questions | 143 |
| | Unit-V | |
| 5.0 | Aims and Objectives | 146 |
| 5.1 | Introduction | 146 |
| vi | | |
| _ • • | | |

| 5.2 | Principles of Letter Writing | 147 |
|------|---|-----|
| 5.3 | Features of Effective Writing | 147 |
| 5.4 | Business Letters | 152 |
| | 5.4.1 Types of Business Letters | 152 |
| 5.5 | Basic Principes | 153 |
| | 5.5.1 Five Principles of Effective Business Writing | 154 |
| | 5.5.2 Style of Business Letters | 155 |
| | 5.5.3 Elements of a Good Letter | 158 |
| 5.6 | Formats of Business Letters | 159 |
| | 5.6.1 Tone of Business Letters | 161 |
| | 5.6.2 Interview Letters | 163 |
| | 5.6.3 Letters of Appointment | 167 |
| | 5.6.4 Letters of Confirmation, Promotion And Retrenchment | 168 |
| | 5.6.5 Termination Letters | 170 |
| | 5.6.6 Enquiry Letters | 171 |
| | 5.6.7 Order Letter | 174 |
| | 5.6.8 Regret Letters | 176 |
| | 5.6.9 Cancellation orders letters | 176 |
| | 5.6.10 Complaint Letters | 178 |
| | 5.6.11 Adjustment Letters | 181 |
| 5.7 | Report Writing | 182 |
| | 5.7.1 Purpose of Business Reports | 183 |
| | 5.7.2 Objectives of Report Writing | 185 |
| | 5.7.3 Importance of Report Writing | 185 |
| | 5.7.4 Essentials of Good Report | 186 |
| 5.8 | How to Write a Good Report | 187 |
| | 5.8.1 Guidelines in Preparing Reports | 191 |
| 5.9 | Types of Reports | 193 |
| 5.10 | Technical Reports | 196 |
| | 5.10.1 Tips to Make Successful Technical Report Writing | 196 |
| | 5.10.2 Steps in Technical or Business Report Writing | 197 |
| | | vii |

| 5.11 | Progress Reports | 198 |
|------|---|-----|
| | 5.11.1 Functions and Contents of Progress Reports | 198 |
| | 5.11.2 Timing and Format of Progress Reports | 198 |
| | 5.11.3 Organizational Patterns for Progress Reports | 199 |
| 5.12 | Routine Reports | 204 |
| 5.13 | Annual Reports | 205 |
| 5.14 | Summary | 207 |
| 5.15 | Keywords | 208 |
| 5.15 | Review Questions | 208 |



Database Management Systems

As per Choice Based Credit System (CBCS)

II - B.Com(CA) / IV - Semester





Authors Dr. K. Maneiah Dr. S. Siva Sankar Dept. of Commerce S.V. University, Tirupati - 517502 AP

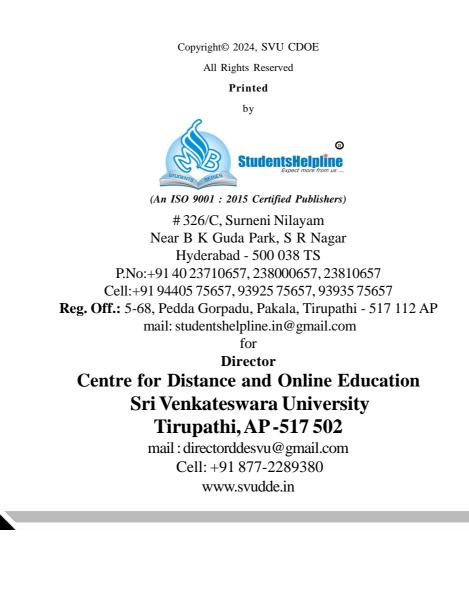


Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP -517 502 Year: 2024

Edtion : First

ii

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.



Detailed Contents

Database Management Systems

| | Unit-I: Overview of Database Management System | |
|-----|---|----|
| 1.0 | Aims and Objectives | 1 |
| 1.1 | Introduction | 1 |
| 1.2 | Data and Information | 2 |
| | 1.2.1 Differences Between Data and Information | 2 |
| | 1.2.2 View of Data | 3 |
| 1.3 | File-based system | 4 |
| | 1.3.1 Distinguish between Filesystem and DBMS | 5 |
| | 1.3.2 Drawbacks of File-Based System | 5 |
| 1.4 | Database | 6 |
| | 1.4.1 Purpose of Database Systems | 7 |
| | 1.4.2 Functions of DBMS | 8 |
| | 1.4.3 Characteristics of DBMS | 8 |
| | 1.4.4 Types of Database | 9 |
| | 1.4.5 Database-System Applications | 9 |
| 1.5 | Database Management System | 10 |
| | 1.5.1 Objectives of DBMS | 11 |
| | 1.5.2 Evolution of DBMS | 11 |
| | 1.5.3 Classification of DBMS | 13 |
| | 1.5.4 DBMS Approach | 14 |
| | 1.5.5 Database Languages | 15 |
| | 1.5.6 Relational Databases | 16 |
| | 1.5.7 Database Design | 17 |
| | 1.5.8 Data Storage and Querying | 19 |
| | 1.5.9 Transaction Management | 20 |
| | 1.5.10 Advantages of DBMS | 21 |
| | 1.5.11 Disadvantages of DBMS | 22 |
| 1.6 | Database Administrator (DBA) Functions & Role | 22 |
| | 1.6.1 Database Users and Administrators | 23 |
| | 1.6.2 Data Files Indices and Data Dictionary | 24 |
| 1.7 | Data Models | 26 |
| | 1.7.1 Anis/Spark Data Model | 26 |
| | 1.7.1.1 Differences between Relational and Non-relational Data Models | 28 |
| | 1.7.2 Object-based Logical Models | 29 |
| | 1.7.3 Physical Data Model | 29 |
| 4.6 | 1.7.4 ANSI/SPARC Data Model | 29 |
| 1.8 | Components and Interfaces of Database Management System | 31 |

| 1.9 | Database Architecture | 33 |
|------|---|----|
| | 1.9.1 Advantages of Three-Level Architecture | 35 |
| 1.10 | Situations where DBMS is not necessary | 35 |
| | 1.10.1 DBMS Vendors and Their Products | 36 |
| 1.11 | Summary | 36 |
| 1.12 | Keywords | 36 |
| 1.13 | Review Questions | 37 |
| 1.14 | Multiple Choice Questions | 38 |
| | UNIT II: Entity-Relationship Model | |
| 2.0 | Aims and Objectives | 41 |
| 2.1 | Introduction | 41 |
| 2.2 | Structure of Relational Databases | 41 |
| | 2.2.1 Database Schema | 42 |
| | 2.2.2 Keys | 43 |
| | 2.2.2.1 Primary Key and Foreign Key for the Relations | 44 |
| | 2.2.3 Schema Diagrams | 45 |
| | 2.2.4 Relational Query Languages | 45 |
| | 2.2.5 Relational Operations | 46 |
| 2.3 | Entity Relationship (ER) Model | 48 |
| | 2.3.1 Entities | 48 |
| | 2.3.2 Classification of Entity Sets | 49 |
| | 2.3.3 Attributes | 50 |
| | 2.3.4 Relationships | 51 |
| | 2.3.5 The building Blocks of an Entity Relationship Diagram | 52 |
| | 2.3.6 Defining Relationship for College Database | 53 |
| 2.4 | E-R Diagram | 55 |
| | 2.4.1 Conversion of E-R Diagram to Relational Database | 56 |
| | 2.4.2 Relationship Degree | 57 |
| | 2.4.3 Relationship Classification | 58 |
| | 2.4.4 Entity-Relationship Design Issues | 59 |
| | 2.4.5 Extended E-R Features | 60 |
| | 2.4.6 Other Aspects of Database Design | 63 |
| 2.5 | Reducing ER Diagram to Tables | 64 |
| | 2.5.1 Enhanced Entity-relationship Model (EER Model) | 70 |
| | 2.5.2 ISA relationship and Attribute Inheritance | 70 |
| | 2.5.3 Multiple Inheritances | 71 |
| | 2.5.4 Constraints on Specialization and Generalization | 71 |
| | 2.5.5 Advantages of ER Modeling | 73 |
| | 2.5.6 Disadvantages of ER Model | 73 |
| 2.6 | Entity Clusters | 74 |

| | 2.6.1 CODD'S Rules | 75 |
|------|--|-----|
| | 2.6.2 Relational Data Model | 76 |
| 2.7 | Relational Constraints | 77 |
| | 2.7.1 Relational Integrity | 79 |
| | 2.7.2 Update Operations and Dealing with Constraint Violations | 80 |
| | 2.7.3 Relational Algebra | 81 |
| | 2.7.4 Relational Algebra Operations | 81 |
| | 2.7.5 Advantages and Limitations of Relational Algebra | 91 |
| 2.8 | Relational Calculus | 92 |
| | 2.8.1 Tuple Relational Calculus | 92 |
| | 2.8.2 Domain Relational Calculus (DRC) | 94 |
| 2.9 | Relational Model | 95 |
| 2.10 | ConnectionTraps | 96 |
| 2.11 | QBE | 97 |
| 2.12 | Summary | 100 |
| 2.13 | Keywords | 101 |
| 2.14 | Review Questions | 102 |
| 2.15 | Multiple Choice Questions | 103 |
| | UNIT-III: Database Integrity and Normalization | |
| 3.0 | Aims and Objectives | 105 |
| 3.1 | Introduction | 105 |
| 3.2 | Relational Database Design | 105 |
| | 3.2.1 Features of Good Relational Designs | 106 |
| | 3.2.2 Relational Database Integrity | 106 |
| | 3.2.3 Redundancy and Associated Problems | 106 |
| | 3.2.4 Single Valued Dependencies | 107 |
| | 3.2.5 Functional Dependencies in Relational Database | 107 |
| | 3.2.6 Decomposition Using Multivalued Dependencies | 110 |
| 3.3 | Normalization | 112 |
| | 3.3.1 The First Normal Form | 113 |
| | 3.3.2 The Second Normal Form | 116 |
| | 3.3.3 The Third Normal Form | 117 |
| | 3.3.4 Boyce Codd Normal Form | 120 |
| 3.4 | Attribute Preservation | 123 |
| | 3.4.1 Lossless-join Decomposition | 124 |
| | 3.4.2 Dependency Preservation | 124 |
| 3.5 | File Organisation | 125 |
| | 3.5.1 Physical Database Design Issues | 126 |
| | 3.5.2 Storage of Database on Hard Disks | 126 |
| | 3.5.3 File Organisation and its Types | 127 |
| | | |

| | 3.5.4 Heap Files (Unordered files) | 128 |
|-----|--|-----|
| | 3.5.5 Sequential File Organisation | 129 |
| | 3.5.6 Indexed (Indexed Sequential) File Organisation | 129 |
| | 3.5.7 Hashed File Organisation | 130 |
| | 3.5.8 Types of Indexes | 138 |
| | 3.5.9 Index and Tree Structure | 139 |
| | 3.5.10 Multi-key File Organisation | 142 |
| | 3.5.11 Need for Multiple Access Paths | 142 |
| | 3.5.12 Multi-list File Organisation | 143 |
| | 3.5.13 Inverted File Organisation | 145 |
| 3.6 | Summary | 145 |
| 3.7 | Keywords | 146 |
| 3.8 | Review Questions | 146 |
| 3.9 | Multiple Choice Questions | 147 |
| | UNIT IV: Structured Query Language(SQL) | |
| 4.0 | Aims and Objectives | 151 |
| 4.1 | Introduction | 151 |
| 4.2 | Overview of the SQL Query Language | 151 |
| | 4.2.1 History of SQL Standard | 152 |
| | 4.2.2 Basic Structure of SQL Queries | 153 |
| | 4.2.3 Commands in SQL | 153 |
| | 4.2.4 Data Types in SQL | 154 |
| 4.3 | Data Definition Language | 155 |
| | 4.3.1 Selection Operation | 158 |
| | 4.3.2 Projection Operation | 159 |
| | 4.3.3 Aggregate Functions | 159 |
| | 4.3.4 Additional Basic Operations | 161 |
| | 4.3.5 Null Values | 162 |
| | 4.3.6 Nested Subqueries | 162 |
| 4.4 | Data Manipulation Language | 163 |
| 4.5 | Data Control Language | 164 |
| 4.6 | Transaction Control Language | 165 |
| 4.7 | Modification of the Database | 165 |
| | 4.7.1 Table Modification Commands/Table Handling | 166 |
| | 4.7.2 Table Truncation | 167 |
| | 4.7.3 Imposition of Constraints | 168 |
| | 4.7.4 Join Operation | 171 |
| | | |

| | 4.7.5 Set Operation | 174 |
|------|--|-----|
| | 4.7.6 Views | 176 |
| | 4.7.7 Sequences | 179 |
| | 4.7.8 Indexes and Synonyms | 183 |
| 4.8 | Queries using Order by, Where & Group by | 184 |
| | 4.8.1 Nested/Sub Queries | 186 |
| 4.9 | Embeded SQL | 188 |
| 4.10 | Summary | 190 |
| 4.11 | Keywords | 190 |
| 4.12 | Review Questions | 191 |
| 4.13 | Multiple Choice Questions | 191 |
| | | |

| UNITY | PL/SOL |
|-------|---------|
| | •IL/DQL |

| 5.0 | Aims and Objectives | 193 |
|------|---|-----|
| 5.1 | Introduction | 193 |
| 5.2 | Shortcoming in SQL | 193 |
| 5.3 | Structure of PL/SQL | 194 |
| | 5.3.1 PL/SQL Language Elements | 194 |
| 5.4 | Data Types | 198 |
| | 5.4.1 Operators Precedence | 198 |
| | 5.4.2 Control Structure | 199 |
| 5.5 | Steps to Create a PL/SQL Program | 202 |
| 5.6 | Cursors | 204 |
| | 5.6.1 Steps to Create Cursors | 207 |
| 5.7 | Procedures | 208 |
| | 5.7.1 Function | 210 |
| | 5.7.2 Packages | 211 |
| | 5.7.3 Exceptions Handling | 213 |
| | 5.7.4 Database Triggers | 216 |
| | 5.7.5 Types of Triggers | 219 |
| 5.8 | Summary | 220 |
| 5.9 | Keywords | 220 |
| 5.10 | Review Questions | 220 |
| 5.11 | Multiple Choice Questions | 221 |
| | UNIT-VI : Transactions and Concurrency Management | |
| 6.0 | Aims and Objectives | 223 |
| 6.1 | Introduction | 223 |

| 6.2 | Transactions | 223 |
|------|---|-----|
| | 6.2.1 Concurrent Transactions | 226 |
| | 6.2.2 Locking Protocol | 226 |
| | 6.2.3 Serialisable Schedules | 226 |
| 6.3 | Locks Two Phase Locking (2PL) | 228 |
| 6.4 | Deadlock and its Prevention | 230 |
| 6.5 | Optimistic Concurrency Control | 233 |
| 6.6 | Database Recovery and Security | 235 |
| 6.7 | Kinds of Failures | 236 |
| | 6.7.1 Failure Controlling Methods | 237 |
| 6.8 | Database Errors | 238 |
| 6.9 | Backup & Recovery Techniques | 239 |
| 6.10 | Security & Integrity | 244 |
| | 6.10.1 Database Security | 245 |
| 6.11 | Authorization | 247 |
| 6.12 | Summary | 247 |
| 6.13 | Keywords | 248 |
| 6.14 | Review Questions | 248 |
| 6.15 | Multiple Choice Questions | 249 |
| | | |
| | UNIT-VII: Distributed and Client Server Databases | |
| 7.0 | Aims and Objectives | 253 |
| 7.1 | Introduction | 253 |
| 7.2 | Need for Distributed Database Systems | 254 |
| | 7.2.1 Structure of Distributed Database | 257 |
| 7.3 | Advantages of Data Distribution | 259 |
| | 7.3.1 Disadvantages of Data Distribution | 259 |
| 7.4 | Data Replication | 263 |
| 7.5 | Data Fragmentation | 265 |
| 7.6 | Distributed Database-System Architectures | 269 |
| | 7.6.1 Centralized Architectures | 272 |
| | 7.6.2 Client Server Architectures | 273 |
| | 7.6.3 Need for Client Server Computing | 274 |
| | 7.6.4 Structure of Client Server Systems & its advantages | 275 |
| | 7.6.5 Server System Architectures | 276 |
| | 7.6.6 Server System Architectures | 276 |
| | 7.6.7 Parallel Systems | 277 |
| | 7.6.8 Network Types | 279 |
| 7.7 | Summary | 280 |

280

280

281

7.8 Keywords7.9 Review Questions7.10 Multiple Choice Questions