

ప్రాచీన తెలుగు కవిత్వం

డిగ్రీ (జనరల్) / సెమిస్టర్

రచయితలు

డా॥ బి. అశోక్

తెలుగు విభాగం

ఎస్. వి. విశ్వ విద్యాలయం

తిరువతి, ఆంధ్రప్రదేశ్ - 517 502



Dr. B. R. Ambedkar Open University
Eluru, Andhra Pradesh, India
www.drabraouap.org

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విజయోస్తు

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

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

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

- రచయితలు

జనరల్ తెలుగు / సెమిస్టర్ - 1

ప్రాచీన తెలుగు కవిత్వం

ఈ కోర్సు విజయవంతంగా ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

1. ప్రాచీన తెలుగుసాహిత్యం యొక్క ప్రాచీనతను, విశిష్టతను గుర్తిస్తారు. తెలుగు సాహిత్యంలో ఆదికవి నన్నయ కాలంనాటి భాషానంకృతులను, ఇతిహాసకాలంనాటి రాజనీతి విషయాలపట్ల పరిజ్ఞానాన్ని సంపాదించగలరు.
2. శివకవుల కాలంనాటి మతపరిస్థితులను, భాషావిశేషాలను గ్రహిస్తారు. తెలుగు సుడికారం, సామెతలు, లోకోక్తులు మొదలైన భాషాంశాల పట్ల పరిజ్ఞానాన్ని పొందగలరు.
3. తిక్కన భారతంనాటి మత, ధార్మిక పరిస్థితులను, తిక్కన కవితాశిల్పాన్ని, నాటకీయతను అవగాహన చేసుకోగలరు.
4. ఎఱ్ఱన సూక్తివైచిత్రిని, ఇతిహాస కవిత్వంలోని విభిన్న రీతులపట్ల అభిరుచిని పొందగలరు. శ్రీనాథుని 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

కుమారసంభవం - ద్వితీయాశ్వాసం - (49 - 86 పద్యాలు)

యూనిట్ - III

ధామ్య ధర్మోపదేశము - తిక్కన

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

యూనిట్ - IV

పలనాటి బెబ్బలి - శ్రీనాథుడు (పలనాటి వీరచరిత్ర - ద్విపద కావ్యం పుట 108 - 112 'బాలచంద్రుడు భీమంబగు సంగ్రామం బొనర్చుట.. (108)..

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

యూనిట్ - V

సీతారావణ సంవాదం - మొల్ల

రామాయణము - సుందరకాండము - (40 - 87 పద్యాలు)

వ్యాకరణం

సంధులు: ఉత్ప, త్రిక, ద్రుతప్రకృతిక, నుగాగమ, ద్విరుక్తటకారాదేశ, యణాదేశ, వృద్ధి, శ్చుత్వ, జశ్వ, అనునాసిక సంధులు.

సమాసాలు: అవ్వయిభావ, తత్పురుష, కర్మధారయ, ద్వంద్వ, ద్విగు, బహువ్రీహి.

అలంకారాలు:

అర్థాలంకారాలు: ఉపమ, ఉత్పేక్ష, రూపక, స్వభావోక్తి, అర్థాంతరవ్యాస, అతిశయోక్తి.

శబ్దాలంకారాలు: అనుప్రాస (వృత్త్యనుప్రాస, ఛేకామప్రాస లాటానుప్రాస, అంత్యానుప్రాస) ఛందస్సు

వృత్తాలు: ఉత్పలమాల, చంపకమాల, శార్దూలము, మత్తేభము;

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

విషయ సూచిక
ప్రాచీన తెలుగు కవిత్వం

యూనిట్-1: రాజనీతి

1.1	ఉద్దేశం	1
1.2	కవి పరిచయం	1
1.3	మహాభారత ప్రాశస్త్యము	1
1.4	పాఠ్యభాగం	2
1.5	పాఠ్యభాగ పరిచయం	7
1.6	కఠిన పదాలకు అర్థాలు	7
1.7	ప్రతిపదార్థ : తాత్పర్యాలు	10
1.8	సందర్భ సహిత వ్యాఖ్యలు	17
1.9	పాఠ్యభాగ సారాంశం	19
1.10	ప్రశ్నలు - 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	ప్రతిపదార్థ - తాత్పర్యాలు	42
2.6	సందర్భ సహిత వ్యాఖ్యలు	49
2.7	పాఠ్యభాగసారాంశము	51

2.8	ప్రశ్నలు - జవాబులు	54
2.9	సంగ్రహ ప్రశ్నలు	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	ప్రతిపదార్థ - తాత్పర్యాలు	75
3.7	సందర్భ సహిత వ్యాఖ్యలు	80
3.8	పాఠ్యభాగ సారాంశము	82
3.9	ప్రశ్నలు -సమాధానములు	85
3.10	సంగ్రహ ప్రశ్నలు	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 అర్థాలు	104
4.6	సందర్భ సహిత వ్యాఖ్యలు	108
4.7	పాఠ్యభాగం సారాంశం	110

4.8	వ్యాసరూప ప్రశ్నలు	113
4.9	సంగ్రహ ప్రశ్నలు	118
4.10	అభ్యాసం	120

యూనిట్-5: సీతారావణ సంవాదం

5.0	ఉద్దేశం	121
5.1	కవియిత్రి 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	సంగ్రహరూప ప్రశ్నలు	153
5.9	అభ్యాసం	156

యూనిట్-6: వ్యాకరణం

6.1	సంధులు	157
6.2	సమాసములు	162
6.3	అలంకారములు	167
6.4	ఛందస్సు	170

A Course in Communication and Soft Skills

*As per Choice Based Credit System (CBCS)
For Degree 1-Year/1-sem
Common to all Branches*



Authors

Prof. V. Ravi Naidu

Dept. of English

S.V. University, Tirupati - 517502 AP



Dr. B. R. Ambedkar Open University

Eluru, Andhra Pradesh, India

www.drbraouap.org

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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

Unit-1: Listening Skills

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

Unit-2: Speaking 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

Unit-5: Soft Skills

- a. SWOC
- b. Attitude
- c. Emotional Intelligence
- d. Telephone Etiquette
- e. Interpersonal Skills

Content

A Course in Communication and Soft Skills

Unit-1: Listening skills

1.0	Objectives	1
1.1	Listening Skills	1
1.2	Importance	2
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	30

2.4	Sounds of English	30
2.5	Introduction To Phonetics	31
2.5.1	The Sounds of English	32
2.5.2	Task	33
2.6	Vowels	34
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	69
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 Grammar	84
3.2	Concord	84
3.2.1	Rules for Concord	85
3.2.2	Concord of Proximity	88

3.2.3	The Basics of Subject-Verb Concord	89
3.2.4	Tasks	90
3.2.5	Check Out	93
3.3	Modals	94
3.3.1	List of Modal Verbs	94
3.3.2	Tasks	99
3.3.3	Check Out	101
3.4	Tenses (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	Articles	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	Prepositions	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	Question 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	155
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 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	Outcomes	200

Unit-4: Writing

4.0	Objectives	201
4.1	Introduction	201
4.2	Significance Of Writing	203
4.2.1	Spelling	204
4.3	Tasks (SSC Codes)	207
4.4	Punctuation	212
4.4.1	Task	216
4.5	Paragraph 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	Outcomes	224
4.7	Check Out	224

Unit-5: Soft Skills

5.0	Objectives	229
5.1	Introduction	229
5.1.1	How it Works	230
5.1.2	Importance	230

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	SWOC	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	Attitude	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	Emotional 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	Telephone 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	Interpersonal Skills	266
5.6.1	Understanding Interpersonal Skills	266
5.6.2	Importance of Interpersonal Skills	267
5.6.3	How to Improve Interpersonal Skills	268
5.6.4	Highlight Interpersonal Skills when Applying for Jobs	268
5.7	Outcomes	269
5.8	Interview Questions	270

Life Skill Course
Human Values and Professional Ethics

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



Author

Dr. M. Shanthi

Dept. of Management Studies

S.V. University, Tirupati - 517502 AP



**Dr. B. R. Ambedkar Open University
Eluru, Andhra Pradesh, India**

www.drbraouap.org

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Eluru, Andhra Pradesh, India
www.drbraouap.org

Human Values and Professional Ethics

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.

Content
Human Values and Professional Ethics

Unit-1: Introduction

1.0	Objectives	1
1.1	Introduction	1
1.2	Value 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	Introduction to Values	9
1.4	Definition of Values	10
1.5	Classification of Value Education	12
1.5.1	Characteristics of Values	14
1.5.2	Types of Values	15
1.6	Human 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	Content of Value Education	20
1.8	Role of Value Education	21
1.9	Need for Value Education	22
1.9.1	Basic Guidelines for Value Education	25
1.10	Content and Process of Value Education	26
1.10.1	Preconditioning	26

1.10.2	Ways to Apply our Personal Core values in Daily Life	27
1.10.3	Ways to Select Choice Making	29
1.11	Prosperity 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	Outcomes	42
1.13	Review Questions	42
1.14	Multiple Choice Questions	43
Unit-2: Harmony in the Family		
2.0	Objectives	45
2.1	Introduction	45
2.2	Harmony	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	Harmony in Nature	48
2.4	Harmony 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
2.7	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
2.8	Comprehensive Human Goal: The Five dimensions of Human Endeavour	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
2.9	Universal Human Order	71
2.9.1	Right understanding in the Individuals is the basis for Harmony in the Family	72
2.10	Outcomes	72
2.11	Review Questions	73
2.12	Multiple Choice Questions	74

Unit-3: Professional Ethics in Education

3.0	Objectives	77
3.1	Introduction	77
3.2	Value Based Life and Profession	78
3.3	Professional 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

3.3.4	Important of Professional Integrity in the Workplace	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	Respect 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	Privacy	89
3.5.1	Multiple Dimensions or Types of Privacy	89
3.5.2	Chief Contents or Aspects of Privacy	91
3.6	Privacy Law	94
3.6.1	Classification of Privacy Law	94
3.7	Building Trusting Relationship	95
3.7.1	How to Build Good Work Relationships	96
3.8	Positive 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	Openness	104
3.10.1	Drivers of Openness in an Organization	105
3.11	Loyalty	108
3.11.1	Loyalty towards Goals and Objectives	108
3.11.2	Differing Concepts of Loyalty	108
3.12	Outcomes	110
3.13	Review Questions	110
3.14	Multiple Choice Questions	111

Skill Development Course
Office Secretaryship

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



Author

Dr. M. Shanthi

Dept. of Management Studies

S.V. University, Tirupati - 517502 AP



Dr. B. R. Ambedkar Open University
Eluru, Andhra Pradesh, India
www.drbraouap.org

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Eluru, Andhra Pradesh, India
www.drbraouap.org

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/organisation - 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	Objectives	1
1.1	Introduction	1
1.2	Organisation	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 Organizing	7
1.2.6	Principles of Organization	9
1.2.7	Steps in the Process of Organisation	11
1.3	Organizations Structure	12
1.3.1	Significance of Organization Structure	13
1.3.2	Principles of Organization 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	Meaning 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	Outcomes	43
1.10	Review Questions	43

Unit-2: Office Secretary

2.0	Objectives	45
2.1	Introduction	45
2.2	Role of an Office Secretary	46
2.3	Duties of Office Secretary	48
2.4	Responsibilities 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 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	Coordinating Different Wings of an Office/Organisaton	74
2.9	Meeting - 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	Services 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	Outcomes	108
2.13	Review Questions	109
Unit-3: Office Procedures		
3.0	Objectives	111
3.1	Introduction	111
3.2	Meaning 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	137
3.6	Preparation of Notice, Agenda and Minutes of Meeting	139
3.7	Press 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	Maintenance of Files and Records	149
	3.8.1 Improve Records Management in Any Office	153
3.9	Maintenance of Inventory Records	154
	3.9.1 Maintaining Inventory Records	157
3.10	Maintenance 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	Maintenance of Financial Record	166
3.12	Confidential 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	Outcomes	175
3.15	Review Questions	175

Principles of Management

As per Choice Based Credit System (CBCS)

I - BBA / I - Semester

Authors

Mrs. S. Ramadevi
Lecturer in Commerce
Shri Gnanambica Degree College
Madanapalle, A.P. - 517 325

Mr. N. Murali
Lecturer in Commerce
C N R Arts & Science College
Piler, A.P. - 517 214



Dr. B. R. Ambedkar Open University

Eluru, Andhra Pradesh, India

www.drbraouap.org

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Eluru, Andhra Pradesh, India

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I - Year / I - Semester as per CBCS

Principles of Management

Course Outcome

On completion of the course the student will understand the basic principles of management - will acquaint himself with management process, functions and principles. Student will also get the idea about new developments in management.

Unit-1: Introduction of Management

Definition - Management - functions of management - principles of management - levels of management - Trends and Challenges of Management in Global Scenario.

Unit-2: Planning

Planning Nature and purpose of planning - Planning process - Types of plans - Objectives - Managing by objective (MBO) Strategies - Types of strategies.

Unit-3: Organising

Organising Nature and purpose of organising - Organisation structure - Formal and informal groups organisation - Line and Staff authority - Centralisation and Decentralisation - Delegation of authority.

Unit-4: Directing

Directing - Motivation - Motivation Theories - Leadership Styles - Leadership theories - Communication - Barriers to effective communication.

Unit-5: Controlling

Controlling Process of controlling - Types of control - Budgetary and non - budgetary, control techniques - Managing Productivity - Cost Control - Purchase Control - Maintenance Control - Quality Control.

Content
Principles of Management

Unit-1: Introduction of Management

1.0	Objectives	1
1.1	Introduction	1
1.2	Definitions of Management	2
1.2.1	Nature of Management	5
1.2.2	Understanding Management	6
1.3	Administration, Management and Organisation	9
1.4	Scope of Management	10
1.5	Importance of Management	12
1.5.1	Management Process	14
1.6	Functions of Management	14
1.7	Henry Fayol (1841-1925)	17
1.7.1	Fayol's Principles of Management	18
1.7.2	Taylor and Fayol's Management Approaches	22
1.8	Levels of Management	23
1.9	Managerial skills	26
1.10	Trends and Challenges of Management in Global Scenario	27
1.11	Outcomes	28
1.12	Review Questions	29
1.13	Multiple Choice Questions	29

Unit-2: Planning

2.0	Objectives	35
2.1	Introduction	35
2.2	Planning	36
2.2.1	Definitions	37
2.2.2	Features	37
2.3	Nature of Planning	39
2.3.1	Purpose of Planning	40
2.3.2	Principles of Planning	41
2.4	Significance/ Importance of planning	42
2.4.1	Reasons for Planning	42
2.5	Types of plans	43
2.5.1	Classification on the Basis of Levels of Management	44
2.5.2	Classification on the Basis of Time Period	45
2.5.3	Classification on the Basis of Use	45
2.5.4	Classification on the Basis of Functional Areas	47
2.5.5	Classification on the bBasis of Degree of Formalization	48

2.5.6	Advantages of Planning	48
2.5.7	Limitations of Planning	49
2.5.8	Classification on the Basis of Coverage of Activities	50
2.6	Process of Planning	51
2.6.1	Measures for Effective Planning	53
2.6.2	Approaches of Planning	54
2.7	Objectives	55
2.7.1	Guidelines for Setting Objectives	56
2.7.2	Advantages of Objectives	57
2.7.3	The Process of Setting the Objectives	58
2.7.4	Problems in Setting Objectives	58
2.7.5	Ways to Overcome the Problems	59
2.8	Management By objective (MBO)	59
2.8.1	Characteristic Features of MBO	60
2.8.2	Steps Involved in the MBO Process	61
2.8.3	Advantages of MBO	62
2.8.4	Disadvantages of Management by Objectives	63
2.8.5	Essential conditions for making MBO Effective	64
2.8.6	Guidelines for Setting Effective Objectives	64
2.8.7	Management by Exception (MBE)	65
2.9	Starategy	66
2.9.1	Strategy Planning Process	67
2.9.2	Types of Strategies	69
2.9.3	Barriers to Strategy Formulation	75
2.10	Outcomes	76
2.11	Review Questions	76
2.12	Multiple Choice Questions	77
Unit-3: Organising		
3.0	Objectives	85
3.1	Introduction	85
3.1.1	Meaning of Organisation and Organising	86
3.1.2	Definitions of Organisation and Organising	86
3.2	Concepts of Organisation	87
3.2.1	Elements of Organisation	88
3.2.2	Nature of Organisation	90
3.2.3	Importance of Organisation	90
3.2.4	Advantages of Organsing	91
3.2.5	Principles of Organisation	92
3.3	Process of Organising	93
3.4	Meaning of Organisation Chart	98
3.4.1	Types of Organisation Chart	98
3.4.2	Organisation Manuals	101

3.5	Organisations Structure	102
3.5.1	Significance of Organisation Structure	102
3.5.2	Principles of Organsation Structure	103
3.6	Types of Organisations	103
3.6.1	Based on Organisation Structure	103
3.6.2	Based on Authority	107
3.7	Meaning of Line and Staff conflict	110
3.7.1	Line and Staff Conflicts	110
3.7.2	Measures to Resolve Line and Staff Conflicts	112
3.8	Meaning of Centralization	114
3.8.1	Advantages and Disadvantages of Centralization	114
3.8.2	Disadvantages of Centralization	115
3.9	Meaning of Decentralization	115
3.9.1	Advantages and Disadvantages of Decentralization	116
3.9.2	Factors Influencing Decentralization	117
3.9.3	Concept of Recentralization of Authority	118
3.10	Meaning of Authority	119
3.10.1	Characteristic Features of Authority	120
3.10.2	Sources of Authority	120
3.10.3	Advantages of Authority	121
3.11	Meaning of Delegation of Authority	122
3.11.1	Characteristic Features of Delegation of Authority	122
3.11.2	Elements of Delegation of Authority	123
3.11.3	Delegation Process	124
3.11.4	Principles of Delegation of Authority	125
3.11.5	Types of Delegation of Authority	126
3.11.6	Advantages of Delegation of Authority	127
3.11.7	Importance of Delegation of Authority	128
3.11.8	Factors Influencing Degree of Delegation	129
3.11.9	Obstacles\Barriers to Effective Delegation of Authority	129
3.11.10	Guidelines for Effective Delegation of Authority	130
3.10	Difference between Delegation of Authority and Decentralization	132
3.11	Outcomes	133
3.12	Review Questions	134
3.13	Multiple Choice Questions	135
Unit-4: Directing		
4.0	Objectives	143
4.1	Introduction	143
4.2	Directing	144
4.2.1	Nature and Characteristics of Directing	145
4.2.2	Principles of Directing	146
4.2.3	Importanceof Direction	147

4.2.4	Elements of Directing	148
4.2.5	Functions of Directing	149
4.2.6	Techniques of Directing	150
4.3	Motivation	151
4.3.1	Features of Motivation	152
4.3.2	Importance of Motivation	153
4.3.3	Motivation Process	154
4.3.4	Motivation Theories	154
4.3.5	Motivational Techniques	156
4.4	Leadership	165
4.4.1	Definitions of Leadership	165
4.4.2	Characteristics of Leadership	165
4.4.3	Importance of Leadership	166
4.4.4	Functions of Leadership	167
4.4.5	Leadership Styles or Types of Leadership	168
4.4.6	Theories of Leadership	170
4.4.7	Qualities or Traits of a Good Leader	175
4.4.8	Leadership / Managerial Roles	177
4.4.9	Difference between Leader and Manager	179
4.5	Communication	180
4.5.1	Characteristics	181
4.5.2	Communication Process	181
4.5.3	Importance of Communication	183
4.5.4	Types of communication	185
4.5.5	Barriers to Communication	195
4.5.6	Characteristics of Effective Communication	200
4.6	Outcomes	202
4.7	Review Questions	202
4.8	Multiple Choice Questions	204
Unit-5: Controlling		
5.0	Objectives	215
5.1	Introduction	215
5.2	Controlling	216
5.2.1	Characteristics of Controlling	216
5.2.2	Significance of Controlling	217
5.2.3	Relation between Planning and Controlling	218
5.3	Controlling Process	219
5.3.1	Limitations of Controlling	221
5.3.2	Levels of Controlling	221
5.3.3	Requirements for Effective Control	222
5.4	Types of Controlling	223
5.4.1	Areas of Control	224
5.4.2	Resistance to Control	224

5.4.3	Overcoming Resistance to Control	225
5.4.4	Requirements for Effective Control	225
5.5	Budgetary Control	226
5.5.1	Definition of Budgetary Control	226
5.5.2	Objectives of Budgetary Control	227
5.5.3	Characteristics of Budgetary Control	228
5.5.4	Essentials of Effective Budgeting System	228
5.5.5	Types of Budgets	229
5.5.6	Preparation of a Budget	230
5.5.7	Advantages of Budgetary Control	232
5.5.8	Disadvantages, Limitations or Problems of Budgetary Control	233
5.5.9	Budgetary Control Techniques	234
5.6	Non - Budgetary Control Techniques	235
5.6.1	Direct Personal Observation and Supervision	235
5.6.2	Written Reports	236
5.6.3	Statistical Reports and Analysis	236
5.6.4	Break-even Analysis	236
5.6.5	Ratio analysis	238
5.7	Techniques of Controlling	238
5.8	Overview of Overall Direct Control Techniques	247
5.8.1	Assumptions underlying Direct Control System	250
5.9	Principle of Preventive Control System	251
5.9.1	Assumptions Underlying Preventive Control System	251
5.9.2	Developing Excelent Managers-the Key to Preventive Control	253
5.10	Management of Productivity	254
5.10.1	Problems in Measurement of Productivity of Knowledge Workers	255
5.10.2	Important of Productivity	256
5.10.3	Determinants of Productivity	257
5.10.4	Measures to improve Productivity	258
5.11	Cost Control	260
5.11.1	Steps in Controlling Process	260
5.12	Purchase Control	261
5.13	Maintenance Control	262
5.14	Quality Control	263
5.14.1	Definition of Quality Control	263
5.14.2	Quality Control Process	263
5.14.3	Functions of Quality Control	264
5.14.4	Advantages of Quality Control	264
5.15	Planning Operations	264
5.16	Outcomes	265
5.17	Review Questions	266
5.18	Multiple Choice Questions	267

Managerial Economics

As per Choice Based Credit System (CBCS)

I - BBA / I - Semester

Authors

Mr. R. Raj Gopal Naidu
Lecturer in Economics
Vijayam Science & Degree College
Chittoor, A.P. - 517001

Mr. M. Chandra Sekhar
Lecturer in Commerce
Shri Gnanambica Degree College
Madanapalle, A.P. - 517 325



Dr. B. R. Ambedkar Open University

Eluru, Andhra Pradesh, India

www.drbraouap.org

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Dr. B. R. Ambedkar Open University

Eluru, Andhra Pradesh, India

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I - Year / I - Semester as per CBCS
Managerial Economics

Course Objective

The object of the course is to enable the students to list the different goals and constraints that firms face applies the economic way of thinking to individual decisions and business decisions Use calculus (first and second order derivatives) to solve for an optimum solution.

Unit-1: Introduction to Managerial Economics

Nature, Scope and definition of Managerial Economics, Application of managerial economics Micro Vs Macro Economics, Basic principles of Managerial Economics, Opportunity Cost. Principle, Incremental Principle, Principle of time perspective, discounting principle

Unit-2: Consumer Behaviour, Demand and Supply Analysis

Law of demand, Theory of demand, Shift in demand curves, Concept of measurement of elasticity of demand, Factors affecting elasticity of demand, Income elasticity of demand, Cross elasticity of demand

Unit-3: Consumer Behavior Utility Approach

Cardinal utility approach, Diminishing marginal utility, Law of equi marginal utility, Ordinal utility approach, indifference curve, Marginal rate of substitution, Budget line and consumer equilibrium Law of supply, shift in supply

Unit-4: Theory of Production, Cost and Firm's Behaviour

Meaning, concept of production, Factors of production and production function, Fixed and variables factors, Law of variable proportion and law of returns to scale, Concept of cost, cost function, short run cost, long run cost, Economies and diseconomies of scale.

Explicit cost and implicit cost, private and social cost, perfect competition, Monopoly, Monopolistic competition, Oligopoly, pricing in various market structures

Unit-V: Macro Economics Analysis

Circular flow of income, national income concepts, Theory of income and employment: Classical, Modern (Keynesian) approach, Circular flow of income, national income concepts

Content
Managerial Economics

Unit-1: Introduction to Managerial Economics

1.0	Objectives	1
1.1	Introduction	1
1.1.1	Economic Activities	2
1.2	Introduction to Economics	2
1.2.1	Importance of Economics	3
1.2.2	Definitions	4
1.2.3	Nature of Managerial Economics	5
1.2.4	Scope of Managerial Economics	6
1.2.5	Characteristics of Managerial Economics	8
1.2.6	Linkages with Other Disciplines	9
1.2.7	Techniques or Methods of Marginal Economics	11
1.2.8	Role of Managerial Economics in Business Development	13
1.3	Micro Vs Macro Economics	15
1.3.1	Micro Economics	15
1.3.2	Scope of Micro Economics	16
1.3.3	Importance of Micro Economics	17
1.3.4	Limitations of Micro Economics	18
1.3.5	Macro Economics	19
1.3.6	Subject Matter of Macro Economics	19
1.3.7	Scope of Macro Economics	20
1.3.8	Importance of Macro Economics	21
1.3.9	Limitations of Macro Economics	22
1.4	Basic Principle of Managerial Economics	22
1.5	Outcomes	28
1.6	Review Questions	28
1.7	Multiple Choice Questions	29
Unit-2: Consumer Behaviour, Demand and Supply Analysis		
2.0	Objectives	33
2.1	Introduction	33
2.2	Demand	34
2.3	Demand Function	35
2.3.1	Demand Schedules	36
2.4	Types of Demand	37
2.4.1	Determinants of Demand	42
2.5	Law of Demand	44
2.5.1	Characteristics of Law of Demand	46
2.5.2	Exceptions to the Law of Demand	47
2.5.3	Reason for Downward Sloping Demand Curve	48
2.5.4	Changes in Demand Curve	48
2.6	Elasticity of Demand	50
2.6.1	Importance of Elasticity of Demand	50

2.6.2	Price Elasticity	51
2.6.3	Degrees of Price Elasticity	52
2.6.4	Factors Determining Price Elasticity of Demand	55
2.6.5	Measurement of Price Elasticity of Demand	57
2.6.6	Importance of Price Elasticity of Demand	64
2.7	Income Elasticity of Demand	66
2.7.1	Degrees of Income Elasticity of Demand	67
2.7.2	Measurement of Income Elasticity	68
2.7.3	Importance of Income Elasticity	69
2.8	Cross Elasticity of Demand	70
2.8.1	Types of Cross Elasticity of Demand	70
2.8.2	Measurement of Cross Elasticity of Demand	71
2.8.3	Limitations of Cross Elasticity of Demand	72
2.8.4	Importance of Elasticity of Demand	72
2.8.5	Advertising Elasticity of Demand or Promotional Elasticity of Sales	73
2.9	Demand Forecasting	74
2.9.1	Features of Demand Forecasting	75
2.9.2	Importance of Demand Forecasting	75
2.9.3	Scope of Demand Forecasting	75
2.9.4	Methods of Demand Forecasting	75
2.9.6	Demand Forecasting Process	81
2.9.7	Criteria for a Good Forecasting Method	82
2.10	Outcomes	82
2.11	Review Questions	83
2.12	Multiple Choice Questions	84
Unit-3: Consumer Behaviour Utility Approach		
3.0	Objectives	89
3.1	Introduction	89
3.2	Utility	90
3.2.1	Characteristics of Utility	90
3.2.2	Types of Utility	91
3.2.3	Kinds of Utility	92
3.3	Cardinal Utility Approach	93
3.3.1	Assumptions of Cardinal Utility Analysis	94
3.3.2	Cardinal and Ordinal Approach	95
3.4	Diminishing marginal utility	96
3.4.1	Law of Diminishing Marginal Utility	97
3.4.2	Causes of Diminishing Marginal Utility	99
3.4.3	Limitations of the Law	100
3.4.4	Uses of the Law of Diminishing Utility	100
3.4.5	Exceptions of the Law of Diminishing Utility	101
3.5	Law of Equi-Marginal Utility or Principle of Substitution	103
3.6	Ordinal Utility Approach	106
3.7	Indifference Curve Analysis	106
3.7.1	Indifference Curve Schedule	107
3.7.2	Indifference Curve	108

3.7.3	Criticism of Indifference Curve	111
3.8	Marginal rate of substitution	111
3.8.1	Exceptions of DMRS Law	112
3.9	Budget line	113
3.9.1	Slope of Budget Line	114
3.9.2	Shift in Budget Line	115
3.10	Consumers Equilibrium	116
3.10.1	Indifference Curves of Consumer Behaviour	119
3.11	Supply	120
3.11.1	Law of Supply	121
3.11.2	Assumptions in Law of Supply	123
3.11.3	Reasons for Law of Supply	124
3.11.4	Shift in Supply	125
3.12	Outcomes	126
3.13	Review Questions	126
3.14	Multiple Choice Questions	127
Unit-4: Theory of Production cost and Firm's Behaviour		
4.0	Objectives	129
4.1	Introduction	129
4.2	Meaning of Production	130
4.2.1	Factors of Production	131
4.2.2	Importance of Production	140
4.2.3	Production Function	140
4.2.4	Features of Production Function	141
4.2.5	Usefulness of Production Function	141
4.2.6	Variation of Product in Short Run	142
4.3	Fixed and Variable factors	146
4.4	Law of Variable Proportion	147
4.4.1	Three Stages of the Law of Variable Proportions	149
4.5	Returns to a Factor or Laws of Returns	150
4.5.1	Law of Diminishing Returns or Law of Increasing Costs	151
4.5.2	Law of Increasing Returns or Law of Diminishing Costs	154
4.5.3	Law of Constant Returns or Law of Constant Costs	157
4.5.4	Importance of the Law of Diminishing Returns	158
4.5.5	The Law of Diminishing returns Applicable to Agriculture	159
4.5.6	The Law of Increasing Returns Operates in Industry Only	160
4.6	Law of returns to scale	161
4.7	Production Function-II With Two variables or ISO - QUANT Analysis	163
4.7.1	Properties of ISO - Product Curves	165
4.8	Iso - Cost Line	169
4.8.1	Marginal Rate of Technical Substitution (MRTS)	171
4.9	Producer's Equilibrium	172
4.10	Economies and Diseconomies of Scale	173
4.10.1	Economies of Scale	173
4.10.2	Diseconomies of Scale	175
4.11	Meaning of Cost	176

4.11.1	Types of Costs	177
4.11.2	Cost Function	180
4.11.2	Assumptions of the Cost-Function	181
4.12	Traditional Theory of Costs	182
4.12.1	Short-run Costs of The Traditional Theory	182
4.12.2	Relation Between AC and MC	186
4.12.3	Long run Cost Curves	186
4.12.4	Average Cost in the Long Run: Smooth Envelope Case	187
4.12.5	Economies and Dieconomies of Scale	192
4.12.6	Modern Theories	193
4.13	Market Structure	197
4.13.1	Types of Market	198
4.14	Perfect Competition	199
4.14.1	Equilibrium under Perfect Competition	200
4.14.2	Price Determination	201
4.14.3	Market Period	201
4.14.4	Pricing in the Short Run- Equilibrium of the Firm	202
4.14.5	Pricing in the Long Run	204
4.15	Monopoly	206
4.15.1	Major Characteristics/Features of Monopoly	207
4.15.2	Pricing and Output Decisions under Monopoly	208
4.15.3	Price Discrimination	210
4.16	Monopolistic Competition	210
4.16.1	Price and Output Decisions under Monopolistic Competition	211
4.17	Oligopoly	213
4.17.1	Price and Output Determination under Oligopoly	214
4.18	Outcomes	217
4.19	Review Questions	217
4.20	Multiple Choice Questions	219
Unit-5: Macro Economics Analysis		
5.0	Objectives	227
5.1	Macro Economics	227
5.2	National Income	228
5.2.1	Concept of National Income	228
5.2.2	National Income is an Attribute to Normal Resident only	229
5.2.3	National Aggregates	229
5.2.4	Gross and Net Concepts of National Income	230
5.2.5	Market Prices and Factor Costs	230
5.2.6	National and Domestic Concepts	230
5.2.7	Gross Domestic Product (GDP)	231
5.2.8	Gross National Product (GNP)	232
5.2.9	Net National Product (NNP)	233
5.3	Measurement of National Income	234
5.3.1	Product or Value Added Method	234
5.3.2	Income Method	235
5.3.3	Expenditure Method	236

5.3.4	Problems in Measuring National Income	237
5.3.5	Importance of National Income Analysis	240
5.4	Circular Flow of Income	243
5.4.1	Sectors of Economy	243
5.4.2	Circular Flow of Income in a 2 Sector (Simple) Model	244
5.4.3	Circular Flow of Income in a Three	245
5.4.4	Circular Flow of Income in a 4 Sector Model: A model with Foreign Sector	246
5.5	Theory of Income and Employment	248
5.5.1	Concepts Related to Classical Theory	249
5.5.2	Assumptions of Classical Theory Approach	249
5.5.3	Say's Law	250
5.5.4	Assumptions of Say's Law	250
5.5.5	Implications of Say's Law	250
5.6	Equilibrium in Markets	252
5.6.1	Labour Market Equilibrium	252
5.6.2	Product Market Equilibrium	253
5.6.3	Capital Market Equilibrium	255
5.6.4	Real rate of Interest (ROI) and Investment	255
5.6.5	Shifts in Savings (S) and Investment (I) and Real Rate of Interest (ROI)	256
5.6.6	Simultaneous Equilibrium in all the Markets	257
5.6.7	Determination of the Overall Price Level	258
5.6.8	Determination of Overall Price Level	259
5.6.9	Neutrality of Money (Classical Dichotomy)	260
5.6.10	Technological Changes	261
5.7	Keynesian Approach	264
5.7.1	Keynesian Theory of Income, Output and Employment	264
5.7.2	Concepts	265
5.7.3	Consumption Function	265
5.7.4	Planned Investment Spending (I)	266
5.7.5	Equilibrium Level of National Income	267
5.7.6	Equilibrium of National Income with Government	268
5.7.7	Aggregate Expenditure (AE)	269
5.8	Effective Demand	269
5.8.1	Aggregate Demand Curve	270
5.8.2	Derivation of Inverse Relation between P and Equilibrium Y	270
5.8.3	Derivation of the Aggregate Demand (AD) Curve	271
5.8.4	AD Curve Shift	272
5.8.5	Aggregate Supply Curve	273
5.8.6	Shift of the SRAS (short-run aggregate supply) curve	274
5.8.7	Equilibrium Overall Price Level	275
5.8.8	Long run as Curve	275
5.8.9	Salient Points of Keynesian Theory	276
5.8.10	Classical vs. Keynesian Theory	276
5.9	Outcomes	277
5.10	Review Questions	278
5.11	Multiple Choice Questions	279

Quantitative Methods for Managers

As per Choice Based Credit System (CBCS)

I - BBA / I - Semester

Authors

Mr. C. H. Venkateswarlu

Lecturer in Statistics
Shri Gnanambica Degree College
Madanapalle, A.P. - 517 325

Mrs. P. Keerthi

Lecturer in Commerce
Gate Degree & PG College
Tirupati, A.P. - 517 501



Dr. B. R. Ambedkar Open University

Eluru, Andhra Pradesh, India

www.drbraouap.org

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I - Year / I - Semester as per CBCS

Quantitative Methods for Managers

UNIT-1

Introduction to Business: Meaning definition, functions, importance and limitations of Statistics – Collection of data – Primary and Secondary data – Schedule and questionnaire – Frequency distribution - - Tabulation, Diagram and Graphic presentation of data – Statistical system in India.

UNIT-2

Measures of Central Tendency and Dispersion: Definition , objectives and characteristics of Measures of Central Tendency Types of Averages Arithmetic Mean, Geometric Mean, Harmonic Mean, Median, Mode, Quartiles, Deciles, Percentiles, Properties of averages and their application. Meaning, Definitions, objectives of Dispersion, Range Quartiles Deviation, Mean deviation, Standard Deviation Co-efficient of variation – Definition and objectives of Skewness – Karl Pearson's and Bowle's measures of skewness.

UNIT-3

Measures of Correlation : Meaning, Definition and use of correlation – types of correlation Karl Pearson's correlation co-efficient Spearman's Rank correlation problem error Meaning utility of regression analysis comparison between Correlation and Regression - Regression Equations – Interpretation of Regression CO-efficient.

UNIT-4

Set Theory: Set ,Subset ,Types of Sets- Operations on sets - Venn Diagram Demogran Laws— Applications of set theory Laws of Indices Arithmetic Progressions Geometric Progressions Harmonic Progressions.

UNIT-5

Matrix: Meaning and operations - Matrix Algebra – Types of matrices – Matrix addition – Matrix Multiplication Matrix Determinants, Minors and Co-factors Matrix inversion

Content

Quantitative Methods for Managers

Chapter-1: Introduction of Statistics

1.0	Objectives	1
1.1	Introduction	1
1.2	Meaning of Statistics	2
1.3	Definition and Characteristics of Statistics	2
1.4	Classification of the Science of Statistics	6
1.4.1	Statistical Methods	7
1.4.2	Applied Statistics	7
1.5	Nature of Statistics	7
1.5.1	Statistics as an Art	7
1.5.2	Statistics as a Science	8
1.6	Functions of Statistics	8
1.7	Scope, Uses and Importance of Statistics	10
1.8	Limitations of Statistics	13
1.9	Distrust of Statistics	14
1.10	Qualities and Attributes of a Statistician	14
1.11	Outcomes	15
1.12	Self Assessment Questions	15
1.13	Multiple Choice Questions	15

Chapter-2: Collection of Data

2.0	Objectives	17
2.1	Introduction	17
2.2	Types of Data	17
2.3	Sources of Data	18
2.4	Primary Source	18
2.4.1	Methods of Collecting Primary Data	19
2.4.1.1	Direct Personal Investigation	19
2.4.1.2	Indirect Personal Investigation	20
2.4.1.3	Information through Correspondents	20
2.4.1.4	Questionnaire Method	21
2.5	Secondary Data	25
2.6	Distinction between Primary Data and Secondary Data	28

2.7	Classification	28
2.7.1	Types of Classification	30
2.8	Frequency Distribution	31
2.8.1	Formation of a Frequency Distribution	32
2.8.1.1	Construction of a Discrete Frequency Distribution	32
2.8.1.2	Construction of a Continuous Frequency Distribution	34
2.8.1.3	Type of Class Interval	36
2.8.1.4	Guidelines for Choosing the Classes	38
2.8.1.5	Cumulative Frequencies	39
2.8.1.6	Relative Frequencies	40
2.8.2	Transcription of Data	40
2.9	Tabulation of Data	41
2.9.1	Salient Features of a Statistical Table	41
2.9.2	Objectives of Tabulation	41
2.9.3	Essential Characteristics of a Good Table	42
2.9.4	Components/Parts of a Table (or) Preparation of a Table	43
2.9.5	Format of a Table	44
2.9.6	Types of a Table	44
2.9.7	Limitations of Tabulation	45
2.9.8	Solved Examples	45
2.10	Outcomes	48
2.11	Self Assessment Question	49
2.12	Multiple Choice Questions	49
Chapter-3: Diagrammatic and Graphic Presentation of Data		
3.0	Objectives	51
3.1	Introduction	51
3.2	Diagrammatic representation of data	51
3.2.1	Definition	51
3.2.2	Characteristics of Diagrammatic Representation of Data	52
3.2.3	Objectives of Diagrammatic Representation	52
3.2.4	Advantages of Diagrams	52
3.2.5	Rules for Constructing Diagrams	52
3.2.6	Limitations of Diagrammatic Representation	53
3.3	Differences between Tabulation and Diagrammatic Representation	53
3.4	Differences between Diagrams and Graphs	54
3.5	Types of Diagrams	54
3.5.1	One Dimensional Diagrams	54
3.5.2	Two Dimensional Diagrams	58

3.5.3	Three Dimensional Diagrams	62
3.5.4	Pictogram or Picture Diagram	62
3.5.5	Cartograms	63
3.6	Graphic Representation of Data	64
3.6.1	Definitions of a Graph	64
3.6.2	Characteristics of Graphs	64
3.6.3	General Rules for Graphic Presentation	64
3.6.4	Advantages of Graphic Representation of Data	65
3.6.5	Limitations of Graphic Presentation of Data	66
3.7	Techniques of Construction of graphs	66
3.8	Types of Graphs	67
3.8.1	Time Series Graphs	67
3.8.2	Frequency Graphs	72
3.9	Statistical System in India	84
3.10	Statistical Organisation at the Center	85
3.11	Outcomes	88
3.12	Self- Assessment Questions	88
3.13	Multiple Choice Questions	90
Chapter-4: Measures of Central Tendency		
4.0	Objectives	91
4.1	Introduction	91
4.2	Definition	92
4.3	Salient Features of an Average	92
4.4	Objectives of an Average	92
4.5	Functions/Properties of Average	93
4.6	Requisites of Good and Ideal Averages	94
4.7	Types of Averages	95
4.8	Limitations of Averages	97
4.9	Choice of a Suitable Average	97
4.10	Arithmetic Mean Meaning	99
4.11	Calculation of Simple Arithmetic Mean	99
4.11.1	Individual Observations	99
4.11.2	Calculation of Arithmetic Mean: Discrete Series	101
4.11.3	Calculation of Arithmetic Mean: Continuous Series	103
4.12	Arithmetic Mean in Case of Open end Classes	105
4.13	Correcting Incorrect Values	108
4.14	Calculation of Missing Frequencies	109
4.15	Weighted Arithmetic Mean	111

4.16	Combined Mean	112
4.17	Mathematical properties of Arithmetic Mean	113
4.18	Merits of Arithmetic Mean	114
4.19	Limitations of Arithmetic Mean	115
4.20	Outcomes	116
4.21	Self Assessment Questions	116
4.22	Multiple Choice Questions	118

Chapter-5: Harmonic Mean

5.0	Objectives	119
5.1	Introduction	119
5.2	Definition	120
5.3	Calculation of Geometric Mean	120
5.3.1	Calculation of Geometric Mean in Individual Series	120
5.3.1.1	Calculation of Geometric Mean in Ungrouped Data	120
5.3.1.2	Calculation of Geometric Mean in Grouped Data	121
5.3.2	Calculation of G.M. in Discrete Series	122
5.3.3	Calculation of G.M in Continuous Series	123
5.3.4	Compound Interest Formula	124
5.3.5	Weighted Geometric Mean	125
5.4	Algebraic Properties of Geometric Mean	126
5.5	Applications of Geometric Mean	126
5.6	Uses of Geometric Mean	126
5.7	Merits of Geometric Mean	126
5.8	Limitations of Geometric Mean	127
5.9	Harmonic Mean	127
5.10	Calculation of Harmonic Mean	128
5.10.1	Calculation of Harmonic Mean in Individual Series	128
5.10.2	Calculation of H.M in Discrete Series	129
5.10.3	Calculation of HM in Continuous Series	130
5.11	Uses of Harmonic Mean	131
5.12	Weighted Harmonic Mean	132
5.13	Merits of Harmonic Mean	133
5.14	Drawbacks of Harmonic Mean	134
5.15	Moving Average	134
5.16	Progressive Averages	134
5.17	Difference Between Progressive Average and Moving Averages	135
5.18	Quadratic Average	135
5.19	Relationship between Arithmetic Mean, Geometric Mean and Harmonic Mean	135

5.20	Outcomes	137
5.21	Self Assessment Questions	138
5.22	Multiple Choice Question	140

Chapter-6: Positional Averages (Median, Quartiles, Deciles and Percentiles)

6.0	Objectives	141
6.1	Meaning of Positional Averages	141
6.2	Meaning of Median	141
6.3	Definition of Median	142
6.4	Calculation of Median	142
6.4.1	Individual Observations	142
6.4.2	Discrete Series	143
6.4.3	Continuous Series Exclusive Form	144
6.4.4	Continuous Series (Inclusive Form)	145
6.4.5	Cumulative Series	146
6.4.6	When only Mid Values are Given	148
6.4.7	Calculation of Missing Frequencies when Median is Known	149
6.4.8	Calculation of Median when Class Intervals are Unequal	150
6.4.9	Determination of Median Graphically	151
6.5	Properties of Median	151
6.6	Merits of Median	152
6.7	Demerits of Median	152
6.8	Other positional Averages	152
6.9	Calculation of Quartiles, Deciles and Percentiles	153
6.9.1	Calculation of Quartiles, Deciles and percentiles in individual series	153
6.9.2	Calculation of Quartiles, Deciles, Percentiles in Discrete Series	155
6.9.3	Calculation of Quartiles, Deciles, Percentiles in Continuous Series	155
6.9.4	Determination of Quartiles, Deciles, Percentiles Graphically	157
6.10	Outcomes	158
6.11	Self Assessment Questions	158
6.12	Multiple Choice Questions	160

Chapter-7: Mode

7.0	Objectives	161
7.1	Introduction	161
7.2	Definition	161
7.3	Calculation of Mode in Ungrouped Data	162
7.4	Grouped data	162
7.5	Computation of Mode -Discrete Series	163
7.6	Grouping and Analysis Tables	163

7.7	Calculation of Mode-Continuous Series	165
7.8	Locating Mode by Curve Fitting	166
7.9	Locating Mode by Histogram	167
7.10	Guidelines for Computing Mode	167
7.11	Merits of Mode	168
7.12	Demerits of Mode	168
7.13	Empirical relationship between Mean(\bar{x}), Median (Md)& Mode (M_o or Z)	169
7.14	Choice of a Suitable Average	170
7.15	Comparison of Various Averages	171
7.16	Outcomes	172
7.17	Self Assessment Questions	172
7.18	Multiple Choice Questions	174
Chapter-8: Quartile Deviation and Mean Deviation		
8.0	Objectives	175
8.1	Introduction	175
8.2	Meaning of Dispersion	175
8.3	Characteristics of Dispersion	176
8.4	Definitions of Dispersion	177
8.5	Characteristics/ Features of an Ideal Measure of Dispersion	177
8.6	Objectives or Significance of Measures of Dispersion	177
8.7	Measures of Dispersion	179
8.8	Range	179
	8.8.1 Meaning	179
	8.8.2 Merits	179
	8.8.3 Limitations	180
	8.8.4 Applications of Range	180
8.9	Quartile Range or Quartile Deviation	181
	8.9.1 Meaning	181
	8.9.2 Properties of Q.D	182
	8.9.3 Merits	182
	8.9.4 Demerits	183
	8.9.5 Calculation of Quartile Deviation	183
8.10	Mean Deviation	186
	8.10.1 Merits	186
	8.10.2 Demerits	187
	8.10.3 Applications	187
	8.10.4 Calculation of Mean Deviation	187
8.11	Outcomes	192

8.12 Self Assessment Questions	192
8.13 Multiple Choice Questions	193

Chapter-9: Standard Deviation

9.0 Objectives	195
9.1 Introduction	195
9.2 Meaning of Standard Deviation	195
9.3 Variance	196
9.4 Coefficient of Standard Deviation	196
9.5 Mathematical Properties of Standard Deviation	196
9.6 Calculation of Standard Deviation and its Coefficient – Individual Observations	197
9.7 Calculation of Standard Deviation and its Coefficient - Discrete Series	200
9.8 Computation of Standard Deviation and Coefficient of Variation in continuous series	203
9.9 Combined Standard Deviation	205
9.10 Correcting Incorrect Values of Mean and Standard Deviation	207
9.11 Merits and Limitations of Standard Deviation	209
9.12 Relationship between Various Measures of Dispersion	210
9.13 Coefficient of Variation (C.V)	211
9.14 Lorenz Curve	215
9.15 Comparison of Various Measures of Dispersion	216
9.16 Choice of a Suitable Measure of Dispersion	216
9.17 Formulae	217
9.18 Outcomes	218
9.19 Self-Assessment Questions	218
9.20 Multiple Choice Questions	222

Chapter-10: Skewness

10.0 Objectives	223
10.1 Introduction	223
10.2 Meaning	223
10.3 Reasons for Skewness	226
10.4 Objectives of Skewness	226
10.5 Distinction between Dispersion and Skewness	227
10.6 Tests of skewness	227
10.7 Measures of Skewness	227
10.8 Calculation of Coefficient of Skewness: Karl Pearson's Method	229
10.9 Calculation of Coefficient Skewness: Bowley's Method	232
10.10 Kelly's Method	236
10.11 Outcomes	238

10.12	Self Assessment Questions	238
10.13	Multiple Choice Questions	240
Chapter-11: Corelation Analysis		
11.0	Objectives	241
11.1	Introduction	241
11.2	Meaning	242
11.3	Definitions	242
11.4	Degree of Correlation	243
11.5	Interpreting the Coefficient of Correlation (r)	243
11.6	Importance or Significance of the Correlation Analysis	244
11.7	Is Correlation A Cause and Effect Relationship?	244
11.8	Types of Correlation	246
11.9	Methods of Studying Correlation	248
	11.9.1 Scatter Diagram Method	248
	11.9.2 Merits and Demerits of Scatter Diagram	250
11.10	Correlation Graph Method	251
11.11	Karl Pearson's Method	252
11.12	Methods of Computation	253
11.13	Change of Scale and Origin in the Calculation of 'r'	257
11.14	Correlation of Grouped Data	258
11.15	Properties of coefficient of correlation (r)	261
11.16	Assumptions of the Pearsonian Coefficient of Correlation	262
11.17	Probable Error of the coefficient of Correlation (PEr)	263
11.18	Coefficient of Determination	263
11.19	Merits and Limitations of Karl Pearson's Coefficient of Correlation	264
11.20	Spearman's Rank Correlation Coefficient	264
11.21	When to use Rank Correlation Coefficient	265
11.22	Features of spearmAn's Correlation Coefficient	265
11.23	Merits and Limitations of Spearman's Rank Correlation Coefficient	269
11.24	Coefficient of correlation by concurrent Deviations Method	270
11.25	Calculation	270
11.26	Merits and Limitations	271
11.27	Lag and Lead Correlation	271
11.28	Outcomes	272
11.29	Self Assessment Questions	272
11.30	Multiple Choice Questions	276

Chapter-12: Regression Analysis

12.0	Objectives	277
12.1	Introduction	277
12.2	Regression Analysis	277
12.3	Definitions	278
12.4	Types of Regression	278
12.5	Uses of Regression Analysis	279
12.6	Difference between Correlation and Regression Analysis	280
12.7	Methods of Studying Regression	282
	12.7.1 Graphic Method	282
	12.7.2 Algebraic Method	283
12.8	Regression Equations	286
12.9	Properties of Regression Coefficients	289
12.10	Regression Analysis in Grouped Data	298
12.11	Standard Error of Estimate	300
12.12	Coefficient of Determination	301
12.13	Limitation of Regression Analysis	302
12.14	Angle between the Regression Lines	302
12.15	Outcomes	304
12.16	Self Assessment Questions	304
12.17	Multiple Choice Questions	306

Chapter-13: Set Theory

13.0	Objectives	309
13.1	Introduction	309
13.2	Sets	310
13.3	Types of Sets	311
13.4	Venn Diagrams	321
13.5	Operation on Sets	321
	13.5.1 Union of Sets	322
	13.5.2 Properties of Union	322
	13.5.3 Intersection of Sets	323
	13.5.4 Properties of Intersection	324
	13.5.5 Complement of a Set Relative to the Universal Set	324
	13.5.6 Properties of Complement	325
	13.5.7 Difference of Two Sets	325
	13.5.8 Properties Relating to Difference of Sets	325
	13.5.9 Symmetric Difference of Two Sets	325
	13.5.10 De-morgan's Laws	326

13.5.11	Solved Examples	327
13.5.12	Exercise	330
13.6	Algebra of Sets	330
13.7	Some Useful Theorems on Sets	333
13.8	Applications of Set Theory	337
13.8.1	Solved Problems	338
13.8.2	Exercise	341
13.9	Laws of Indices	342
13.9.2	Exercise	348
13.10	Progressions	349
13.10.1	Arithmetic Progression	349
13.10.1.1	To find the n^{th} term of a given Arithmetical Progression	350
13.10.1.2	To Find The Sum of n terms of an A.P.	353
13.10.1.3	Arithmetic Mean	355
13.10.1.4	Exercises	358
13.10.2	Geometrical Progression	359
13.10.2.1	To find the n^{th} term of a G.P.	359
13.10.2.2	To Find the Sum of n Terms of a G.P.	360
13.10.2.3	To find the sum to infinity of a geometric progression whose common ratio is less than 1	362
13.10.2.4	Geometric Means	363
13.10.2.5	Exercise	366
13.10.3	Harmonical Progression	367
13.10.3.1	To find the n^{th} term of H.P.	367
13.10.3.2	Harmonic Mean	368
13.10.3.3	Exercise	370
13.10.4	Solved Examples on Business Application of Progressions	371
13.10.5	Exercise	372
13.11	Outcomes	372
13.12	Multiple Choice Questions	372
Chapter-14: Matrices		
14.0	Objectives	375
14.1	Introduction	375
14.2	Basic Concepts of Matrices	376
14.3	Types of Matrices	377
14.4	Algebra of Matrices	382
14.4.1	Addition of Matrices	383
14.4.2	Properties of Matrix Addition	383

14.4.3	Subtraction of Two Matrices	385
14.4.4	Properties of Difference of Two Matrices	386
14.4.5	Multiplication of a Matrix by a Scalar	387
14.4.6	Properties of Multiplication of a Matrix by a Scalar	387
14.4.7	Solved Examples	388
14.4.8	Exercises	392
14.5	Multiplication of Two Matrices	395
14.5.1	Properties of Matrix Multiplication	396
14.5.2	Solved Examples	398
14.6	Determinants	408
14.6.1	Properties of Determinants	411
14.6.2	Elementary Operations	412
14.6.3	Solved Examples	413
14.6.4	Exercises	418
14.7	Minors and Cofactors	418
14.7.1	Minors	418
14.7.2	Cofactors	419
14.7.3	Adjoint of a Square Matrix	421
14.7.4	Solved Problems	422
14.8	Inverse of a Matrix	426
14.8.1	Solved Examples	427
14.8.2	Exercises	432
14.8.3	Use of the Inverse of A Matrix to Find the Solution of a System of Linear Equations	433
	14.8.3.1 Solved Examples	433
	14.8.3.2 Exercises	437
14.8.4	Gauss Elimination Method	437
	14.8.4.1 Solved Examples	438
	14.8.4.2 Exercise	439
14.9	System of Non-homogeneous Linear Equation (Cramer's Rule)	439
	14.9.1 Solved Examples	440
	14.9.2 Exercises	440
14.10	Application of Matrices	442
14.11	Outcomes	445
14.12	Multiple Choice Questions	445

ఆధునిక తెలుగు సాహిత్యం

డిగ్రీ (జనరల్) / సెమిస్టర్ - II

రచయితలు

డా॥ ఎస్. సునీల్ కుమార్

తెలుగు విభాగం

ఎస్. వి. విశ్వ విద్యాలయం

తిరువతి, ఆంధ్రప్రదేశ్ - 517 502



Dr. B. R. Ambedkar Open University

Eluru, Andhra Pradesh, India

www.drbraouap.org

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Dr. B. R. Ambedkar Open University
Eluru, Andhra Pradesh, India
www.drbraouap.org

జనరల్ తెలుగు / సెమిస్టర్ - II

ఆధునిక తెలుగు సాహిత్యం

అభ్యసన ఫలితాలు

ఈ కోర్సు విజయవంతం ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

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

పాఠ్య ప్రణాళిక

j ఖే { ట్ I: ఆధునిక కవిత్వం

1. ఆధునిక కవిత్వం : పరిచయం
2. కొండవీడు : దువూరి రామిరెడ్డి
(కవికోకిల గ్రంథావళి ఖండకావ్యాలు సక్షత్రమాల సంపుటి నుండి)
3. మాతృసంగీతం : అనిసెట్టి సుబ్బారావు (అగ్నివీణ కవితాసంపుటి నుండి)
4. తాతకో నూలుపోగు : బండరు ప్రసాదమూర్తి (కలనేత కవితాసంపుటి నుండి)

యూనిట్ - II: కథానిక

5. తెలుగు కథానిక : పరిచయం
6. భయం (కథ) : కాశీపట్నం రామరావు
7. స్వేదం ఖరీదు....(కథ) : రెంటాల నాగేశ్వరరావు

యూనిట్ - III: నవల

8. తెలుగు నవల : పరిచయం
9. రథచక్రాలు (నవల) : మహీధర రామ్మోహన రావు (సంక్షిప్త ఇతివృత్తం మాత్రం)
10. రథచక్రాలు (సమీక్షా వ్యాసం) డా.||యల్లాప్రగడ మల్లికార్జునరావు

యూనిట్ - IV: నాటకం

11. తెలుగు నాటకం : పరిచయం
12. యక్షగానము (నాటిక) : ఎం.వి.ఎస్. హరనాథరావు
13. అపురూప కళారూపాల విధ్వంసదశ్యం యక్షగానము (సమీక్షా వ్యాసం) డా.|| కందిమళ్ళ 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	ప్రశ్నలు - జవాబులు	8
1.5	సంగ్రహ ప్రశ్నలు	12
1.6	విద్యార్థులకు 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 వ్యాఖ్యాలు	22
2.7	పాఠ్యభాగ సారాంశము	25
2.8	ప్రశ్న జవాబులు - వ్యాస రూప ప్రశ్నలు	26
2.9	సంగ్రహ ప్రశ్నలు	27
2.10	విద్యార్థులకు అభ్యాసం	28

3. మాతృసంగీతం

3.1	ఉద్దేశం	29
3.2	కవి పరిచయం	29
3.3	పాఠ్యాంశం	29
3.4	పాఠ్యభాగ పరిచయం	38
3.5	అర్థాలు	38
3.6	సందర్భ సహిత వ్యాఖ్యలు	39
3.7	పాఠ్యభాగ సారాంశం	39
3.8	ప్రశ్నలు - జవాబులు. వ్యాసరూప ప్రశ్నలు	42
3.9	సంగ్రహ ప్రశ్నలు	44

3.10	విద్యార్థులకు 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	ప్రశ్నలు - జవాబులు వ్యాసరూప ప్రశ్నలు	53
4.9	సంగ్రహ ప్రశ్నలు	54
4.10	విద్యార్థులకు అభ్యాసం	56

యూనిట్ - II : కథానిక

5. తెలుగు కథానిక - పరిచయం

5.1	ఉద్దేశ్యం	58
5.2	పాఠ్యభాగ సారాంశం	58
5.3	వ్యాసరూప ప్రశ్నలు - జవాబులు	62
5.4	వ్యాసరూప ప్రశ్నలు - 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	ప్రశ్న జవాబులు : వ్యాసరూప ప్రశ్నలు	88
6.7	సంగ్రహ ప్రశ్నలు	90
6.8	విద్యార్థులకు అభ్యాసం	92

7. స్వేదం ఖరీదు

7.1	ఉద్దేశం	93
7.2	కవి పరిచయం	93
7.3	పాఠ్యభాగం	93
7.4	పాఠ్యభాగ పరిచయం	99

7.5	పాఠ్యభాగం సారాంశం	99
7.6	వ్యాసరూప ప్రశ్నలు	101
7.7	సంగ్రహ ప్రశ్నలు	103
7.8	విద్యార్థులకు అభ్యాసం	104

యూనిట్ - III: నవల

8. తెలుగు నవల - పరిచయం

8.1	ఉద్దేశ్యం	107
8.2	పాఠ్యభాగం	107
8.3	పాఠ్యభాగ పరిచయం	112
8.4	పాఠ్యభాగ సారాంశం	113
8.5	వ్యాసరూప ప్రశ్నలు	113
8.6	సంగ్రహ ప్రశ్నలు	119
8.7	విద్యార్థులకు 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 ప్రశ్నలు - 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

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 విద్యార్థులకు అభ్యాసం	314

13. అపూర్వాప 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 విద్యార్థులకు 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 ప్రశ్నలు	339
14.7 విద్యార్థులకు 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
15.7 విద్యార్థులకు అభ్యాసం	352

A Course in Reading & Writing Skills

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



Authors

Dr. E. Gangadhar

Dept. of English

S.V. University, Tirupati - 517502 AP



Dr. B. R. Ambedkar Open University

Eluru, Andhra Pradesh, India

www.drbraouap.org

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Dr. B. R. Ambedkar Open University

Eluru, Andhra Pradesh, India

www.drbraouap.org

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. Upagupta Rabindranath Tagore

Skills : 3. Reading Comprehension

: 4. Note 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	Reading	88
3.3.1	Practice Exercises	95
3.4	Note 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 Note Taking	113
3.4.4	Note Making vs Note Taking	114
3.5	Methods 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	Effective Note Taking for Listening to Lectures	124
3.6.1	Suggestions for Efficient Notetaking	124
3.6.2	Steps for Effective Note Making	127
3.6.3	Methods of Note Making	128
3.6.3.1	Sequential or Linear Note-Making	128
3.6.3.2	Pattern of Note-Making or Mind-Mapping	129
3.6.3.3	Fishbone Diagram	129
3.6.4	Other Systems of Notemaking	130
3.6	Review Questions	131
3.7	Outcomes	132
Unit-4		
4.0	Objective	134
4.1	Introduction	134
4.2	Coromandel Fishers	134
4.3	Expansion of Ideas / Proverb Expansion	137

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 Exercises	142
4.4	Notices, 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	Sample Meeting Notice, Agenda, and Minutes	155
4.6	Outcomes	157
4.7	Review Questions	158
Unit-5		
5.0	Objective	160
5.1	Introduction	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	Resume 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 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 Questions	223
5.6	Outcomes	224

Life Skill Course
Indian Culture & Science

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



Author

Dr. B. Sudheeshna

Dept. of Management Studies
S.V. University, Tirupati - 517502 AP



Dr. B. R. Ambedkar Open University

Eluru, Andhra Pradesh, India

www.drbraouap.org

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Dr. B. R. Ambedkar Open University

Eluru, Andhra Pradesh, India

www.drbraouap.org

Indian Culture & Science

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 GurrarnJashua (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	Objectives	1
1.1	Introduction	1
1.2	Indian Culture	2
1.3	Coexistence 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 Bhakti	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 Movements	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	59
1.7	Achievements in Literature	62
1.8	Music	64
1.8.1	Treatises	65
1.9	Dance	65
1.9.1	Early Texts on Classical Dance	66
1.9.2	Basic Techniques in Classical Dance	68
1.10	Sculpture	70
1.11	Painting	76
1.12	Crafts Traditions	77
1.13	Cultural Diversity	79
1.14	Monogamy	81
1.15	Family	81
1.15.1	Advantages of Joint Family	82
1.15.2	Imbibing Values	83
1.16	Seasonal Festivals in India	83
1.17	Outcomes	86
1.18	Review Questions	86
1.19	Multiple Choice Questions	86
Unit-2: Social Reforms and Modern Society		
2.0	Objectives	89
2.1	Introduction	89
2.2	Reforms by Basaveswara	90
2.3	Raja Rammohan 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	Dayananda Saraswathi	98
2.4.1	Religious Reforms	98

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	Reforms	103
2.6	Mahatma Gandhi	106
2.6.1	Unconventional Techniques	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. 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	Reforms in Andhra by Vemana	114
2.9	Veerabrahmam	115
2.10	Gurajada Appa Rao	115
2.11	Kandukuri Veeresalingam	116
2.12	Gurram Jashuva	117
2.13	Modern 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	Industry	148
3.6.1	Benefits of Increased R&D Spending	148
3.6.2	New Trends in Manufacturing	149
3.7	Agriculture	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	Medicine	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	Alternate Energy	165
3.10.1	Current Scenario of Renewable Energy in India	166
3.11	Communication	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	Outcomes	173
3.14	Review Questions	173
3.15	Multiple Choice Questions	174

Skill Development Course

Advertising

As per Choice Based Credit System (CBCS)

Common to all Branches



Authors

Dr. B. Sudheeshna

Dept. of Management Studies

S.V. University, Tirupati - 517502 AP



Dr. B. R. Ambedkar Open University

Eluru, Andhra Pradesh, India

www.drbraouap.org

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Eluru, Andhra Pradesh, India

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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

Unit - 2

2.0	Objectives	37
2.1	Introduction	37
2.2	Advertising Agency	38
2.2.1	Characteristics of Advertising agency	38
2.2.2	Importance of Advertising Agency	39
2.2.3	Nature of Advertising Agency	40
2.2.4	Scope of Advertising Agencies	41
2.2.5	Types of Advertising Agency	42
2.2.6	Structure of Advertising Agency	43
2.3	Role and Responsibility of Advertising Agency	44
2.4	Scope of Work	46
2.4.1	Functions of Advertising Agencies	46
2.5	Ethical issues in Advertising	48
2.6	Identifying Target Groups	50
2.7	Laws in Advertising	51
2.8	Advertising Statutory Bodies operating Globally	53
2.9	Role of AAI	56
2.10	Advertising Standatds Council of India (ASCI)	57
2.11	Outcomes	61
2.12	Review Questions	61
2.13	Multiple Choice Questions	62

Unit - 3

3.0	Objectives	65
3.1	Introduction	65
3.2	Types of Advertising	66
3.3	Basic Characteristics of a Typical Advertisement	70
3.4	Reaching Target Groups	73
3.5	Local Advertising	75
3.5.1	Types of Local Advertising	76
3.5.2	Advantages of Local Advertising	77
3.5.3	The process of Local Advertising	78

3.6	Feed-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	Promotion	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	Marketing 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	Promotion 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	Outcomes	100
3.11	Review Questions	100
3.12	Multiple Choice Questions	101

Accounting for Managers

As per Choice Based Credit System (CBCS)

I - BBA / II - Semester

Authors

Mr. K. Kishore Kumar

Lecturer in Management Studies
Vijayam Science & Arts Degree College
Chittoor - 517001, A.P.

Capt. V. Mahesh

Head, Management Studies
Gayatri college of Science and Management
Srikakulam - 532 401, A.P.



Dr. B. R. Ambedkar Open University

Eluru, Andhra Pradesh, India

www.drbraouap.org

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I - Year / II - Semester as per CBCS

Accounting for Managers

Type of Course

Financial Accounting Objectives: The subject of Financial Accounting includes basic concepts underlying the accounting practice and its techniques with special reference to Sole-Proprietorship, Trading and Non-Trading Concerns. The syllabus also includes computerized accounting using the software TALLY.

Unit-I: Introduction to Accounting

Need for Accounting- Definition - Objectives, Advantages - Book keeping and Accounting -Accounting concepts and conventions - Accounting Cycle - Classification of Accounts and its rules - Double Entry Book-keeping - Journalization - Posting to Ledgers, Balancing of ledger Accounts (problems). Difference between manual accounts and computerised accounts.

Unit-II: Subsidiary Books

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

Unit-III: 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 favorable and unfavourable balances.

Unit-IV: Trail Balance and Final Accounts

Preparation of Trail balance - Preparation of Final Accounts Trading account - Profit and Loss Account - Balance Sheet - Final Accounts with adjustments (Problems)

Unit-V: Issue of Shares and Debentures

Shares - meaning - types of share capital - Issue of shares - forfeiture of shares - reissue of forfeiture shares. Debentures-meaning-types-various methods of issue of debentures.

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3. Modern Accountancy - Hanif Mukerji - TMH.
4. Financial Accounting by Dr. Kaustubh Sontake - 1st Edition - Himalaya Publishing House

Content

Accounting for Managers

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	Difference between Double Entry and Single Entry System	36
1.22	Approaches to Accounting	36
1.23	Accounting Rules of Debit and Credit	37
1.24	Accounting Equation	41
1.25	Journal	46

1.26	Ledger (Posting to Ledgers)	55
1.26.1	Balancing of Ledger Accounts	61
1.27	Computerized Accounting	71
1.28	Outcomes	75
1.29	Review Questions	75
1.30	Multiple Choice Questions	79

Unit-II: Subsidiary Books

2.0	Objectives	83
2.1	Introduction	83
2.2	Meaning of Sub-division of Journal	84
2.3	Definition of Sub-division of Journal	84
2.4	Advantages of sub-division of Journal	84
2.5	Disadvantages of Sub-division of Journal	85
2.6	Preparation of Subsidiary Books	87
2.7	Cash Book	87
2.7.1	Different Types of Cash Book	89
2.8	Banking Operations	95
2.8.1	Types of Bank Accounts-Opening	97
2.9	Cash Book with Bank and Discount Columns	104
2.10	Petty Cash Book	113
2.10.1	Imprest System	113
2.11	Purchase Book	124
2.12	Purchase Returns Book	127
2.13	Sales Book	129
2.14	Sales Returns Book	133
2.15	Bills Receivable Book	139
2.16	Bills Payable Book	140
2.17	Journal Proper	142
2.18	Outcomes	148
2.19	Review Questions	149
2.20	Multiple Choice Questions	157

Unit-3: Bank Reconciliation Statement

3.0	Objectives	161
3.1	Introduction	161
3.2	Need for Bank Reconciliation Statement	162
3.2.1	Advantages of Bank Reconciliation Statement	162
3.3	Balances of Cash Book and Pass Book	163
3.4	Causes for Disagreement between Cash Book and Pass Book	164

3.5	Procedure for Ascertaining the Causes of Difference and their Effects on the Balances of Cash Book and Pass Book	167
3.6	Procedure for Preparation of Bank Reconciliation Statement	170
3.6.1	Format of Preparation of Bank Reconciliation Statement	170
3.6.2	Procedure for Preparation of Bank Reconciliation Statement	171
3.6.3	Preparation of Bank Reconciliation Statement when there is Overdraft	173
3.6.4	Advantages of Bank Reconciliation Statement	179
3.7	Outcomes	185
3.8	Review Questions	185
3.9	Multiple Answer Questions	190
Unit-4: Trial Balance and Final Accounts		
4.0	Objectives	193
4.1	Introduction	193
4.1.1	Characteristics of Trial Balance	194
4.1.2	Objectives/Advantages of Preparing Trial Balance	194
4.2	Methods of Preparation of Trial Balance	195
4.2.1	Revenue and Capital Items	201
4.2.2	Distinction Between Capital Expenditure and Revenue Expenditure	202
4.2.3	Capital Profit and Revenue Profit	205
4.3	Trading Account and Manufacturing Account	206
4.3.1	Manufacturing Account	210
4.3.2	Form of Trading Account of a Manufacturing Concern	210
4.3.3	Closing Entries for Trading Account	213
4.4	Profit and Loss Account	214
4.4.1	Importance of Profit and Loss Account	215
4.4.2	Nature of Profit and Loss Account	216
4.4.3	Items Appearing on Debit side of Profit and Loss Account	216
4.4.4	Items Appearing on Credit Side of Profit and Loss Account	217
4.4.5	Closing Entries for Profit and Loss Account	218
4.5	Balance Sheets	221
4.5.1	Classification of Assets	223
4.5.2	Classification of Liabilities	223
4.5.3	Marshalling of Assets and Liabilities in the Balance Sheet	224
4.5.4	Modern Form of Balance Sheet	226
4.6	Adjustments	229
4.7	Summary of Adjustments	252

4.8	Problems and Solutions	255
4.9	Outcomes	292
4.10	Review Questions	292
4.11	Multiple Choice Questions	313
Unit-5: Issue of Shares and Debentures		
5.0	Objectives	317
5.1	Introduction	317
5.2	Meaning of a Company	318
5.2.1	Definitions of Company	318
5.2.2	Characteristics (Features) of a Company	318
5.2.3	Types of Companies	318
5.3	Meaning of Share	319
5.4	Types of Shares	319
5.4.1	Distinction between Equity Share and Preference Share	320
5.4.2	Types (or) Classes of Preference Shares	320
5.5	Meaning of Capital	321
5.5.1	Classes of Capital	321
5.6	Issue of Shares	322
5.7	Book Building	332
5.8	Right Issues	337
5.9	Debentures	345
5.9.1	Meaning of Debentures	346
5.9.2	Characteristics of Debentures	346
5.9.3	Difference between Shares and Debentures	346
5.9.4	Types of Debentures	347
5.10	Issue of Debentures	348
5.10.1	Issue of Debentures for Cash	348
5.10.2	Issue of Debentures for Consideration other than Cash	353
5.10.3	Debentures Issued as a Collateral Security	361
5.11	Interest on Debentures	361
5.11.1	Redemption of Debentures	364
5.11.2	Insurance Policy Method	368
5.11.3	Redemption by Drawings by Lot	369
5.11.4	Redemption by “Conversion”	370
5.12	Outcomes	376
5.13	Review Questions	377
5.14	Multiple Choice Questions	381

Fundamentals of Marketing

As per Choice Based Credit System (CBCS)
I - BBA / II - Semester

Authors

Mr. N. Murali

Lecturer, Department of Commerce
C N R Arts & Science College
Piler - 517 214, A.P.

Mrs. Ch. Geeta

Lecturer in Management Studies
Gayatri college of Science and Management
Srikakulam - 532 401, A.P.



Dr. B. R. Ambedkar Open University

Eluru, Andhra Pradesh, India

www.drbraouap.org

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I - Year / II - Semester as per CBCS

Fundamentals of Marketing

Unit-I

Concept of Marketing - Market, Marketing, Marketer- Selling Concept, Market Concept, Social Marketing Concept- identifying Market Segments- Basis for Market Segmentation for Consumer and industrial market and requirement of effective segments.

Unit-II

Product and Product lines - Product hierarchy, Product classification, Product mix decisions- Product line decisions = Product attribute decisions, decision- Product life cycle, Marketing strategies for different stages of the product life cycle.

Unit-III

Pricing: Setting the price, pricing process, pricing methods. Adapting price: Geographical pricing, price discounts and allowances, promotional pricing, discriminatory pricing, product mix pricing.

Unit-IV

Marketing Channels: The importance of marketing channels- Channel design decisions- Channel management decisions- Channel Conflict: Types, causes and managing the Conflict.

Unit-V

Promotion mix Advertisement: Meaning, Objectives - Types of Media- Sales Promotion- Objective and Tools- Public relation- Meaning and Tools - Personal Selling- Process.

Content
Fundamentals of Marketing

Unit-1: Concept of Marketing

1.0	Objectives	1
1.1	Introduction	1
1.2	Meaning of Marketing	2
1.2.1	Definitions of Marketing	2
1.2.2	Features or Characteristics of Marketing	5
1.2.3	Difference between Traditional Marketing and Modern Marketing	6
1.2.4	Nature of Marketing	6
1.2.5	Scope of Marketing	7
1.2.6	Functions of Marketing	8
1.2.7	Importance of Marketing	11
1.3	Markets	12
1.3.1	Definitions	13
1.4	Meaning of Marketer	14
1.4.1	Responsibilities of Marketer	14
1.4.2	Roles and Responsibilities of a Marketer	15
1.5	Marketing Concepts	15
1.5.1	Evolution of Marketing Concept	17
1.6	Selling Concept	19
1.6.1	Selling Concept Vs Marketing Concept	20
1.6.2	Characteristics of Selling Concept	21
1.6.3	Advantages of Selling Concept	21
1.6.4	Disadvantages of Selling Concept	22
1.7	Market Concept	22
1.8	Social Marketing Concept	26
1.8.1	Aspects of Social Marketing	27
1.8.2	Application of Social Marketing	28
1.8.3	Relevance of Social Marketing in India	29
1.8.4	Advantages of Social Marketing	30
1.9	Role of Marketing	30
1.10	Market Segmentation	32
1.10.1	Definition of Market Segmentation	33
1.10.2	Characteristics of Market Segmentation	33
1.10.3	Nature of Market Segmentation	35
1.10.4	Importance of Market Segmentation	36
1.10.5	Factors influencing Segmentation	37
1.10.6	Criteria for Market Segmentation	37
1.10.7	Bases for Market Segmentation	38
1.10.8	Process of Market Segmentation	44
1.11	Industrial Market segmentation	45

1.11.1	Segmentation Variables	45
1.11.2	Types of Segmentation	46
1.11.3	Advantages of Market Segmentation	49
1.11.4	Disadvantages of Market Segmentation	50
1.11.5	Requirements for Effective Market Segmentation	51
1.12	Outcomes	53
1.13	Review Questions	53
1.14	Multiple Choice Questions	54
Unit-2: Product and Product Lines		
2.0	Objectives	61
2.1	Introduction	61
2.2	Product	62
2.2.1	Definition of Product	62
2.2.2	Features of Product	63
2.2.3	Concept of a Product	63
2.2.4	Levels or Dimensions of Product	64
2.2.5	Classification of Products or Goods	65
2.2.6	Product Attributes	69
2.2.7	Product Policies	70
2.3	Product Hierarchy	70
2.4	Product Planning	71
2.4.1	Definition of Product Planning	72
2.4.2	Elements of Product Planning	72
2.4.3	Importance of Product Planning	73
2.5	Product Development	74
2.5.1	Scope of Product Planning and Product Development	74
2.5.2	Elements of Product Development	75
2.5.3	Advantages of Product Development	75
2.5.4	Product Development Process	76
2.6	Product Related Policy Decisions	79
2.7	Product Mix	80
2.7.1	Product Mix Dimensions	81
2.7.2	Importance of a Product Mix	82
2.7.3	Ways to Increase business with Product Mix Decisions	82
2.7.4	Product Line and Product Mix	83
2.7.5	Goals of Product Mix	83
2.7.6	Factors Influencing Change in Product Mix	83
2.7.7	Major Product Mix Strategies	84
2.8	Product Line	85
2.8.1	Characteristics of Product Line	86
2.8.2	Managing Product Lines	87
2.8.3	Product line Decisions	87
2.8.4	Basis for Product Line Extension	88
2.8.5	Factors influencing Product Line Decisions	90

2.9	Product line Decisions	92
2.9.1	Product Line Expansion Methods	93
2.9.2	Advantages and Disadvantages of Product Line Expansion	93
2.9.3	Product Line Reposition	93
2.9.4	Product Modification: Modernization of Product	94
2.9.5	Product Line Stretching - Product Trading Up, Down, or Across	95
2.9.6	Product Line Contraction	97
2.10	Product Life cycle	101
2.10.1	Stages of Product Life Cycle	102
2.10.2	Factors Affecting Life-cycle of a Product	105
2.10.3	Importance of Product Life Cycle	105
2.10.4	Advantages of Product Life Cycle	107
2.10.5	Disadvantages of Product Life Cycle	107
2.10.6	Marketing Strategies for Different Stages of the Product Life Cycle	107
2.11	Outcomes	109
2.12	Review Questions	109
2.13	Multiple Choice Questions	110

Unit-3: Pricing

3.0	Objectives	115
3.1	Introduction	115
3.2	Pricing	116
3.2.1	Meaning of Pricing	116
3.2.2	Objectives of Pricing	117
3.2.3	Determinants of Price	118
3.2.4	Methods of Pricing	122
3.2.5	Role of Costs in Pricing	125
3.2.6	Importance of Pricing in Marketing Strategy	126
3.2.7	Various Kinds of Pricing for their Various Products	126
3.3	Factors Influencing Pricing Decision	127
3.4	Steps in Setting Price	130
3.5	Pricing Methods	132
3.6	Adapting Pricing	137
3.6.1	Goals of Price Adaptation	138
3.7	Pricing Adaptation Strategies	139
3.7.1	Geographical Pricing	139
3.7.2	Price Discounts and Allowances	140
3.7.3	Promotional Pricing	142
3.7.4	Product-Mix Pricing	144
3.7.5	Discriminatory Pricing	152
3.8	Strategies for New and Established Products	153
3.9	Outcomes	154
3.10	Review Questions	155
3.11	Multiple Choice Questions	155

Unit-4: Marketing Channels

4.0	Objectives	159
4.1	Introduction	159

4.1.1	Meaning of Distribution	160
4.2	Marketing Channels	160
4.2.1	Definition	160
4.2.2	Characteristics of Marketing Channels	162
4.2.3	Nature of Marketing Channels	162
4.2.4	Role of Marketing Channel	162
4.2.5	Benefits Offered by Channels	163
4.3	Types of Marketing Channels	163
4.3.1	Factors Determining the Marketing Channels	167
4.3.2	Functions of Marketing Channels	169
4.4	Importance of Marketing Channels	171
4.5	Wholesale and Retail Markets	171
4.5.1	Wholesale Markets	171
4.5.2	Retail Markets	172
4.6	Channel Design	173
4.6.1	Channel Design Decisions	173
4.6.2	Phases or Steps of Channel Design	175
4.6.3	Factors Influence the Channel Design	182
4.6.4	Marketing Channels for Various Types of Goods	185
4.7	Channel Management Decisions	186
4.7.1	Channel Dynamics	188
4.7.2	Channel Power	189
4.8	Channel Conflict	189
4.8.1	Causes of Conflict	191
4.8.2	Types of Channel Conflict	191
4.8.3	Causes of Channel Conflict	192
4.8.4	Consequences of Channel Conflict	192
4.8.5	Channel Conflict Management	193
4.9	Outcomes	194
4.10	Review Questions	195
4.11	Multiple Choice Questions	195
Unit-5: Promotion Mix Advertisement		
5.0	Objectives	199
5.1	Introduction	199
5.2	Meaning of Promotion	200
5.2.1	Objectives of Promotion	201
5.2.2	Methods of Promotion	202
5.2.3	Importance of Promotion	204
5.2.4	Kinds of Promotion	205
5.3	Promotion Mix	205
5.3.1	Scope of Promotion Mix in Different Areas	207
5.3.2	Objectives of Promotion Mix	208
5.3.3	Components of Promotion Mix	209
5.3.4	Determinants of Promotion Mix	212

5.3.5	Factors affecting Promotion Mix	214
5.3.6	Promotion Mix Decision	215
5.4	Advertisement	216
5.4.1	Definition of Advertisement	216
5.4.2	Characteristics of Advertising	216
5.4.3	Objectives of Advertising	217
5.4.4	Functions of Advertising	219
5.4.5	Significance and Benefits of Advertising	219
5.4.6	Types of Media Advertising	221
5.4.7	Advantages and Limitations of Advertising	233
5.4.8	Techniques of Advertising	234
5.5	Sales Promotion	236
5.5.1	Features of Sales Promotion	236
5.5.2	Objectives of Sales Promotion	237
5.5.3	Functions of Sales Promotion	238
5.5.4	Importance of Sales Promotion	239
5.5.5	Methods of Sales Promotion	240
5.5.6	Advantages of Sales Promotion	243
5.5.7	Disadvantages of Sales Promotion	244
5.5.8	Tools of Sales Promotion	245
5.5.9	Advertisement Vs Sales Promotion	246
5.5.10	Reasons for Increase in Sales Promotion	248
5.5.11	Problems in Sales Promotion	250
5.6	Public Relation	250
5.6.1	Functions of PR	251
5.6.2	Role of Public Relations	252
5.6.3	Tools of Public Relations	253
5.6.4	Advantages and Disadvantages of PR	254
5.7	Personal Selling	255
5.7.1	Scope of Personal Selling	258
5.7.2	Importance of Personal Selling	258
5.7.3	Role of Personal Selling	259
5.7.4	Functions of Personal Selling	259
5.7.5	Types of Personal Selling	260
5.7.6	Process of Personal Selling	260
5.7.7	Advantages and Disadvantages of Personal Selling	263
5.7.8	Salesmanship is Science or an Art	265
5.7.9	Types of Salesmen	266
5.7.10	Requisites of Effective Personal Selling	268
5.7.11	Qualities of a Successful Sales Person	270
5.7.12	Challenges in Personal Selling	271
5.8	Outcomes	274
5.9	Review Questions	274
5.10	Multiple Choice Questions	276

E - Commerce

As per Choice Based Credit System (CBCS)
I - BBA / II - Semester

Authors

Dr. D. Lavanya
Academic Director
C N R Arts & Science College
Piler - 517 214, A.P.

Ms. K. Suneetha
Lecturer in Computer Science
Gate Degree & PG College
Tirupati - 517 501, A.P.



Dr. B. R. Ambedkar Open University

Eluru, Andhra Pradesh, India

www.drbraouap.org

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I - Year / II - Semester as per CBCS

E - Commerce

Unit-I

Electronic Commerce: Definition, Types, advantages and disadvantages, E-Commerce transaction on World Wide Web, Electronic market-Online shopping, Three models of Electronic Market -e-Business.

Unit-II

Supply Chain Management: Definition, benefits, goals, functions, characteristics, strategies of SCM, Electronic logistics and its implementation in business houses – Electronic Data Interchange (EDI): Benefits of EDI, applications, limitations, EDI Model.

Unit-III

Electronic Payment Systems: Types of EPS - Traditional and Modern payment systems, electronic cash, steps for electronic payment, payment security - e-Security - Cryptography, hacker, secure electronic transaction, secure-socket layer.

Unit-IV

Customer Relationship Management: Components of CRM, CRM Architecture, architectural components of a CRM solution, Electronic CRM, Need for Electronic CRM, E-CRM applications.

Unit-V

HTML - Navigating the World Wide Web, Preparing to Publish on the Web, HTML and XHTML, Learning the basics of HTML, structure of HTML, creating simple web pages, formatting text with HTML, adding images, color and background, table creation, designing forms.

Content
E - Commerce

Unit-1: Electronic Commerec

1.0	Objectives	1
1.1	Introduction	1
1.2	Meaning of E-Commerce	2
1.3	E-commerce Meaning	3
1.3.1	Features of E-commerce	5
1.3.2	Nature of E-Commerce	6
1.3.3	Scope of E-Commerce	7
1.3.4	Functions of E-Commerce	9
1.3.5	Need for E-Commerce	9
1.3.6	Principles of E-Commerce	10
1.3.7	Essential Elements of E-Commerce	12
1.4	Application of Electronic Commerce	13
1.5	Types of E-Commerce	14
1.5.1	Business-to-Business (B2B)	14
1.5.2	Business-to-Consumer (B2C)	15
1.5.3	Consumer-to-Business (C2B)	16
1.5.4	Consumer-to-Consumer (C2C)	16
1.5.5	Business-to-Government	17
1.5.6	M-Commerce (Mobile Commerce)	18
1.6	E-commerce Procedure	18
1.7	Need for E-Commerce and E-Business	19
1.8	Advantages of E-commerce	22
1.8.1	Disadvantages of E-Commerce	24
1.9	Basics of E-Commerce: Network and Electronic Transactions Today	26
1.10	Impact of E-Commerce on Business	28
1.11	E-Commerce Business Applications	29
1.12	E-Commerce Transaction on World Wide Web	31
1.12.1	The History of the WWW and Ecommerce	31
1.12.2	World Wide Web facilitate E-commerce	32
1.12.3	Working of WWW for Ecommerce	33
1.13	Electronic Market	33
1.13.1	Components of Internet Marketing	33
1.13.2	Effectiveness of Internet Marketing	33
1.13.3	Ways to Conduct Internet Marketing	34
1.13.4	Online Promotion	34
1.13.5	Advantages of Electronic Marketing	34

1.13.6	Disadvantages of Electronic Marketing	35
1.14	Online Shopping	35
1.14.1	Advantages of Online Shopping	36
1.14.2	Disadvantages of Online Shopping	36
1.14.3	Online Stores	37
1.15	Three models of Electronic Commerce	39
1.16	E-Business	40
1.16.1	Components of E-Business	41
1.16.2	Order Fulfillment Process	42
1.17	Outcomes	43
1.18	Review Questions	43
1.19	Multiple Choice Questions	44
Unit-2: Supply Chain Management		
2.0	Objectives	47
2.1	Introduction	47
2.2	Supply chain	48
2.2.1	Meaning of Supply Chain Management	48
2.2.2	Definitions	49
2.2.3	Features of SCM	51
2.2.4	Importance of SCM	51
2.2.5	Principles of SCM	52
2.2.6	Characteristics of Supply Chain Management	53
2.2.7	Benefits of SCM	55
2.2.8	Supply Chain Management-Goals	56
2.2.9	Functions of SCM	57
2.2.10	Strategies of SCM	58
2.2.11	Types of Supply Chain	59
2.3	Logistics	60
2.3.1	Significance of Logistics Management	61
2.3.2	Logistics Activities or Functions of Logistics	62
2.3.3	Electronic Logistics	63
2.3.4	Process Involved in E-logistics	63
2.3.5	Challenges of E-Logistics	64
2.3.6	Implementation of E-Logistics in Business Houses	65
2.4	Electronic Data Interchange EDI	66
2.4.1	Types of EDI Files	69
2.4.2	Electronic Trading Options	69
2.4.3	EDI Transmission	69
2.4.4	EDI Benefits	70
2.4.5	Limitations or Drawbacks of EDI	72
2.4.6	EDI Documents	72

2.4.7	Steps in an EDI System	72
2.4.8	Types of EDI Files	73
2.4.9	Objectives of Electronic Data Interchange	73
2.5	Applications in Business	73
2.5.1	EDI Applications in Various Fields of Business	75
2.6	Measures of Implementing EDI Success Factors	76
2.6.1	EDI Applications	77
2.6.2	EDI Implementation	81
2.6.3	The Future of EDI	82
2.6.4	EDI and E-Commerce	82
2.6.5	EDI Maturity	83
2.7	EDI Models	84
2.8	Outcomes	84
2.9	Review Questions	85
2.10	Multiple Choice Questions	86
Unit-3: Electronic Payment System		
3.0	Objectives	89
3.1	Introduction	89
3.2	Electronic Payment Systems	90
3.2.1	Factors of Electronic Payment	90
3.2.2	Characteristics of an Electronic Payment System	91
3.2.3	Advantages of EPS	92
3.2.4	Disadvantages of EPS	93
3.3	Types of Electronic Payment System	94
3.3.1	Traditional Payment System	95
3.3.2	Requirements of Electronic Payment System (Modern Payment)	95
3.3.3	Types of Modern Payment System (EPS) and its Pros and Cons	96
3.3.4	Digital Token based Payment System	101
3.3.5	Comparison of Electronic Payment System with Traditional Payment System	101
3.4	Electronic or Digital Cash	102
3.4.1	Properties of Electronic Cash	103
3.4.2	Purchasing E-cash from Currency Servers	103
3.4.3	Features of Electronic Money	103
3.4.4	Working of E-cash System	104
3.4.6	Advantages of Electronic Money	105
3.4.7	Disadvantages of Electronic Money	106
3.5	Steps for Electronic Payment	106
3.5.1	Independent Sales Organization (ISO)	107
3.5.2	Some of the Online Credit Card Transaction Enablers	109
3.6	Credit Cards as E-Payment System	110
3.6.1	Types of Credit Cards	110

3.6.2	Smart Card Cash Payment System	110
3.7	Electronic Payment Gateway Interfaces	114
3.8	Payment Security	116
3.8.1	Information Useful to Intruders	119
3.8.2	Classification of Intruders	119
3.8.3	Incidents Occurrence	119
3.9	E-Security	123
3.9.1	Firewall	124
3.10	Cryptography	126
3.10.1	History of Encryption	126
3.10.2	Use Encryption	127
3.10.3	Cryptographic Hash Functions	129
3.11	Hackers	129
3.12	Secure Electronic Transaction	129
3.13	Security Socket Layer	131
3.13.1	Working of SSL	132
3.13.2	Importance of SSL	132
3.13.3	SSL Updating	133
3.13.4	SSL Certificate	133
3.14	Outcomes	134
3.15	Review Questions	134
3.16	Multiple Choice Questions	135
Unit-4: Customer Relationship Management		
4.0	Objectives	139
4.1	Introduction	139
4.2	Customer Relationship Management	139
4.2.1	Evolution of CRM	141
4.2.2	Features of CRM	142
4.2.3	Need of CRM	143
4.2.4	Importance of CRM	144
4.2.5	Advantages of Customer Relationship Management	145
4.2.6	CRM Process Framework	147
4.2.7	Techniques of Building CRM	148
4.2.8	Types of CRM	149
4.3	Components of CRM	150
4.3.1	CRM Process	152
4.3.2	Four c's of the CRM Process	153
4.4	CRM Architecture	154
4.4.1	Components of CRM	155
4.5	Electronic CRM	157
4.5.1	Evolution of E-Customer Relationship	157
4.5.2	Benefits of an E-CRM system	158

4.5.3	Working of E-CRM	158
4.5.4	Implementation of an E-CRM System	160
4.5.5	Strategies for E-CRM Solution	160
4.6	Need of ECRM	161
4.7	Applications of ECRM	162
4.7.1	E-CRM Architecture	163
4.7.2	Electronic CRM Applications	163
4.7.3	Major Trends of Electronic CRM	164
4.8	Outcomes	164
4.9	Review Questions	164
4.10	Multiple Choice Questions	165
Unit-5: HTML		
5.0	Objectives	169
5.1	World Wide Web	169
5.1.1	Features of WWW	170
5.2	Components of World Wide Web	171
5.3	URI - Components of URL	172
5.4	Preparing to Publish on the Web	176
5.5	HTML and XHTML	178
5.6	Basics of HTML	181
5.6.1	Document Body	184
5.6.2	Background Color and Tilings	185
5.6.3	HTML Font Colors	186
5.6.4	Font Size	186
5.6.5	Font Face	187
5.6.6	HTML Comments	188
5.6.7	Paragraph Tag	188
5.6.8	Heading Tags	189
5.7	Document Elements	190
5.8	HTML Document Structure	191
5.9	Web Terminologies	196
5.10	HTML, Head and Body tags	197
5.11	Formatting and Hyperlink creation	200
5.12	HR, Heading	206
5.13	Lists	210
5.14	Tables	214
5.15	Font Element, Image Tag and Image Formats	231
5.16	Creation of simple HTML Documents	234
5.17	Forms	240
5.18	Outcomes	244
5.19	Review Questions	244
5.20	Multiple Choice Questions	246

సృజనాత్మక రచన

డిగ్రీ (జనరల్) / సెమిస్టర్ - III

రచయితలు

డా॥ ఎస్. సునీల్ కుమార్

తెలుగు విభాగం

ఎస్. వి. విశ్వ విద్యాలయం

తిరుపతి, ఆంధ్రప్రదేశ్ - 517 502



Dr. B. R. Ambedkar Open University

Eluru, Andhra Pradesh, India

www.drabraouap.org

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Dr. B. R. Ambedkar Open University
Eluru, Andhra Pradesh, India
www.drabraouap.org

సృజనాత్మక రచన

అభ్యసన ఫలితాలు

ఈ కోర్సు విజయవంతం ముగించాక, విద్యార్థులు క్రింది అభ్యసన ఫలితాలను పొందగలరు.

1. తెలుగు సాహిత్య అభ్యసన ద్వారా నేర్చుకున్న నైపుణ్యాలను, సృజనాత్మక నైపుణ్యాలుగా మార్చుకోగలరు.
2. విద్యార్థులు భాషాతత్వాన్ని, భాష యొక్క ఆవశ్యకతను, భాష యొక్క ప్రాధాన్యాన్ని గుర్తిస్తారు. మనిషి వ్యక్తిగత జీవనానికి, సామాజిక వ్యవస్థ పటిష్ఠతకు భాష ప్రధానమని తెలుసుకుంటారు.

తెలుగుభాషలోని కీలకాంశాలైన 'వర్ణం-పదం-వాక్యాల ప్రాధాన్యాన్ని గుర్తిస్తూ, వాగ్రూప- లిఖితరూప వ్యక్తీకరణ ద్వారా భాషానైపుణ్యాలను మొరుగుపరచుకోగలరు.

3. భాషానైపుణ్యాలను అలవరుచుకోవడంతోపాటు వినియోగించడం నేర్చుకుంటారు. రచనా, భాషానైపుణ్యాలను సృజనాత్మక రూపంలో వ్యక్తీకరించగలరు.
4. 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.
6. 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 పద్ధతులు
8. అనువాద సమస్యలు - భౌగోళిక, భాషా, సంస్కృతిక సమస్యలు, పరిష్కారాలు
9. అభ్యాసం - ఆంగ్లం నుండి తెలుగుకు, తెలుగు నుండి ఆంగ్లానికి ఒక పేరును అనువదించడం

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

13. ప్రసార మాధ్యమాలు : (నిర్వచనం, రకాలు, విస్తృతి ప్రయోజనాలు)
14. శ్రవణ 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 ప్రశ్నలు	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 ప్రశ్నలు	21
2.6	సంగ్రహ ప్రశ్నలు	23

3. భాషా నిర్మాణంలో వర్ణం, పదం, వాక్యం

3.1	ఉద్దేశ్యం	25
3.2	పాఠ్యభాగం	25
3.3	పాఠ్యభాగ పరిచయం	32
3.4	పాఠ్యభాగ సారాంశము	32
3.5	వ్యాసరూప ప్రశ్నలు	32
3.6	సంగ్రహ ప్రశ్నలు	38
3.7	విద్యార్థులకు 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 ప్రశ్నలు	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 ప్రశ్నలు	61
5.6	సంగ్రహ ప్రశ్నలు	66
5.7	విద్యార్థులకు 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	విద్యార్థులకు అభ్యాసం	70
6.8	ప్రోజెక్టు 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	విద్యార్థులకు అభ్యాసం	92

8. అనువాద సమస్యలు

8.1	ఉద్దేశ్యం	93
8.2	పాఠ్యభాగం	93

8.3	పాఠ్యభాగ పరిచయం	104
8.4	పాఠ్యభాగ సారాంశము	104
8.5	వ్యాసరూప ప్రశ్నలు	104
8.6	సంగ్రహ ప్రశ్నలు	117
8.7	విద్యార్థులకు అభ్యాసం	118

9. అభ్యాసం

9.1	ఉద్దేశం	119
9.2	ఆంగ్లం నుండి తెలుగుకు అనువాదం చేయుట	119
9.3	తెలుగు నుండి ఆంగ్లంకు అనువాదం చేయుట	120
9.4	విద్యార్థులకు అభ్యాసం	120

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

10. ముద్రణామాధ్యమం

10.1	ఉద్దేశ్యం	123
10.2	పాఠ్యభాగం	123
10.3	పాఠ్యభాగ పరిచయం	126
10.4	పాఠ్యభాగ సారాంశము	126
10.5	వ్యాసరూప ప్రశ్నలు	127
10.6	సంగ్రహ ప్రశ్నలు	129
10.7	విద్యార్థులకు 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 ప్రశ్నలు	138
11.6	సంగ్రహ ప్రశ్నలు	142
11.7	విద్యార్థులకు అభ్యాసం	144

12. పత్రికా రచన

12.1	ఉద్దేశ్యం	145
12.2	పాఠ్యభాగం	145
12.3	పాఠ్యభాగ పరిచయం	149

12.4	పాఠ్యభాగ సారాంశము	149
12.5	వ్యాసరూప ప్రశ్నలు	150
12.6	సంగ్రహ ప్రశ్నలు	152
12.7	విద్యార్థులకు అభ్యాసం	154

యూనిట్ - V: మాధ్యమాల రచన - 2 (ప్రసార మాధ్యమం/ ఎలక్ట్రానిక్ 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 ప్రశ్నలు	159
13.6	సంగ్రహ ప్రశ్నలు	161
13.7	విద్యార్థులకు అభ్యాసం	162

14. శ్రవణ మాధ్యమాలు

14.1	ఉద్దేశ్యం	163
14.2	పాఠ్యభాగం	163
14.3	పాఠ్యభాగ పరిచయం	170
14.4	పాఠ్యభాగ సారాంశం	170
14.5	వ్యాసరూప ప్రశ్నలు	170
14.6	సంగ్రహ ప్రశ్నలు	175
14.7	విద్యార్థులకు 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 ప్రశ్నలు	184
15.7	సంగ్రహ ప్రశ్నలు	191
15.8	విద్యార్థులకు అభ్యాసం	192

A Course in
Conversational Skills

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



Authors

Dr. A. Sreenivasulu

Dept. of English

S.V. University, Tirupati - 517502 AP



Dr. B. R. Ambedkar Open University

Eluru, Andhra Pradesh, India

www.drbraouap.org

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Eluru, Andhra Pradesh, India

www.drbraouap.org

A Course in Conversational Skills

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 Skills

Unit-1

1.0	Objectives	2
1.1	Introduction	2
1.2	Speech: Tryst with Destiny Jawaharlal Nehru	2
1.3	Vacabulary	8
1.3.1	In Depth Reading Comprehension	25
1.3.2	Topics for Speech	25
1.4	Greetings	26
1.5	Introduction	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	Objectives	44
2.1	Introduction	44
2.2	Speech: Yes, we can Barack Obama	45
2.3	Vocabulary	49
2.4	A Leader should know how to Manage Failure	49
2.5	Requests	55

Unit-3

3.0	Objectives	64
3.1	Introduction	64

3.2	Nelson Mandela's Interview with Larry King	65
3.3	Asking and Giving Information	83
3.2.1	Practice Exercises	85
3.4	Agreeing and Disagreeing	87

Unit-4

4.0	Objectives	96
4.1	Introduction	96
4.2	JRD Tata's Interview with T.N.Ninan	96
4.3	Dialogue Building	101
4.3.1	Rules for Writing Dialogue	103
4.3.2	Activities	103
4.4	Giving Instructions/ 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	Objectives	118
5.1	Introduction	118
5.2	'You've 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 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*



Author

Dr. M. Shanthi

Dept. of Management Studies
S.V. University, Tirupati - 517502 AP



Dr. B. R. Ambedkar Open University

Eluru, Andhra Pradesh, India

www.drbraouap.org

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Eluru, Andhra Pradesh, India

www.drbraouap.org

Environmental Education

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	Objectives	1
1.1	Introduction	1
1.2	Definitions 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 as an Integral Product and Part of Nature	12
1.4	Land 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	Biodiversity	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	Outcomes	46
1.10	Review Questions	46
1.11	Multiple Choice Questions	47
Unit-2: Environmental Degradation and Impacts		
2.0	Objectives	49
2.1	Introduction	49
2.2	Population Growth	50
2.2.1	Population Explosion	50
2.2.2	Impact on Environment	52
2.3	Land use Change	53
2.3.1	Direct Land use Change	54
2.3.2	Indirect Land use Change	55
2.3.3	Limitations of the Indirect Land use Change Concept	55
2.4	Land 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	Deforestation	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	Resources	74
2.7.1	Differences between Renewable and Non-renewable Resources	75
2.7.2	Non-Renewable Energy Resources	76
2.8	Pollution	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	Threats to Biodiversity	109
2.11	Outcomes	110
2.12	Review Questions	111
2.13	Multiple Choice Questions	112
Unit-3: Conservation of Environment		
3.0	Objectives	117
3.1	Introduction	117
3.2	Sustainability	118
3.2.1	Issues of Environmental Sustainability	118
3.3	Sustainable development	119
3.3.1	Goals of Sustainable Development	122
3.3.2	Threats to Sustainability	122

3.3.3	Sustainable Development with Judicious use of Land	125
3.3.4	Sustainable Development with Judicious use of Water	124
3.3.5	Sustainable Development with Judicious use of Forest Resources	125
3.3.6	Aforestration	126
3.4	Control Measures for Various Types of Pollution	128
3.4.1	Control of Air Pollution	128
3.4.2	Control of Automobile Pollution	128
3.4.3	Control of Water Pollution	129
3.4.4	Control of Soil Pollution	129
3.4.5	Control of Noise Pollution	130
3.4.6	Control of Thermal Pollution	130
3.5	Energy Resources	131
3.5.1	Growing Energy Needs	131
3.5.2	Types of Natural Resources	132
3.5.3	Use of Alternate Energy Sources	134
3.6	Solid Waste management	135
3.6.1	Increasing Industrialization and Rapid Urbanisation	136
3.6.2	Effects of Solid Waste Pollution	138
3.6.3	Measures for Safe Urban and Industrial Waste Disposal	138
3.7	Conservation of Biodiversity	140
3.8	Environment Laws	145
3.8.1	The Environment (Protection) Act, 1986	145
3.8.2	Wildlife Protection Act	146
3.8.3	Forest Conservation Act, 1980	148
3.9	International Agreements	150
3.9.1	Kyoto Protocol	150
3.9.2	Motreal Protocol	151
3.10	Environmental Movement	151
3.10.1	Bishnois of Rajasthan	152
3.10.2	Chipko Movement	153
3.10.3	Silent Valley	154
3.11	Outcomes	155
3.12	Review Questions	155
3.13	Multiple Choice Questions	156

Life Skill Course

Personality Enhancement & Leadership

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



Author

Dr. B. Sudheeshna

Dept. of Management Studies

S.V. University, Tirupati - 517502 AP



Dr. B. R. Ambedkar Open University

Eluru, Andhra Pradesh, India

www.drbraouap.org

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Eluru, Andhra Pradesh, India

www.drbraouap.org

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	Objectives	1
1.1	Introduction	1
1.2	Personality	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	Personality Structure	8
1.4	Theories of Personality	9
1.5	Psychodynamics	13
1.5.1	Psychosexual Stages of Development	16
1.5.2	Freudian Psychodynamics	17
1.5.3	Jungian Psychodynamics	17
1.5.4	Positive Psychology	18
1.5.5	Psychoanalysis	19
1.5.5.1	Key Terms of Psychoanalytical Theory	19
1.5.5.2	Strengths of Psychoanalysis	20
1.5.5.3	Criticisms of Psychoanalysis	20
1.6	Psychodynamic 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	Definition of the Big Five Factors	32
1.8.1	Discovery of the Big Five in Cattell's Variable List	33
1.8.2	The Big Five Theory	34
1.8.3	Measurement of the Big Five Inventory (BFI)	36
1.9	Outcomes	39
1.10	Review Questions	40
Unit-2		
2.0	Objectives	41
2.1	Introduction	41
2.2	Assessment of Personality	41
2.2.1	Need of Assessment	42
2.2.2	Purpose of Personality Assessment	43
2.3	Methods 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	Building Self confidence	60
2.4.1	Techniques of Self Confidence	61
2.5	Enhancing Personality skills	63
2.5.1	Importance of Personality Skills	64
2.5.2	Enhancing Personality Skills	64

2.5.3	Steps to Improve Personal Development Skills	65
2.5.4	Personal Development Skills in the Workplace	66
2.6	Outcomes	67
2.7	Review Questions	67
Unit-3		
3.2	Definition	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	Leadership Types	73
3.4	Styles of Leadership	75
3.5	Leadership 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	Building and Leading Efficient Teams	83
3.6.1	Team Development Stages	84
3.6.2	Different Types of Teams	84
3.6.3	Team Building	85
3.6.4	Importance of Building Strong Teams	86
3.6.5	Steps in Building Strong Teams	87
3.6.6	Team Activities	89
3.7	Leadership Qualities of Abraham Lincoln	90
3.8	Leadership Qualities of Mahatma Gandhi	91
3.9	Leadership Qualities of Prakasham Pantulu	92
3.10	Leadership Qualities of B.R. Ambdkar	93
3.11	Leadership Qualities of J.R.D. Tata	93
3.11.1	Leadership Skills	95
3.12	Outcomes	95
3.13	Review Questions	96

Skill Development Course
Disaster Management

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



Authors

Dr. B. Sudheeshna

Dept. of Management Studies
S.V. University, Tirupati - 517502 AP



Dr. B. R. Ambedkar Open University

Eluru, Andhra Pradesh, India

www.drbraouap.org

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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	Objectives	1
1.1	Introduction	1
1.2	Disaster	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-made Disasters	28
1.5	Accidental 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	Nuclear 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	Disaster Management Act 2005	41

1.7.1	Scope and Objective	42
1.7.2	Criticism of the Disaster Management Act	43
1.8	Outcomes	43
1.9	Review Questions	43
Unit-2		
2.0	Objectives	45
2.1	Induction	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	Preparedness of Disasters	50
2.3.1	Measures of Disaster Preparedness	50
2.4	Precautions or Steps for Preparedness of Disaster Strikes by Communities	53
2.5	Dissemination 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 of 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 of Government and non Governmental Organizations in Protecting Human Livestock and Natural Resources	61
2.8	Use of Technology in Disaster Management	62
2.9	Role of Citizen in Prevention of Disaster	64
2.10	Role of Youth	65
2.11	Outcomes	66
2.12	Review Questions	66

Unit-3

3.0	Objectives	67
3.1	Introduction	67
3.2	Post Disaster Effects	68
3.3	Disaster Management Cycle	69
3.4	Procedures 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 of Volunteers in Disasters	77
3.6	Role of Safety Precautions	80
3.7	Preventive measures of Disaster	81
3.8	Collection- 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 study	86
3.10	Outcomes	88
3.11	Review Questions	88

Organizational Behaviour

As per Choice Based Credit System (CBCS)
II - BBA / III - Semester

Author

Dr. M. Thejomoorthy
Principal
Vijayam Business School
GD Nellore, Chittoor, A.P. - 517 125



Dr. B. R. Ambedkar Open University

Eluru, Andhra Pradesh, India

www.drbraouap.org

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II - Year / III - Semester as per CBCS

Organizational Behaviour

Unit-1: Introduction

Introduction to Organisational Behaviour, the OB Model, Roles of Manager in OB, Challenges and Opportunities for OB

Unit-2: The Individual

Foundation of Individual Behaviour, Concepts of Motivations, Personality, Values

Unit-3

Attitudes, Perception, Learning, Individual Decision- Making and problem Solving

Unit-4: The Group

Foundation of Group Behaviour: Concepts related to communication, Leadership, Power and politics, Work Teams and Group Dynamics, Transaction Analysis, Johari Window Model

Unit-5: The Organisation

Foundation of the Organisation, Concepts related to Organisation Structure, Organisation culture, Organisation change and Development, Organisation conflict and Discipline.

Content
Organizational Behaviour

Unit-1: Introduction

1.0	Objectives	1
1.1	Introduction	1
1.2	Meaning and Definition	2
1.2.1	Nature of Organizational Behaviour	3
1.2.2	Scope of Organizational Behaviour	4
1.2.3	Foundations of OB	5
1.2.4	Importance of Organization Behaviour	6
1.2.5	Contributing Disciplines of OB	7
1.2.6	Elements of Organization Behaviour	8
1.2.7	Application of OB in Management	11
1.3	Theories of OB	12
1.4	OB Models	19
1.4.1	Interpretation of Different Models	21
1.4.2	Levels of OB	22
1.5	Role of Organisational Behaviour in Management of Business	22
1.5.1	Skills of an Effective Manager	24
1.5.2	Functions of a Manager	26
1.6	Opportunities & Challenges in Organisational Behaviour	29
1.7	Outcomes	31
1.8	Review Questions	31
1.9	Multiple Choice Questions	32

Unit-2: The Individual Behaviour - I

2.0	Objectives	37
2.1	Foundations of Individual Behaviour	37
2.1.1	Causes of Individual Behaviour	38
2.2	Concept of Motivation	41
2.2.1	Process of Motivation	42
2.2.2	Types of Motivation	43
2.2.3	Features of Motivation	43
2.2.4	Importance of Motivation	44
2.2.5	Motivational Theories	45
2.3	Personality	55
2.3.1	Types of Personality	56
2.3.2	Determinants of Personality	57

2.3.3	Personality Characteristics	59
2.3.4	Five Trait Personality Model	60
2.3.5	Theories of Personality	63
2.3.6	Nature of Personality	65
2.4	Values	65
2.4.1	Characteristics of Values	66
2.4.2	Types of Values	67
2.4.3	Sources of Values	67
2.4.4	Importance and Functions of Values	69
2.5	Outcomes	71
2.6	Review Questions	71
2.7	Multiple Choice Questions	72
Unit-3: The Individual Behaviour - II		
3.0	Objectives	75
3.1	Introduction	75
3.2	Attitude	75
3.2.1	Components of Attitude	76
3.2.2	Characteristics of Attitude	78
3.2.3	Functions of Attitude	78
3.2.4	Formation of Attitude	79
3.2.5	Types of Attitudes	81
3.2.6	Importance of Attitude	81
3.2.7	Theories of Attitude	82
3.2.8	Changing of Attitude	87
3.2.9	Ways of Changing Attitude	87
3.2.10	Barriers to Change Attitudes	88
3.2.11	Attitude and Prejudice	89
3.3	Perception	89
3.3.1	Nature of Perception	91
3.3.2	Factors that Influence Perception	91
3.3.3	Managerial Implications of Perception	93
3.3.4	Implications of Perception on Performance and Satisfaction	94
3.3.5	Perceptual Process	94
3.3.6	Importance of Perception in OB	95
3.3.7	Implications of Perception	96
3.3.8	Perceptual Errors	96
3.3.9	Attribution Theory	97
3.4	Learning	99
3.4.1	Nature of Learning	100

3.4.2	Elements of Learning	100
3.4.3	Types of Learners	101
3.4.4	Factors affecting Learning	101
3.4.5	Learning Process	102
3.4.6	Principles for Learning	103
3.4.7	Theories of Learning	103
3.5	Decision Making	107
3.5.1	Principles of Decision Making	108
3.5.2	Environment of Decision Making	110
3.5.3	Types of Decisions	111
3.5.4	Individual Decision Making	112
3.5.5	Steps in Decision Making Process	114
3.6	Problem Solving	115
3.6.1	Problem Solving Process	115
3.7	Outcomes	118
3.8	Review Questions	118
3.9	Multiple Choice Questions	119
Unit-4: The Group		
4.0	Objectives	123
4.1	Introduction	123
4.2	Group Behaviour	123
4.2.1	Types of Groups	124
4.2.2	Stages of Group Development	125
4.2.3	Group Decision-Making	126
4.3	Concepts related to Communication	129
4.3.1	Significance of Communication	129
4.3.2	Types of Communication	130
4.3.3	Barriers to Effective Communication	134
4.3.4	Overcoming Barriers to Communication	137
4.4	Leadership	138
4.4.1	Characteristic of Leadership	139
4.4.2	Objectives of Leadership	140
4.4.3	Leadership Styles	140
4.4.4	Types of Leadership Styles	141
4.4.5	Importance of Leadership	143
4.4.6	Functions of a Leader	144
4.4.7	Theories of Leadership	145
4.4.8	Leader Vs Manager	152
4.4.9	Leadership in Decision Making Process	153

4.5	Power and Politics	154
4.5.1	Characteristics of Power	154
4.5.2	Views of Power and Influence	155
4.5.3	Types of Power or Sources of Power	155
4.5.4	Power vs. Authority	156
4.5.5	Political Behaviour in Organisations	157
4.5.6	Factor Influencing Political Behaviour	158
4.5.7	Contingency Approaches to Power	158
4.5.8	Maccoby's Four Political Types	159
4.5.9	Advantages of Organizational Politics	160
4.6	Understanding Work Teams	162
4.6.1	Creating Effective Teams	162
4.6.2	Types of Teams	163
4.6.3	Group Dynamics	164
4.6.4	Types of Groups	165
4.6.5	Informal Group	167
4.6.6	Group Development	167
4.6.7	Group Performance Factors	168
4.7	Transaction Analysis (TA)	170
4.7.1	Analysis of Transactions	172
4.7.2	Benefits of TA	173
4.8	Johari Window	174
4.8.1	Johari Window Model	174
4.8.2	Need for Johari Window	175
4.8.3	Application of Johari Window in Business	176
4.9	Outcomes	177
4.10	Review Questions	178
4.11	Multiple choice Questions	179
Unit-5: The Organisation		
5.0	Objectives	183
5.1	Foundation of Organisation	183
5.1.1	Importance of Organizing	184
5.2	Meaning of Organisation and its Characteristics	185
5.2.1	Principles of an Organisation	186
5.2.2	Steps in the Process of Organisation	187
5.2.3	Organisation Structure	188
5.2.4	Span of Control	195
5.2.5	Types of Departmentation	195
5.3	Organisation Culture	200

5.3.1	Characteristics of Organisation Culture	201
5.3.2	Functions of Organisational Culture	202
5.3.3	Factors Influencing Organisational Culture	203
5.3.4	Types of Organisational Culture	204
5.3.5	Reasons for Changes in Work Culture	205
5.3.6	Role of Organisational Culture	205
5.4	Organisational Change	206
5.4.1	Organizations Need to Change	206
5.4.2	Organisational Change Factors	207
5.4.4	Types of Organisational Change	210
5.4.5	Process of Organisational Change	210
5.4.6	Theories of Planned Change	211
5.4.7	Resistance to Organisational Change	212
5.3.8	Overcoming Resistance to Organisational Change	213
5.5	Organisation Development	214
5.5.1	Objectives of Organisational Development	214
5.5.2	Characteristics of OD	214
5.5.3	Historical Development	215
5.5.4	Second Generation OD	215
5.5.5	Steps in Organizational Development Process	215
5.5.6	Values, Assumptions, and Beliefs in OD	217
5.5.7	Implications of OD Values and Assumptions	218
5.5.8	OD Interventions	219
5.6	Organisation Conflict	222
5.6.1	Features of Organisational Conflict	222
5.6.2	Types of Organisational Conflict	223
5.6.3	Stages of Conflict	225
5.6.4	Factors that causes Organisational Conflict	226
5.6.5	Causes of Organizational Conflict	227
5.7	Organisation Discipline	227
5.7.1	Objectives of Organisation Discipline	228
5.7.2	Components of Organisational Discipline	228
5.7.3	Types of Organisational Discipline	229
5.7.4	Importance of Organisational Discipline	230
5.8	Outcomes	231
5.9	Review Questions	231
5.10	Multiple choice Questions	233

Human Resource Management

As per Choice Based Credit System (CBCS)
II - BBA / III - Semester

Authors

Mrs. DJ. Indira Priyadarshini
Lecturer in Management Studies
Vijayam Science & Arts Degree College
Chittoor - 517001, A.P.

Mr. R. Vivek
Lecturer in Management
Vijayam Science & Arts Degree College
Chittoor - 517001, A.P.



Dr. B. R. Ambedkar Open University

Eluru, Andhra Pradesh, India

www.drbraouap.org

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Eluru, Andhra Pradesh, India

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II - Year / III - Semester as per CBCS
Human Resource Management

Unit-I

Introduction: History & Evolution of HRM, Concept, Scope, Characteristics, Objectives & importance of HRM, Personnel Management vs HRM.

Case study: Conceptualize and get sacked.

Unit-II

Acquisition of Human Resources: Concept of Human resource Planning, Objectives, Need and importance, Process of Human Resource Planning, Problems in Human Resource Planning, Requisites for successful Human Resource Planning.

Job Analysis: Introduction, Uses of Job Analysis, Process of Job Analysis, Job Description and Job specification.

Recruitment: Introduction to recruitment, Factors governing Recruitment, Process & sources of recruitment.

Selection: Meaning of Selection, Steps in selection process, Selection Tests & interviews

Placement, Induction & Job Changes: Concept of Placement, Concept of Induction, Concept of Transfer, types of transfer, Concept of Promotion, Promotion policy Case study: A tale of Twists and Turns

Unit-III

Training Concept and importance of training, types of training, methods of training, designing of a training program, evaluation of training effectiveness

Executive development: Concept, process and techniques

Career Planning and development: Concept, Objectives and Process

Case study: Vishal Fast foods private Ltd.

Unit-IV

Job evaluation: Concept & Essentials of Job Evaluation, Methods of Job evaluation.

Performance Appraisal: concept, Importance, Process of Performance Appraisal, Methods of Performance Appraisal, Job evaluation Vs Performance Appraisal.-8

Compensation: Introduction to compensation Management, Objectives & Components of Compensation-10

Case study: Should Job evaluation plan be specific or General.

Unit-V

International Dimensions of Human Resource Management: Introduction to International Human Resource Management, understanding role of cultural in International Management Practice: HRM practices as a cultural variable, International HRM on Productivity, Quality of Work Life and Bottom Line.

Content

Human Resource Management

Unit-1

1.0	Objectives	1
1.1	Introduction	1
1.2	History and Evolution of HRM	2
1.2.1	Historical Perspective of Human Resource Management	2
1.2.2	Evolution of HRM	3
1.3	Concept of HRM	6
1.3.1	Definitions of HRM	6
1.3.2	Nature of HRM	7
1.3.3	Scope of HRM	8
1.3.4	Characteristics of HRM	10
1.4	Objectives of HRM	12
1.4.1	Importance of Human Resource Management	14
1.5	Functions of HRM	16
1.6	Role of HR Manager	18
1.6.1	Skills and Proficiency of HR Managers	20
1.7	Competencies and qualities of HR Manager	21
1.8	Personnel Management vs Human Resource Management	23
1.8.1	Differences between Personnel Management and Human Resource Management	24
1.8.2	Personnel Management vs Human Resources Management-Tabular Comparison	25
1.9	Case study	27
1.10	Outcomes	28
1.11	Review Questions	28
1.12	Multiple Choice Questions	28

Unit-2

2.0	Objectives	31
2.1	Introduction	31
2.2	Concept of Human Resource Planning	32
2.2.1	Features of Human Resource Planning	33
2.2.2	Objectives of Human Resource Planning	33
2.2.3	Need for Human Resource Planning	34
2.2.4	Importance of Human Resource Planning	35
2.5.5	Process of HR Planning	36
2.2.6	Factors Influencing HR Planning	37
2.2.7	Human Resource Planning - Implementation	38
2.2.8	Human Resource Planning – Benefits	39

2.2.9	Problems Faced in Human Resource Planning	39
2.2.10	Essentials for Successful HR Planning	40
2.2.11	Barriers to HR Planning	41
2.2.12	Techniques of Forecasting Human Resources	42
2.3	Job Analysis	43
2.3.1	Definition	44
2.3.2	Uses of Job Analysis	44
2.3.3	Job Analysis Process	46
2.3.4	Job Analysis Methods & Techniques	48
2.3.5	Purpose or Objectives of Job Analysis	49
2.3.6	Benefits and Importance of Job Analysis	49
2.3.7	Job Analysis Tools	50
2.3.8	Job Description	50
2.3.9	Writing Job Description	51
2.3.10	Job Specification	53
2.4	Recruitment	54
2.4.1	Meaning and Definition	54
2.4.2	Factors Affecting Recruitment	55
2.4.3	Recruitment Process	56
2.4.4	Recruitment Policy	61
2.4.5	Sources of Recruitment	63
2.4.6	Methods of Recruitment	67
2.4.7	Philosophies of Recruitment	68
2.5	Selection	68
2.5.1	Difference between Recruitment and Selection	69
2.5.2	Selection Process	70
2.5.3	Selection Decision Outcomes	77
2.5.4	Selection Tests	78
2.5.4.1	Categories	78
2.5.4.2	Selection Tests-Validation	80
2.5.5	Interview	82
2.6	Placement	87
2.6.1	Nature of Placement	88
2.6.2	Importance of Placement	88
2.6.3	Principles of Placement	90
2.7	Induction	90
2.7.1	Characteristics of Induction	90
2.7.2	Objectives of Induction	91
2.7.3	Need for Induction	91
2.8	Transfer	92
2.8.1	Objectives of Transfer	93

2.8.2	Elements of a Sound Transfer Policy	93
2.8.3	Principles of Transfer Policy	94
2.8.4	Purpose of Transfer	94
2.8.5	Types of Transfers	95
2.9	Promotion	96
2.9.1	Features of Promotion	96
2.9.2	Types of Promotion	97
2.9.3	Principles of Promotion	97
2.9.4	Promotion Policy	98
2.9.5	Areas of Promotion Policy	99
2.9.6	Elements of Promotion Policy	99
2.9.7	Guidelines Promotion Policy	101
2.9.8	Benefits of Promotion Policy	101
2.9.9	Drawbacks of Promotion Policy	102
2.10	Case Study	102
2.11	Outcomes	103
2.12	Review Questions	103
2.13	Multiple Choice Questions	105
Unit-3		
3.0	Objectives	111
3.1	Introduction	111
3.2	Training	112
3.2.1	Characteristics of Training	113
3.2.2	Objectives of Training	113
3.2.3	Need for Training	115
3.2.4	Purpose of Training	115
3.2.5	Importance of Training	116
3.2.6	Types of Training	117
3.2.7	Methods of Training	118
3.2.8	Advantages of Training	122
3.2.9	Training Process	123
3.2.10	Designing a Training Program	125
3.2.11	Principles of Training Evaluation	127
3.2.12	Steps of Evaluation Process of Training Program	128
3.2.13	Evaluating of Training Effectiveness	130
3.3	Executive Development	131
3.3.1	Importance and Factors Influencing Executive Development	133
3.3.2	Process	134
3.3.3	Evaluation of Executive Development	136
3.3.4	Methods of Executive Development	136

3.4	Career Planning and Development	139
3.4.1	Objective	139
3.4.2	Process	141
3.5	Case Study	143
3.6	Outcomes	146
3.7	Review Questions	146
3.8	Multiple Choice Questions	147

Unit-4

4.0	Objectives	153
4.1	Introduction	153
4.2	Job Evaluation	154
4.2.1	Characteristics of Job Evaluation	155
4.2.2	Significance of Job Evaluation	155
4.2.3	Objectives of Job Evaluation	156
4.2.4	Need for Job Evaluation	156
4.2.5	Principles of Job Evaluation	157
4.2.6	Benefits of Job-Evaluation	158
4.2.7	Process of Job Evaluation	158
4.2.8	Essentials for the Success of Job Evaluation Programme	159
4.2.9	Limitations of Job Evaluation	159
4.2.10	Steps in Job Evaluation	160
4.2.11	Methods of Job Evaluation	160
4.3	Performance Appraisal	166
4.3.1	Importance of Performance Appraisal	167
4.3.2	Performance Appraisal Objectives	168
4.3.3	Characteristics of an Effective Performance Appraisal System	169
4.3.4	Advantages & Disadvantages of Performance Appraisal	170
4.3.5	Process of Performance Appraisal	171
4.3.6	Methods of Conducting Performance Appraisal	173
4.3.7	Factors Affecting Performance Appraisal	176
4.3.8	Job evaluation vs Performance Appraisal	177
4.3.9	Problems with Performance Appraisal	178
4.3.10	Essentials of a Potential Appraisal System	180
4.4	Compensation	181
4.4.1	Nature of Compensation	182
4.4.2	Objectives of Compensation	182
4.4.3	Principles of Compensation Formulation	183
4.4.4	Purpose of Compensation	184
4.4.5	Factors Affecting Compensation Planning	184
4.4.6	Components of Compensation	186

4.4.7	Pre-requisites for Effective Compensation Management	186
4.4.8	Compensation Administration	186
4.4.9	Factors Affecting Compensation	187
4.4.10	Factor Influencing Compensation management	188
4.4.11	Types of Compensation	190
4.4.12	Theories Related to Compensation Management	191
4.5	Case study on Job Analysis	192
4.6	Outcomes	193
4.7	Review Questions	194
4.8	Multiple Choice Questions	195
Unit-5		
5.0	Objectives	199
5.1	Introduction	199
5.2	International Human Resource Management	200
5.2.1	Nature and Scope of IHRM	201
5.2.2	Objectives of IHRM	202
5.2.3	Approaches of IHRM	203
5.2.4	Dimensions of IHRM	206
5.2.5	Challenges in IHRM	207
5.2.6	IHRM Activities	209
5.2.7	Functions of International Human Resource Management	210
5.3	Cultural Dimensions of International Human Resource Management	211
5.3.1	Understanding Role of cultural in International Management Practices	213
5.4	HRM Practices as a Cultural Variable	215
5.5	International HRM on Productivity	216
5.6	Concept of Quality of Work Life	216
5.6.1	Definition	218
5.6.2	Nature and Scope of Quality of Work Life	218
5.6.4	Approaches to Improve quality work Life	222
5.6.5	Effects of Quality Work Life	222
5.7	Importance of Quality of Work Life	223
5.7.1	Significance of Good Work-life Quality	225
5.8	Problems in Improving the QWL	225
5.9	Outcomes	226
5.10	Review Questions	226
5.11	Multiple Choice Questions	227

Financial Management

Author

Mrs. A. Rekha

Professor

Dr Ambedkar Global Law Institute
Renigunta Road, Tirupati - 517 501, A.P



Dr. B. R. Ambedkar Open University

Eluru, Andhra Pradesh, India

www.drabraouap.org

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Eluru, Andhra Pradesh, India

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Financial Management

Unit-I

Accounting-Scope-Nature- Objective-Principle concepts-Users of Accounting Information-
Classification of Accounts-Journal-Ledger-Trial balance

Unit-II

Financial Statements- Capital and Revenue Items- Construction of Trading and Profit & Loss Account
and Balance- Sheet- Accounting for Intangible Assets

Unit-III

Elements of Cost- Classification of Costs- Marginal Costing- Activity Based Costing

Unit-IV

Functional and Activity Based Budgeting- Standard Costing and Variance Analysis

Unit-V

Computerisation of Accounts- Advantages- Disadvantages- Accounting Information System – Use
pf Tally Packages.

Content
Financial Management

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
1.19.1	Types of Accounts	29
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	Difference between Double Entry and Single Entry System	36
1.22	Approaches to Accounting	37
1.23	Accounting Rules of Debit and Credit	37
1.24	Accounting Equation (Modern Approach to Double Entry Principle)	41
1.25	Journal	46
1.26	Ledger (Posting to Ledgers)	55
1.26.1	Balancing of Ledger Accounts	61
1.27	Outcomes	71

1.28	Review Questions	72
1.29	Multiple Choice Questions	75
Unit-2: Financial Statements		
2.0	Objectives	77
2.1	Introduction	77
2.1.1	Revenue and Capital Items	78
2.1.2	Distinction Between Capital Expenditure and Revenue Expenditure	79
2.1.3	Capital Profit and Revenue Profit	82
2.2	Trading Account and Manufacturing Account	83
2.2.1	Manufacturing Account	87
2.2.2	Form of Trading Account of a Manufacturing Concern	87
2.2.3	Closing Entries for Trading Account	90
2.3	Profit and Loss Account	91
2.3.1	Importance of Profit and Loss Account	92
2.3.2	Nature of Profit and Loss Account	93
2.3.3	Items Appearing on Debit side of Profit and Loss Account	93
2.3.4	Items Appearing on Credit Side of Profit and Loss Account	94
2.3.5	Closing Entries for Profit and Loss Account	95
2.4	Balance Sheets	98
2.4.1	Classification of Assets	100
2.4.2	Classification of Liabilities	100
2.4.3	Marshalling of Assets and Liabilities in the Balance Sheet	101
2.4.4	Modern Form of Balance Sheet	103
2.5	Adjustments	106
2.6	Accounting for Intangible Assets	129
2.6.1	Valuation of Fixed- Assets	129
2.6.2	Tangible Fixed Assets	130
2.6.3	Revaluation of Fixed Assets for Change in Exchange Rate	130
2.6.4	Improvements and Revaluation	131
2.6.5	Disposal and Retirement	131
2.6.6	Government Grants Related to Specific Fixed Assets	131
2.6.7	Valuation of Intangibles	131
2.7	Summary of Adjustments	132
2.8	Problems and Solutions	135
2.9	Outcomes	166
2.10	Review Questions	166
2.11	Multiple Choice Questions	179
Unit-3: Elements of Cost		
3.0	Objectives	185
3.1	Introduction to Cost Accounting	185
3.1.1	Definition of Cost Accounting	186

3.1.2	Features of Cost Accounting	187
3.1.3	Objectives of Cost Accounting	187
3.2	Functions of Cost Accounting	188
3.3	Scope of Cost Accounting	188
3.3.1	Advantages and Disadvantages of Cost Accounting	188
3.4	Cost Concepts	191
3.5	Elements of Cost	191
3.6	Classification of Costs	194
3.7	Cost Unit	197
3.8	Installation of a Costing System	199
3.9	Elements of Cost	201
3.10	Direct Material and Indirect Material	202
3.11	Material Control	202
3.11.1	Objectives of Material Control	202
3.11.2	Essential Requirements (or) Principles of Material Control	203
3.12	Purchase Department	203
3.12.1	Centralized Purchasing	204
3.12.2	Functions of a Purchase Department (or Purchase Routine or Purchase Cycle)	205
3.13	Inventory Control	210
3.13.1	Objectives of Inventory Control	211
3.14	Inventory Control Techniques	211
3.14.1	ABC Technique	211
3.14.2	Stock Levels	213
3.14.3	Re-order Quantity (or) Economic Order Quantity	214
3.14.4	Stocks (or) Inventory Turnover	218
3.14.5	Just-in-time Inventory System	218
3.14.6	VED (Vital Essential and Derivable) Analysis	218
3.15	Methods of Pricing	219
3.16	First-in-First-Out Method (FIFO)	220
3.17	Last –In-First-Out Method (LIFO)	223
3.18	Simple Average Price Method	227
3.19	Weighted Average Price Method	227
3.20	Base Stock Method	230
3.21	Definitions of Marginal Costing	232
3.22	Marginal Costing Vs Absorption Costing or Full Costing	234
3.23	Applications of Marginal Costing	240
3.24	Activity BASED Costing	262
3.24.1	Factors Prompting the Development of ABC System	264
3.24.2	Essential Steps Involved in ABC	265
3.24.3	Components of ABC	266

3.24.4	Benefits of ABC over Absorption Costing	267
3.24.5	Activity Based Costing - Main Advantages	268
3.24.6	Limitations of Activity Based Costing	269
3.25	Summary	270
3.26	Review Questions	270
3.27	Multiple Choice Questions	277

Unit-4: Costing Techniques

4.0	Objectives	279
4.1	Introduction	279
4.2	Activity Based Budgeting	280
4.2.1	Objectives of Activity Based Budgeting	281
4.2.2	Benefits of Activity-based Budgeting	281
4.2.3	Advantages and Disadvantages of Activity Based Budgeting	282
4.2.4	Creating value through Activity-Based Budgeting (ABB)	283
4.2.5	Ned for Activity Based Budgeting	283
4.2.6	Activity-Based Budgeting (ABB) Vs. Traditional Budgeting Processes	284
4.2.7	Working of ABB	284
4.3	standard Costing	284
4.4	Standard Costing vs Budgetary Control	295
4.5	Standard Cost vs Estimated Cost	296
4.6	Standard Costing vs Marginal Costing	296
4.7	Variances Analyses	301
4.8	Summary	328
4.9	Review Questions	329
4.10	Multiple Choice Questions	337

Unit-5: Tally

5.0	Objectives	341
5.1	Introduction	341
5.2	Computerization of Accounts	342
5.2.1	Difference between Manual and Computerised Accounting System	342
5.2.2	Characteristics	343
5.3	Advantages of Computerized Accounting	344
5.4	Disadvantages of Computerized Accounting	345
5.5	Types of Software in Accounting	346
5.6	Considering while Choosing Accounting Software	346
5.7	Computer Accounting Using Tally	347
5.7.1	Features of Tally	347
5.7.2	Advantages of the use of Tally	348
5.7.3	Process of Accounting using Tally	349
5.8	Outcomes	352
5.9	Review Questions	352

Training and Development

As per Choice Based Credit System (CBCS)

II - BBA / IV - Semester

Authors

Dr. K. Venkateswara Reddy

Principal & Professor
Department of Computer Science and Engineering
Marri Laxman Reddy Institute of
Technology and Management
Dundigal, T.S. - 500 043

Mr. V. Ramesh Krishna

Lecturer in Commerce
Arts College (A), Rajamahendravaram
East Godavari- 533 105, A.P.



Dr. B. R. Ambedkar Open University

Eluru, Andhra Pradesh, India

www.drbraouap.org

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Eluru, Andhra Pradesh, India

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II - Year / IV - Semester as per CBCS *Training and Development*

Unit-I

Meaning and Definition- Need for Training- Importance of training, Objectives of Training, Responsibility for training (38)

Unit-II

Steps in Training Programs, Training Policy, Training courses, support materials for training, Training period, Training for Different employees' principles of learning.

Unit-III

Training methods: on the job, vestibule training, Training by Experience Workman, Training by supervisors, Demonstrations and examples, Simulation, Apprenticeship. Off the job: Lecturers, Conference method, Seminars or Team Discussion. Case studies, Role playing, Programmed instruction. T- Group training, Audio visual aids, Retraining.

Unit-IV

Development: Importance of Development- Management Development-Purpose and objectives of Development, Stages in development programs, Components of development program, Factors inhibiting Development

Unit-V

Coaching and Counselling: Methods, Management syndicate, Incident process, In basket, Sensitivity counselling- Special Projects, Committee assignments conferences, Management games.

Content
Training and Development

Unit-1: Meaning and Definition

1.0	Objectives	1
1.1	Introduction	1
1.2	Meaning of Training	2
1.2.1	Features of Training	3
1.3	Scope	4
1.3.1	Training Philosophy	5
1.3.2	Training and Development	6
1.4	Need for Training	7
1.4.1	Principles of Training	8
1.5	Importance of Training	9
1.5.1	Importance of Training to Organisation	10
1.5.2	Importance of Training to Employees	11
1.5.3	Importance of Training in Human Resource	12
1.6	Objectives of Training	15
1.7	Systematic Approach of Training	19
1.8	Methods of Training	19
1.9	Types of Training	23
1.9.1	Based on Structure	24
1.9.2	Based on Context	25
1.9.3	Other Types of Training	25
1.10	Components of Training	26
1.11	Benefits and Limitations of Training	28
1.11.1	Benefits of Training to the Organisation	28
1.11.2	Benefits to Employees by Training	28
1.11.3	Limitation of Training	29
1.12	Training Cycle	30
1.13	Features of Good Training	33
1.14	Responsibility of Training	34
1.15	Determining of Training Needs	37
1.16	Problems and Future Trends in Training	38
1.17	Outcomes	41
1.18	Review Questions	41

Unit-2: Steps in Training Programs

2.0	Objectives	43
2.1	Introduction	43
2.2	Training Program	44
2.2.1	Types of Employee Training Programs	45
2.2.2	Objectives of Training Program	46
2.2.3	Types of Online Employee Training Programs	47

2.3	Steps in Training Process/Phases of Training	51
2.3.1	Advantages of Training Program	54
2.3.2	Training Program Framework Development	55
2.4	Training Policy	59
2.4.1	Need for Training Policy	60
2.4.2	Mission of the Organization	60
2.4.3	Components of Training Policy	61
2.4.4	Features of Good Training Policy	62
2.4.5	National Training Policy - 2012	63
2.5	Training Courses	69
2.6	Materials for Training	71
2.6.1	Importance of Training Materials	73
2.6.2	What to be Included in Training Material	74
2.6.3	Writing Tips for Training Materials	74
2.6.4	Online Training Materials	75
2.7	Training Period	76
2.7.1	Difference Between Probation Period and Training Period	76
2.8	Training for Different Employees	77
2.9	Principles of Learning	78
2.9.1	Behaviourism	79
2.9.2	Cognitive Theory	79
2.9.3	Combined Approach	80
2.9.4	Readiness	80
2.9.5	Exercise	81
2.9.6	Effect	81
2.9.7	Primacy	81
2.9.8	Recency	82
2.9.9	Intensity	82
2.9.10	Freedom	83
2.9.11	Requirement	83
2.9.12	Laws of Learning Applied to Learning Games	83
2.10	Outcomes	84
2.11	Review Questions	85
Unit-3: Training Methods		
3.0	Objectives	87
3.1	Introduction	87
3.2	Training Methods	88
3.3	On-the-job Training (OJT) Methods	88
3.3.1	Job Instruction Training	89
3.3.2	Job Rotation	90
3.3.3	Syndicate Groups	91
3.3.4	Mentoring	91
3.3.5	Apprenticeship	91
3.4	Vestibule Training	92

3.5	Training by Experience Works Man	93
3.6	Training by Supervisors	93
3.7	Demonstrations and Examples (Learning by Seeing)	94
3.8	Simulation	95
3.9	Apprenticeship	96
3.10	Off the Job Training	97
	3.10.1 Lecture	97
	3.10.2 Discussion Method	98
	3.10.3 Syndicate Method	99
	3.10.4 Seminars	100
	3.10.5 Conference	101
	3.10.6 Demonstration Method	101
	3.10.7 Symposium	101
	3.10.8 Role Play	102
	3.10.9 Case Study	103
	3.10.10 Programmed Instruction (P.I)	104
	3.10.11 Laboratory Training	105
	3.10.12 Tele-Training	107
3.11	Visual Aids	108
	3.11.1 Blackboard	108
	3.11.2 Charts	108
	3.11.3 Flip Charts	109
	3.11.4 Filmstrips	110
	3.11.5 PowerPoint Presentations	110
	3.11.6 Overhead Projector (OHP)	111
	3.11.7 Posters	111
	3.11.8 Models Training Methods and Tools	112
3.12	Audio Aids	112
3.13	Audio-Visual Aids	113
3.14	Retraining	119
	3.14.1 Understanding of Retraining	120
	3.14.2 Eligibility for Retraining	120
	3.14.3 Types of Retraining	120
	3.14.4 Advantages of Retraining	121
	3.14.5 Disadvantages of Retraining	122
	3.14.6 Ways of Retraining Effectively	122
3.15	Outcomes	123
3.16	Review Questions	123
Unit-4: Development		
4.0	Objectives	125
4.1	Introduction	125
4.2	Training and Development	126
	4.2.1 Importance of Development	126
4.3	Management Development	127

4.3.1	Need for Management Development	130
4.3.2	Characteristics of Management Development	131
4.3.3	Purpose of Management Development	132
4.3.4	Objectives of Management Development	132
4.3.5	Principles for Maintaining Effective Development	133
4.4	Management Development Program	133
4.4.1	Importance of Management Development	134
4.4.2	Steps to Develop for Management Development Program	135
4.4.3	Areas of Management Development	136
4.5	Components and Evaluations of Management Development	137
4.5.1	Components or Ingredients of Management Development Programme	137
4.5.2	Evaluation of Management Development Program	139
4.5.3	Types of Management Development Programmes	140
4.6	Improving Management Development	140
4.7	Importance of Management Development Programme	141
4.8	Effective Design of Management Development Programme	142
4.9	Management Development - in India	143
4.10	Factors Responsible for Management Development	144
4.11	Present Organisations	146
4.12	Views of Management Development	147
4.13	Common Issues in Management Development	148
4.14	Management Development Challenges	148
4.15	Creating a Management Development Strategy	149
4.16	Content of Management Development Programs	149
4.17	Executive Development	151
4.17.1	Objectives of Executive Development	153
4.17.2	Importance	155
4.17.3	Three Levels of Executive Development	155
4.17.4	Steps in Executive Development	156
4.17.5	Factors Influencing the Executive Development	157
4.17.6	Executive Development and E-learning	158
4.18	Outcomes	159
4.19	Review Questions	159
Unit-5: Coaching and Counselling		
5.0	Objectives	161
5.1	Introduction	161
5.2	Coaching	162
5.2.1	Applications	162
5.2.2	History of Coaching	163
5.2.3	Types of Coaching	164
5.2.4	Difference between Coaching and Mentoring	166
5.2.5	Principles of Coaching	167
5.3	Counselling	168

5.3.1	Need of Counseling at Workplace	169
5.3.2	Counseling Approaches	169
5.3.3	Requirements of Effective Counselling	170
5.3.4	Techniques of Counselling	171
5.3.5	Types of Counselling	173
5.3.6	Guidelines for Effective Counseling	173
5.4	Syndicate Method	175
5.4.1	Advantages of Syndicate Method	177
5.4.2	Disadvantages of the Syndicate Method	177
5.5	Incident Management Process	178
5.5.1	Need of Incident Management	178
5.5.2	Incident Management Process	178
5.5.3	The Five Steps of Incident Resolution	179
5.5.4	Tips for Improving Incident Management Process	179
5.6	In-Basket	181
5.6.1	History of the In-Basket Technique	181
5.6.2	In Basket Method	182
5.6.3	Advantages of In-basket	182
5.6.4	Disadvantages of In-basket	183
5.6.5	In-Basket Exercise	183
5.6.6	Competencies Measured in the in-basket Exercise	185
5.6.7	Planning and Evaluating	185
5.6.8	Usage of in Basket Exercise	185
5.6.9	The Management Competencies	187
5.7	Sensitivity Training	186
5.7.1	History	187
5.7.2	Essential Steps for Sensitivity Training	188
5.7.3	Importance of Sensitivity Training	188
5.7.4	Disadvantages	189
5.7.5	Goals of Sensitivity Training	190
5.7.6	In Practice	190
5.7.7	In Organizations	191
5.8	Special Projects	192
5.9	Committee Assignment	194
5.10	Management Games	195
5.10.1	Need of Management Games	196
5.10.2	Uses of Management Games	196
5.10.3	Practice of Games	196
5.10.4	Designing of Games	197
5.10.5	Limitations of Management Games	197
5.10.6	Organize Business Strategy Games (Management Simulations)	198
5.11	Outcomes	199
5.12	Review Questions	200
5.13	Multiple Choice Questions	201

Business Law

As per Choice Based Credit System (CBCS)

II - BBA / IV - Semester

Authors

Mr. K. Harinadha Reddy

Lecturer in Commerce
SDHR Degree & PG College
AIR Bypass Road, Tirupati - 517 501, A.P

Ms. D. J. Indira Priyadarshini

Lecturer in Commerce
Vijayam Science & Arts Degree College
Chittoor - 517001, A.P.



Dr. B. R. Ambedkar Open University

Eluru, Andhra Pradesh, India

www.drbraouap.org

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II - Year / IV - Semester as per CBCS

Business Law

Unit-I: Law of Contract

Definition, Essentials of Valid Contract, kinds of Contract, Offer, Acceptance, Consideration, Capacity to Parties to Contract, Free Consent, Discharge of Contract, Breach of Contracts and remedies.

Unit-II: Companies Act

Definition of company, kinds of company, Memorandum of Association, Prospectus, Meetings and Resolutions.

Unit-III: Factories Act 1948

Definition of factory, provision of health, safety, welfare

Unit-IV: Sales of Goods Act

Meaning and Definition, Essentials of Sale contract, Sale and agreement to sale conditions and warranties, unpaid seller, Rules of transfer of Property.

Unit-V: Commodity Act

The Essential commodity Act, The Consumer protection Act 1986, District Forum, State commission, National Commission, Consumer councils.

Content
Business Law

Unit-1: Law of Contract

1.0	Objectives	1
1.1	Introduction	1
1.2	Indian Contract Act, 1872	2
1.3	Meaning of the Contract	3
1.3.1	Definition of Contract	4
1.4	Agreement and Contract	6
1.4.1	An Agreement (Section 2(e))	6
1.4.2	Contract (Section 2(h))	7
1.4.3	Difference between Contract and Agreement	9
1.5	Essential Elements of Valid Contract	9
1.6	Classification of Contracts	11
1.7	Offer	15
1.7.1	Essentials of a Valid offer	15
1.7.2	Modes of Offer	20
1.7.3	Revocation of Offer	22
1.8	Acceptance	23
1.8.1	Formation of a Contract	27
1.8.2	Revocation of Offer and Acceptance	27
1.8.3	Difference between Communication of Offer and Acceptance	29
1.8.4	Indian Law	30
1.9	Consideration [Ss.2(d), 23-25 and 185]	31
1.9.1	Legal Requirements Regarding Consideration	32
1.9.2	Validity of an Agreement without Consideration	35
1.9.3	Unlawful Consideration and Object [Ss.23-24]	36
1.10	Capacity to Contract	37
1.10.1	Ratification of Agreement not Permitted	38
1.10.2	Contract by Guardian is Valid	38
1.10.3	Sound Mind	38
1.10.4	Contract by Disqualified Persons	39
1.11	Free Consent	39
1.11.1	Fraud	42
1.11.2	Misrepresentation [Section18]	43
1.11.3	General Consequences of Coercion, Fraud, Misrepresentation etc. (Section 19)	44
1.11.4	Mistake	44
1.11.5	Lawful Object and Consideration	45

1.12	Performance of a Contract	51
1.12.1	By Whom a Contract May Be Performed	51
1.12.2	Distinction between Succession and Assignment	52
1.12.3	Liability of Joint Promisor and Promisee	54
1.12.4	Performance of Reciprocal Promise	55
1.12.5	Discharge of a Contract	60
1.13	Breach of Contract	61
1.13.1	Measurement of Damages	61
1.13.2	Liability for Damages	62
1.13.3	Compensation for Breach of Contract where the Penalty is Stipulated for	63
1.14	Remedies for Breach of Contract	65
1.14.1	Liquidated Damages and Penalty	69
1.14.2	Payment of Interest on Damages	70
1.15	Outcomes	73
1.16	Review Questions	73
1.17	Multiple Choice Questions	76
Unit-2: Companies Act		
2.0	Objectives	83
2.1	Introduction	84
2.2	Concept of a Company	84
2.1.1	Definition of a Company	85
2.2.2	Features of a Company	86
2.3	Classification of Companies	88
2.4	Promoter	93
2.4.1	Registration (Ss.12, 33)	93
2.4.2	Certificate of Incorporation/Consequences of Incorporation	94
2.4.3	Commencement of Business	94
2.5	Memorandum of Association	95
2.5.1	Doctrine of Ultra Vires	97
2.5.2	Alteration of Memorandum	97
2.6	Articles of Association	100
2.6.1	Articles – Registration, Subject Matter and Inspection	101
2.6.2	Alteration of Articles	102
2.6.3	Effect of Memorandum and Articles/Binding Force of Memorandum and Articles	102
2.6.4	Doctrine of Indoor Management	103
2.7	Prospectus	104
2.7.1	Steps which are Necessary before the Issue of Prospectus	104
2.7.2	Underwriting	105
2.7.3	Brokerage Contracts	105

2.7.4	Listing of the Shares on a Stock Exchange	106
2.7.5	Structure of Share Capital	106
2.7.6	Definition of a Prospectus	106
2.7.7	Contents of a Prospectus	107
2.7.8	SEBI Guidelines Relating to Disclosure on Prospectus	109
2.7.9	Registration of the Prospectus (s.60)	110
2.7.10	Prospectus by Implication	110
2.7.11	Misstatements in Prospectus and their Consequences	112
2.7.12	Statement in Lieu of Prospectus (S.70)	113
2.7.13	Liability Concerning Prospectus	113
2.8	Meetings	116
2.8.1	Matters Relating to General Meetings	120
2.8.2	Quorum for Meeting	121
2.8.3	Minutes of Proceedings of Meeting	122
2.9	Resolution	122
2.10	Outcomes	124
2.11	Review Questions	125
2.12	Multiple Choice Questions	126
Unit-3: Factories Act 1948		
3.0	Objectives	133
3.1	Introduction	133
3.2	Historical Development of Factory Legislation	134
3.2.1	Object of the Act	135
3.3	Scope and Applicability of the Act	136
3.4	Definitions of Factory	136
3.5	Approval, Licensing and Registration of Factories	139
3.5.1	Procedure for Approval, Licensing and Registration of Factories	140
3.6	Health, Safety and Welfare Measures of Employees	141
3.6.1	For Health	141
3.6.2	For Safety	142
3.6.3	For Welfare	146
3.7	Provisions Regarding Employment of Adults, Women and Children in Factories	148
3.7.1	Working Hours of Adult Workers	149
3.7.2	Employment of Women	150
3.7.3	Employment of Children	150
3.8	Provisions Relating to Hazardous Processes	152
3.9	Outcomes	155
3.10	Review Questions	156
3.11	Multiple Choice Questions	156

Unit-4: Sales of Goods Act

4.0	Objectives	161
4.1	Introduction	161
4.2	Meaning of Sales of Goods Act	162
4.3	Definitions of Contract of Sales	162
4.3.1	Essentials of Sales Contract	164
4.3.2	Sale and Agreement to Sell	165
4.3.3	Distinction between Sale and Agreement to Sell	165
4.4	Goods and their Classification	166
4.4.1	Meaning of Goods	166
4.4.2	Documents of Title to Goods	167
4.4.3	Classification of Goods	167
4.5	Conditions and Warranties (Sec.11-17)	168
4.5.1	Condition's Definition	169
4.5.2	Warranty	169
4.5.3	Consequences	171
4.5.4	Difference between Condition and Warranty	172
4.5.5	When Condition to be Treated as Warranty	172
4.5.6	Express and Implied Conditions and Warranties	173
4.6	Doctrine of Caveatemptor	179
4.6.1	The History of Caveat Emptor	179
4.6.2	Exceptions to The Rule of Caveat emptor (Section 16 of The Sale of Goods Act, 1930)	181
4.7	Passing of Property in Goods	182
4.7.1	Meaning of 'Property in Goods'	182
4.7.2	Rules Regarding Passing of Property in Goods from the Seller to the Buyer	182
4.7.3	Risk Prima Facie Passes with Property	184
4.7.4	Transfer of Title by Non-owners	185
4.8	Performance of a Contract of Sale of Goods	187
4.8.1	Duties of the Seller and the Buyer	187
4.8.2	Delivery	187
4.8.3	Rules Regarding Delivery	187
4.8.4	Passing of Property in Goods in the Case of Foreign Trade	189
4.9	Unpaid Seller and his Rights	190
4.9.1	Who is an Unpaid Seller	190
4.9.2	Rights of an Unpaid Seller	190
4.9.3	Distinction Between Lien and Stoppage in Transit	197
4.9.4	Consequences of Breach of the Contract of Sale of the Goods	200
4.10	Outcomes	201

4.11	Review Questions	202
4.12	Multiple Choice Questions	204
Unit-5: Commodity Act		
5.0	Objectives	211
5.1	Introduction	211
5.2	Essential Commodities Act	211
5.2.1	Power to Control Production, Supply, Distribution etc (Section 3)	212
5.2.2	Manner of Exercise of Power by Central Government	213
5.2.3	The Power of Central Government to Make Regulation	213
5.2.4	Imposition of Duties on State Government (Section 4)	213
5.2.5	Delegation of Powers (Discretionary) (Section 5)	213
5.2.6	Confiscation of Essential Commodity (Section 6A)	214
5.2.7	Jurisdiction of Criminal Courts	214
5.3	The Consumer Protection Act 1986	216
5.3.1	Salient Features of the Consumer Protection Act, 1986	222
5.3.2	Objectives of the Act	223
5.3.3	Importance of Consumer Protection	223
5.3.4	The Consumer Protection Act, 2019	224
5.3.5	Causes/Types of Consumer Exploitation or Consumer Problems	224
5.4	Consumer Rights	225
5.4.1	Need and Importance of Consumer Protection	227
5.4.2	Duties of Consumers	229
5.5	Consumer Responsibilities	229
5.6	Consumer Protection Act, 2019	230
5.6.1	Objective of the Act	231
5.7	Consumer Protection Councils	232
5.8	Consumer Disputes Redressal Agencies	234
5.9	District Forum	234
5.9.1	Jurisdiction of District Forum	235
5.9.2	Manner in which Complaint Shall be Made	236
5.9.3	A Procedure of Grievance Redressal	236
5.9.4	Power/Rights of District Forum	238
5.10	The State Commission	239
5.11	The National Commission	241
5.11.1	Enforcement of the Orders of District Forum State Commission or National Commission	242
5.11.2	Penalties	243
5.12	Outcomes	243
5.13	Review Questions	243
5.14	Multiple Choice Questions	244

Micro, Small & Medium Enterprises Management

As per Choice Based Credit System (CBCS)

II - BBA / IV - Semester

Authors

Mr. V. Bhanu Prakash Reddy

Lecturer in Commerce

Founder & CEO Beenfield Technologies Pvt, Ltd
Serlingampally - 500 019, T.S

Mr. T. Praveen

Lecturer in Commerce

SDHR Degree & PG College
New Balaji Colony, Tirupati - 517 501, A.P



Dr. B. R. Ambedkar Open University

Eluru, Andhra Pradesh, India

www.drbraouap.org

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II - Year / IV - Semester as per CBCS

Micro, Small & Medium Enterprises Management

Unit-I

Small and Medium Enterprises: Significance in Indian Economy- Problems and the steps taken up by the Government to tackle their problems- Role of government in promoting small and medium enterprises- incentives provided to Backward Area Development.

Unit-II

Project Formulation: Project Identification and formulation, feasibility study- Project report preparation, location of units, Industrial estates and the role of KIABD, TEKSOC and registration with DIC.

Unit-III

Management Functions in Small and medium Enterprises- Finance Function: Capital Estimation, Sources of finance- Subsidies and incentives, Venture Capital- Marketing and Human Resource Management functions.

Unit-IV

Sickness in Small and Medium enterprises- Causes of sickness, Prevention of sickness and Remedial measurement for sickness. Role of Board for Industrial & Financial Reconstruction (BIFR).

Unit-V

Ancillary Industries, Rural Industries and Artisans- Role of SIDCO, SISI, DIC- Prospects for small- scale industries.

Content
Micro, Small & Medium Enterprises Management

Unit-1: Small and Medium Enterprises

1.0	Objectives	1
1.1	Introduction	1
1.2	Small and Medium Enterprises	2
1.2.1	Features of MSMEs	4
1.2.2	Characteristics of SMEs	4
1.2.3	Importance of SME	5
1.2.4	Advantages of SME	5
1.2.5	Disadvantages of SME	6
1.3	Role of MSMEs in Indian Economy	6
1.4	Importance of MSMEs for the Indian Economy	8
1.5	Advantages of Micro, Small and Medium Enterprises (MSMEs)	8
1.6	Factors Determining Performance of MSMEs	10
1.7	Nature of MSMEs	10
1.7.1	High Growth Enterprises	10
1.7.2	Enterprises Operating under Sub-contracting	11
1.7.3	Unorganised Sector Enterprises	12
1.8	Problems Associated with MSME	14
1.9	Issues and Challenges Faced by the MSME Sector	15
1.9.1	Impact of Demonetisation and GST on the MSME Sector	17
1.9.2	Impact of the Covid-19 Pandemic on the MSME Sector	17
1.10	MSME and Entrepreneurship Development	18
1.11	MSMED ACT, 2006	19
1.11.1	National Board for Micro, Small and Medium Enterprises (NBMSME)	20
1.11.2	Advisory Committee	21
1.11.3	Promotion, Development and Enhancement of Competitiveness of MSME	21
1.12	Role of Government in Development of MSMEs	23
1.12.1	Major Programs and Schemes of the Ministry of MSME	23
1.13	Measures taken by the Government to Tackle Problems	24
1.13.1	MSME Schemes Launched by the Government	26
1.13.2	Measures Taken by the Government Through its Programmes	27
1.14	Policy Initiatives by the Government	28
1.14.1	Legislation and Institutional Support System	28
1.14.2	Formalisation of MSMEs	29

1.14.3	Some Recent Initiatives by the Government for the Development of MSMEs	31
1.15	Role of Government in Promoting Small and Medium Enterprises (Statutory Bodies)	32
1.16	Incentives Provided in Backward Area Development	42
1.16.1	Transforming Industrial Landscape: State Incentives may Yield Long-term Economic Benefits	44
1.16.2	Govt. Incentives to Hilly Backward and Rural Areas	46
1.17	Outcomes	46
1.18	Review Questions	47
Unit-2: Project Formulation		
2.0	Objectives	49
2.1	Introduction	49
2.2	Dimensions of a Project	50
2.3	Project Identification	52
2.4	Project Formulation	52
2.5	Feasibility Study	54
2.5.1	Market Analysis	55
2.5.2	Financial Analysis	55
2.5.3	Technical Analysis	56
2.5.4	Economic Analysis	56
2.5.5	Ecological Analysis	57
2.5.6	Legal and Administrative	57
2.6	Detailed Project Report (DPR)	58
2.7	Registration	59
2.8	Business Plan	60
2.8.1	Need for a Business Plan	61
2.8.2	Outline of a Business Plan	62
2.8.3	Basic Start up Problems	63
2.9	Step-by Step Approach to Start an MSME	65
2.10	Industrial Estates	73
2.11	KIADB	75
2.11.1	Functions	76
2.11.2	Facilitator of Industrial Growth	76
2.11.3	Karnataka State Financial Corporation (KSFC)	77
2.12	Technical Consultancy Services Organization of Karnataka (TECSOK)	78
2.13	District Industries Centers (DIC)	80
2.13.1	Functions of District Industries Centres (DIC)	81
2.13.2	How to Apply	82

2.14	Outcomes	82
2.15	Review Questions	83
Unit-3: Management Functions in Small and Medium Enterprises		
3.0	Objectives	85
3.1	Introduction	85
3.2	Management Functions of Small and Medium Enterprises	86
3.3	Finance Function	87
3.3.1	Financial needs of an Enterprise	90
3.3.2	Various Sources of Finance and types of Financial Needs	90
3.3.3	Financial Institutions which Provide Assistance to Micro, Small and Medium Enterprises	92
3.3.4	Financial Institution and their Role	93
3.5	Subsidies and Incentives	102
3.5.1	Incentives to MSMEs	102
3.5.2	Subsidies to MSME	103
3.6	Venture Capital	108
3.7	Marketing Functions of MSME	109
3.7.1	Access to Markets	110
3.7.2	Marketing Tools	112
3.7.3	Marketing Assistance Scheme	113
3.8	Human Resource Management Functions	116
3.8.1	Functions of HRM	115
3.9	Future Prospects of HRM in SMEs	122
3.10	Outcomes	123
3.11	Review Questions	123
Unit-4: Sickness in Small and Medium Enterprises		
4.0	Objectives	125
4.1	Introduction	125
4.2	Sickness in SME's	125
4.2.1	Status of Sickness of SSIs in India	126
4.3	Causes of Sickness	125
4.3.1	Mismanagement	130
4.3.2	Marketing	130
4.3.3	Implementation Lacunae	131
4.3.4	Poor Information System	131
4.3.5	Energy Problem	131
4.3.6	Improper Technology	131

4.3.7	Overtrading	132
4.3.8	Psychological Melodrama	132
4.4	Symptoms and Cure of Sickness	133
4.4.1	Symptoms of Sickness	133
4.4.2	Cure of Sickness	134
4.5	Prevention Measures for Sickness	136
4.6	Remedial Measures for Sickness of Industries	138
4.7	Revival and Rehabilitation of Sick Companies	139
4.8	Government Policy	142
4.8.1	Takeover of Management and Nationalisation	142
4.8.2	Recourse to Institutional Agencies	142
4.9	Sick Industrial Companies (Special Provisions) Act, 1985	144
4.10	Role of Board for Industrial and Financial Reconstruction (BIFR)	146
4.11	Outcomes	147
4.12	Review Questions	148
Unit-5: Industry and Types		
5.0	Objectives	149
5.1	Introduction	149
5.2	Classification of Industry	150
5.3	Ancillary Industries	152
5.3.1	Economic Performance of Ancillary Industries	153
5.4	Rural Industries	153
5.4.1	Role of Rural Industries	154
5.4.2	Problems faced by Rural Industries in India	155
5.4.3	Challenges of Rural Industrialization	158
5.4.4	Government Measures of Assistance	159
5.4.5	Impact of Government Policy	160
5.4.7	Suggestions for Rural Industrial Policy	162
5.4.8	Recent Initiatives of the Government for Rural Industrialization	162
5.5	Khadi and Village Industries	163
5.5.1	Khadi and Village Industries Commission (KVIC)	163
5.6	Agro Based and Agro Processing Industries	164
5.6.1	Definition of Agro-based Industries	165
5.6.2	Distinctive Features of Agro-based Industries	165
5.6.3	Importance of Agro-based Industries in India	166
5.6.4	Types of Agro-based Industries in India	166
5.6.5	Scenario and Scope of Agro-based Industries in India	167

5.6.6	Prospects of Agro-Processing Industry	167
5.6.7	Top Agro-based Industries in India	170
5.7	Rural Artisans	173
5.7.1	Features of Rural Artisans	173
5.7.2	Problems of Artisans	174
5.8	SIDO	174
5.8.1	The Mandate of SIDO	174
5.8.2	Services	175
5.8.3	Other Service Providers to SMEs	176
5.8.4	Functions of SIDO	176
5.8.5	SIDCO	177
5.8.6	Small Industries Development Corporation, Tamilnadu	178
5.8.7	Functions of SIDCO	178
5.9	SSIDC	179
5.9.1	SIDC	179
5.9.2	Objectives of SIDC	180
5.9.3	Functions of SIDC	180
5.9.4	About the Council of State Industrial Development and Investment Corporations of India (COSIDICI)	181
5.10	SSI	182
5.10.1	Role in the Indian Economy	182
5.10.2	Objectives of SSI	183
5.10.3	Functions of SISI	183
5.10.4	Role of SISIs in Establishing	184
5.11	DIC (District Industries Center in India)	185
5.11.1	About District Industry Centre (DIC)	185
5.11.2	Schemes under District Industry Centre	185
5.11.3	Eligibility Criteria for District Industry Centre	186
5.11.4	Functions of District Industries Centres (DICs)	187
5.11.5	Activities Under District Industries Centres (DICs)	188
5.11.6	Role of District Industries Centres (DICs)	189
5.12	Prospects for Small Scale Industries	189
5.13	Outcomes	191
5.14	Review Questions	192
5.15	Multiple Choice Questions	193

International Business

As per Choice Based Credit System (CBCS)

II - BBA / IV - Semester

Authors

Dr. P. Dolly Diana

Professor & Dean

Chhatrapati Shivaji Maharaj University
Panvel, Navi Mumbai - 410 206, Maharashtra

Mrs. O. Madhavi

Lecturer in Commerce

SDHR Degree & PG College
New Balaji Colony, Tirupati - 517 501, A.P



Dr. B. R. Ambedkar Open University

Eluru, Andhra Pradesh, India

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

Unit-I

Introduction Need- Difference between Domestic and International/ Foreign Trade, Difference between globalization of trade/ International Trade

Unit-II

Foreign Exchange: Factors Influencing Exchange rate fluctuations, Euro market and instruments (LIBOR, MIBOR, etc), Foreign Market operations, Participants, Spot future forward and option market.

Unit-III

Balance of payment: Contents, disequilibria in BOP, measures to bring back equilibrium in BOP, convertibility of currencies, current account and capital account convertibility, exchange control, reasons and methods.

Unit-IV

WTO and Trade Blocks- WTO Formulation, advantages and disadvantages of WTO membership to developing countries. Trade blocks: Reasons for trade block formation, different types of trade blocks- member countries and economies conditions and trade commodities of LAFTA, SAFTA, NAFTA, ASEAN, CARICOM and EU.

Unit-V

Procedure and Documents: Export and Import Procedure, Principal and auxiliary documents, bill of lading, consular invoice, commercial invoice, AR and GP forms, Mate receipt, Letter of Credit- Packing list- Incentives to exports, recent Exim policy.

Content
International Business

Unit-1: Introduction to International Business

1.0	Objectives	1
1.1	Introduction	1
1.2	Meaning of International Business	3
1.3	Evolution of International Business	5
1.4	Nature and Scope of International Business	6
1.4.1	Nature of International Business	6
1.4.2	Scope of International Business	7
1.5	Reason for International Business	8
1.5.1	Factors Influencing International Business	9
1.5.2	Importance of International Business	14
1.6	International Issues and Challenges	15
1.6.1	Modes of Entry into International Business	17
1.6.2	Benefits of International Business	22
1.6.3	Advantages and Limitations of International Business	23
1.7	Difference between Domestic and International Trade	25
1.7.1	Decision in International Business	29
1.8	International Trade	30
1.8.1	Need for International Trade	31
1.8.2	Reasons of International Trade	32
1.8.3	Advantages and Disadvantages of International Trade	33
1.8.4	Difference between International Trade and Internal/ Domestic Trade	34
1.8.5	Role and Importance of International Trade	36
1.8.6	Role of International Trade in Economic Development	37
1.9	Difference between Globalization of Trade and International Trade	39
1.10	Outcomes	41
1.11	Review Questions	41
1.12	Multiple Choice Questions	42

Unit-2: Foreign Exchange

2.0	Objectives	49
2.1	Introduction	49

2.2	Foreign Exchange	49
2.2.1	Features of Foreign Exchange Market	50
2.2.2	Types of Foreign Exchange Market	51
2.2.3	Advantages of Forex Market	52
2.2.4	Disadvantages of Forex Market	53
2.2.5	Functions of Foreign Exchange Market	53
2.2.6	Methods of Affecting International Payments	54
2.3	Factors Influencing Exchange Rate	55
2.4	Euro Markets	57
2.4.1	Features of Euro-Currency Market	57
2.4.2	Attributes of Euro Market	58
2.4.3	Origin and Growth of Euro Currency Market	58
2.4.4	Types of Eurocurrency Markets	59
2.4.5	Functioning of Euro Currency Market	60
2.5	Euro Dollar Markets	61
2.5.1	Benefits of the Euro-Dollar Market	61
2.5.2	Effects of Euro Dollar Market on International Financial System	62
2.5.3	Shortcomings of the Euro-Dollar Market	62
2.6	Instruments in Euro Dollar Market	63
2.6.1	LIBOR	65
2.6.2	Eibor	67
2.6.3	KIBOR	68
2.6.4	SIBOR	68
2.6.5	MIBOR	71
2.7	Foreign Exchange Operations	73
2.8	Participants	74
2.9	Settlement of Transactions	75
2.10	Spot future forward and option market	77
2.11	Outcomes	79
2.12	Review Questions	79
2.13	Multiple Choice Questions	80

Unit-3: Balance of Payment

3.0	Objectives	87
3.1	Introduction	87
3.2	Balance of Payments	88
3.2.1	Why is Balance of Payment (BOP) Vital for a Country?	89
3.2.2	Elements of a Balance of Payment	90
3.2.3	Importance of Balance of Payment	91
3.2.4	Advantages of Balance of Payments	92
3.3	Disequilibria in Balance of Payments	93
3.3.1	Causes for Disequilibrium in BOP	94
3.3.2	Types of Disequilibrium in BOP	96
3.4	Measures to bring back equilibrium in BOP	98
3.5	Convertibility of Currencies	101
3.5.1	Meaning of Currency Convertibility	101
3.5.2	Current Account and Capital Account Convertibility of Currency	102
3.5.3	Convertibility of Indian Rupee	103
3.5.4	Advantages of Currency Convertibility	103
3.6	Current account convertibility	104
3.6.1	Introduction of full Current Account Convertibility in India	104
3.6.2	Advantages of Current Account Convertibility	104
3.7	Capital Account Convertibility of Rupee	105
3.7.1	The Benefits of Capital Account Convertibility	105
3.7.2	Preconditions for Capital Account Convertibility	106
3.7.3	Problems	107
3.8	Exchange control	108
3.8.1	Objectives of Foreign Exchange Control	109
3.8.2	Types of Foreign Exchange Control	110
3.8.3	Conditions Necessitating Foreign Exchange Control	110
3.9	Methods of Exchange Controls	111
3.10	Outcomes	113
3.11	Review Questions	113
3.12	Multiple Choice Questions	114

Unit-4: WTO and Trading Blocks

4.0	Objectives	119
4.1	Introduction	119
4.2	WTO (World Trade Organisation)	120
4.2.1	Formation	120
4.2.2	Features	121
4.2.3	Principles of the WTO	121
4.3	Structure of the WTO	122
4.3.1	Objectives of the WTO	122
4.3.2	Functions of the WTO	124
4.3.3	WTO Agreements	124
4.3.4	Dispute Settlement Mechanism (Dsm) of WTO	127
4.4	Evaluation of WTO	128
4.4.1	Achievements of WTO	129
4.4.2	Limitations of WTO	129
4.4.3	Benefits of WTO Membership	130
4.4.4	Limitation of Membership of WTO for Developing Countries	131
4.5	Trade blocks	133
4.5.1	Types of Trading Blocks	134
4.5.2	Trade bloc Advantages and Disadvantages	135
4.6	Reasons for Formation of Trading Blocks	137
4.6.1	History of Regional Trade Blocs	138
4.6.2	Effects of Regional Trade Blocs	139
4.6.3	Regional Trading Blocs as promoter of Global Trade	141
4.7	LAFTA	141
4.8	SAFTA	145
4.9	NAFTA North American Free Trade Agreement (NAFTA)	155
4.10	ASEAN Association of South East Asian Nations (ASEAN)	162
4.11	CARICOM Caribbean Community (CARICOM)	169
4.12	EU European Union	174
4.12.1	History	175
4.12.2	European Economic Community (EEC)	176

4.12.3	Masstricht Treaty and European Union	177
4.12.4	Progress of European Union's March Towards Further Integration	178
4.13	Monetary Union	180
4.13.1	European Union Constitution	180
4.13.2	Factors Which Have Been Helpful In Securing the Integration of Western Europe (Now Europe)	181
4.14	Outcomes	183
4.15	Review Questions	183
4.16	Multiple Choice Questions	185
Unit-5: Procedure and Documents		
5.0	Objectives	189
5.1	Introduction	189
5.2	Export and Import Procedure	190
5.2.1	Export Procedure	190
5.2.2	Import Procedure	195
5.3	Principal Export Documents	200
5.4	Auxiliary Documents	214
5.5	Documents in Import Trade	215
5.6	Consular Invoice	216
5.7	Commercial Invoice	216
5.8	Export Incentives	219
5.9	Recent Exim Policy	223
5.9.1	Significance of Foreign Trade Policies in India	223
5.9.2	The Highs and Lows of Foreign Trade Policy 2015-2020	225
5.9.3	Foreign Trade Policy 2021-2026 : An Analysis	226
5.9.4	Significant Changes Proposed by the FTP 2021-2026	226
5.9.5	Expectations from the FTP 2021-2026	227
5.9.6	Involvement of Stakeholders	227
5.10	Outcomes	228
5.11	Review Questions	228
5.12	Multiple Choice questions	229

Cost & Management Accounting

As per Choice Based Credit System (CBCS)

II - BBA / IV - Semester

Authors

Dr. N. V. Jagannadha Rao
Registrar
GIET University
Gunupur, Gobriguda - 765 022, Odisha

Mrs. S. Amara
Lecturer in Commerce
SDHR Degree & PG College
New Balaji Colony, Tirupati - 517 501, A.P



Dr. B. R. Ambedkar Open University

Eluru, Andhra Pradesh, India

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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: Ratio Analysis

Meaning – Accounting Ratios- Uses- limitations- Types of Ratios- Profit and loss account ratios- Balance sheet ratios- Mixed ratios.

Content
Cost & Management Accounting

Unit-1: Introduction to Cost and Management Accounting

1.0	Objectives	1
1.1	Introduction	1
1.2	Cost 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	Financial Accounting vs. Cost Accounting	7
1.4	Purposes or Functions of Cost Accounting	8
1.4.1	Principles of Cost Accounting	9
1.5	Advantages 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	Essentials/ characteristics of an Ideal Costing System	13
1.6.1	Role of a Cost Accountant in an Organisation	15
1.7	Management 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	Objectives or Functions of Management Accounting	20
1.9	Role of Management accounting in Decision Making	22
1.10	Limitations of Management Accounting	23
1.11	Principles of Management Accounting	24
1.12	Techniques or Tools of Management Accounting	25
1.13	Difference between Financial and Management Accounting	27
1.14	Distinction between Management Accounting and Cost Accounting	29
1.15	Outcomes	31

1.16	Review Questions	31
1.17	Multiple Choice Questions	32
Unit-2: Elements of Cost		
2.0	Objectives	37
2.1	Introduction	37
2.2	Elements 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 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	Material / 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	Purchase Department	73
2.6	Different Methods of Pricing Material Issues	74
2.7	Labour	97
2.7.1	Difference between Direct Labour and Indirect Labour	98
2.8	Labour 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	Labour 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	Control of Labour Turnover	107
2.9.6	Treatment of Cost of Labour Turnover	108
2.10	Time Recording Department	108
2.10.1	Methods of Time Keeping	109
2.10.2	Time Booking	111
2.11	Labour Remuneration	112
2.11.1	Essentials of a Sound Wage System	112
2.11.2	Methods of Remuneration	113
2.12	Outcomes	127
2.13	Review Questions	128
2.14	Multiple Choice Questions	138
Unit-3: Costing Techniques		
3.0	Objectives	143
3.1	Introduction	143
3.2	Marginal Costing	144
3.3	Cost Classification	150
3.4	Difference 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	Contribution	160
3.6	Profit 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 of Safety	168
3.9	Outcomes	170
3.10	Practical Problems	170

3.11	Review Questions	175
3.12	Multiple Choice Questions	179
Unit-4: Financial Statement Analysis and Interpretation		
4.0	Objective	185
4.1	Introduction	185
4.2	Meaning of Financial Statements	186
4.3	Nature 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	Meaning 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	Advantages of Financial Statements	194
4.6	Limitations of Financial Statements	195
4.7	Problems with Financial Statement Analysis	196
4.8	Tools of Analysis of Financial Statements	196
4.9	Process 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	Practical Problems	208
4.11	Outcomes	215
4.12	Review Questions	215
4.13	Multiple Choice Questions	219

Unit-5: Ratio Analysis

5.0	Objectives	225
5.1	Introduction	225
5.2	Meaning	226
5.3	Objectives of Ratio Analysis	227
5.4	Uses of Ratio Analysis	227
5.5	Advantages and Limitations of Ratio Analysis	228
5.5.1	Advantages of Ratio Analysis	228
5.5.2	Limitations of Ratio Analysis	229
5.6	Classifications of Ratios	231
5.7	Outcomes	263
5.8	Review Questions	263
5.9	Multiple Choice Questions	269

Financial Services

As per Choice Based Credit System (CBCS)

II - BBA / IV - Semester

Authors

Dr. V. Murali Krishna
Principal
Vijayam Business School
Chittoor - 517 125, A.P.

Mr. Gouri Sankar Sahoo
Assistant Professor in Commerce
Aeronautics College (Under HAL Management)
Sunabeda, Koraput - 763 002, Odisha



Dr. B. R. Ambedkar Open University

Eluru, Andhra Pradesh, India

www.drbraouap.org

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Dr. B. R. Ambedkar Open University

Eluru, Andhra Pradesh, India

www.drbraouap.org

II - Year / IV - Semester as per CBCS
Financial Services

Unit-I

Financial Services: Public Issue- Prospectus- Pricing of New Issues- SEBI Guidelines, Functions of Merchant Banker and Under Writers, Issue Managers, Registrar to Issue- Credit Rating Agencies- Mutual Funds- Determination of NAV

Unit-II

Factoring and Forfaiting: Meaning, Role in Financial Services- Theoretical Frameworks, Factoring services in India.

Unit-III

Leasing: Lease Evaluation, Types of Lease, Structuring and funding of Leases, Import Leasing and Cross Border Leasing, Hire Purchase Agreements- Evaluation of Hire Purchase Agreements.

Unit-IV

Credit Cards- consumer Finance- Financing Schemes for consumer durables- Process and Instruments and venture capital financing.

Unit-V

Housing Finance: National Housing Bank (NHB), NHB's Housing Finance Companies- Guidelines for extending equity Support to housing Companies- Guidelines for extending Refinance support to Housing Finance, Mortgage.

Content
Financial Services

Unit-1: Introduction to Financial Services

1.0	Objectives	1
1.1	Introduction	1
1.2	Share Capital	3
1.3	Issue of Shares	5
1.3.1	Public Issue of Shares	5
1.4	Prospectus	8
1.4.1	Contents of Prospectus	9
1.4.2	Registration of Prospectus with Registrar of Companies	12
1.4.3	Statement in Lieu of Prospectus	12
1.4.4	Minimum Subscription	13
1.4.5	Misrepresentation in the Prospectus and its Consequences	13
1.4.6	Remedies Against the Company	14
1.4.7	Remedies against Promoters and Directors of the Company	15
1.4.8	Remedies Against Experts	15
1.4.9	Criminal Liability for Misstatements in the Prospectus	16
1.5	Pricing of new Issues	16
1.5.1	Types of Pricing	16
1.5.2	Price Band	18
1.5.3	Working of Book Building	19
1.6	SEBI Guidelines	19
1.6.1	Powers of Central Government	20
1.6.2	Powers of SEBI in relation to Stock Exchanges	23
1.6.3	Amendment of SEBI Act in 2002	25
1.7	Merchant Bankers	26
1.7.1	Services Provided by Merchant Bankers	26
1.7.2	Functions of Merchant Banks	27
1.7.3	Merchant Bankers in India	28
1.8	Underwriting	20
1.8.1	Functions of a Broker in Underwriting	30
1.8.2	Underwriting Commission	30
1.8.3	Importance of Underwriting	30
1.8.4	Types of Underwriting	31
1.8.5	SEBI's Guidelines for Underwriting	32
1.9	Issue Managers	33
1.9.1	Categories of Issue Managers	33
1.9.2	Restrictions on Issue Managers	34
1.9.3	Role of Issue Manager	34
1.10	Registrar to Issue	35
1.10.1	Registrar and Transfer Agents	35
1.10.2	Role of Registrar and Transfer Agent in Mutual Fund Houses	35

1.11	Credit Rating Agencies	36
1.11.1	Credit Rating	36
1.11.2	Limitations of Credit Rating	30
1.11.3	Credit Rating Agency	40
1.11.4	Credit rating Agencies in India	41
1.12	Mutual Funds	42
1.12.1	Organisation of Mutual Funds	43
1.12.2	Types of Mutual Funds	45
1.12.3	Advantages of Mutual Funds	47
1.12.4	Disadvantages of Mutual Funds	49
1.13	Determination of NAV	49
1.14	Outcomes	50
1.15	Review Questions	50
1.16	Multiple Choice Questions	52
Unit-2: Factoring and Forfaiting		
2.0	Objectives	57
2.1	Introduction	57
2.2	Meaning of Factoring	58
2.2.1	Nature of Factoring	60
2.2.2	Functions of Factor	60
2.2.3	Types of Factoring	61
2.3	Factoring Services	64
2.3.1	Parties to Factoring Contract	64
2.4	Advantages of Factoring	65
2.5	Disadvantages of Factoring	66
2.6	Mechanism of Factoring	67
2.6.1	Common Problems with Factoring Invoices	68
2.7	Differences between Bill Discounting and Factoring	69
2.8	Factoring in India	69
2.8.1	Market for Factoring in India	70
2.8.2	Global Scenario	71
2.8.3	Export Factoring	71
2.9	Financial Aspects of Factoring/Cost- Benefit Analysis of Factoring	72
2.9.1	Legal Aspect of Factoring	73
2.10	Forfaiting	74
2.10.1	Definition of Forfaiting	75
2.10.2	Cost oof Forfaiting Services	75
2.10.3	Difference between Forfaiting and Export Factoring	76
2.10.4	Difference between Factoring and Forfaiting	76
2.11	Process of Forfaiting	77
2.12	Advantages and Dis-Advantages of Forfaiting	78
2.12.1	Advantages of Forfaiting	78
2.12.2	Disadvantages or Drawbacks of Forfaiting	78
2.13	Forfaiting in India	78

2.14	Outcomes	79
2.15	Review Questions	80
2.16	Multiple Choice Question	81
Unit-3: Leasing		
3.0	Objectives	83
3.1	Introduction	83
3.2	Leasing	84
3.2.1	Essential Features of Leasing	85
3.2.2	Main Elements of Leasing	85
3.2.3	Parties Involved in Leasing	86
3.2.4	Financial Rationale for Leasing	89
3.2.5	Steps in Leasing Transaction	91
3.2.6	Benefits of Leasing	91
3.2.7	Disadvantages of Leasing	92
3.3	Types of Leases	93
3.3.1	Difference between Financial Lease and Operating Lease	97
3.4	Main Clauses in the Lease Agreement	97
3.5	Regulatory Frame Work for Leasing in India	99
3.5.1	Contract Act	99
3.5.2	Challenges Facing the Leasing Industry	102
3.6	Evaluation of Lease	102
3.7	Major Leasing Institutions in India	103
3.7.1	Problems of Leasing in India	106
3.8	Hire Purchase	107
3.8.1	Legal Framework of Hire Purchase Transactions	109
3.8.2	Differences between Lease and Hire Purchase	110
3.8.3	RBI Guidelines for Hire Purchase Business	111
3.8.4	Advantages and Disadvantages of Hire Purchase	111
3.8.5	Problems of Hire Purchase Business in India	112
3.9	Hire Purchase Agreements	113
3.9.1	Legal Position of Hire-Purchase Agreement	113
3.9.2	Advantages of Hire Purchase Agreements	118
3.9.3	Disadvantages of Hire Purchase Agreements	118
3.9.4	Difference between Hire-purchase System and Instalment Payment System	119
3.10	Accounting in the books of Hire-Purchaser	119
3.11	Accounting in the books of Hire-vendor	121
3.12	Evaluation of Hire Purchase Agreements	121
3.13	Hire Purchase Leasing	122
3.14	Outcomes	122
3.15	Review Questions	123
3.16	Multiple Choice Questions	123
Unit-4: Credit Cards		
4.0	Objectives	127
4.1	Introduction	127

4.2	Credit Card	128
4.2.1	History of Credit Card	129
4.2.2	Types of Credit Card	129
4.2.3	Additional Facilities and Services	132
4.2.4	Benefits of Credit Cards	134
4.2.5	Advantages of Credit cards Business to Issuers	135
4.3	Consumer Finance	136
4.3.1	Definition	137
4.3.2	Features of Consumer Credit	137
4.3.3	Forms/Types of Consumer Credit	138
4.3.4	Advantages of Consumer Finance	138
4.3.5	Disadvantages of Consumer Finance	138
4.3.6	Cost Aspects of Consumer Finance	140
4.3.7	Consumer Credit Portfolio Management	140
4.3.8	Recent Trends in Consumer Finance	141
4.3.9	Sources of Consumer Credit	142
4.3.10	Tax Disadvantages of Consumer Credit	144
4.3.11	Consumer Credit Scoring	144
4.4	Financing schemes for Consumer Durables	145
4.4.1	Loan for Consumer Durables	146
4.4.2	Consumer Durable Loan Interest Rates	146
4.4.3	Features of Consumer Durable Loan	146
4.4.4	Leading Banks/NBFCs offering Consumer Durable Loans	146
4.4.5	Eligibility Criteria	147
4.4.6	Types of Consumer Durable Loans	147
4.4.7	Fees & Charges	148
4.4.8	Documents Required	148
4.4.9	Factors Affecting Consumer Durable Loan Interest Rate	149
4.4.10	Finance Schemes for Consumer Durable	149
4.4.11	Difference Between Consumer Durable Loan and Credit Card	150
4.5	Venture Capital Financing	150
4.5.1	Origin/History of Venture Capital	151
4.5.2	Definition	151
4.5.3	Types of Venture Capitalists	153
4.5.4	Modes of Venture Financing (Funding Pattern)/Dimensions of Venture Capital	153
4.5.5	Importance of Venture Capital	154
4.5.6	Stages of Venture Capital Financing	154
4.5.7	Regulatory Frame work	156
4.5.8	SEBI Foreign Venture Capital in vestors Regulations, 2000	159
4.5.9	Venture Capital Funds in India	160
4.5.10	Advantages and Disadvantages of Venture Capital	162
4.5.11	Methods of Evaluation of Venture Capital	163
4.6	Outcomes	164
4.7	Review Questions	165
4.8	Multiple Choice Questions	166

Unit-5: Housing Finance

5.0	Objectives	169
5.1	Introduction	169
5.2	Frame Work of Housing Finance	170
5.3	National Housing Bank (NHB)	171
5.3.1	Important Objectives of NHB	172
5.3.2	Features and Main Terms and Conditions	173
5.3.3	Application Form	175
5.3.4	Need for Uniform Set of Norms	176
5.3.5	Fiscal Incentives for Housing Finance	177
5.4	Functions of NHB (National Housing Bank)	177
5.4.1	National Housing Bank Powers and Rights	178
5.4.2	Benefits of National Housing Bank	179
5.5	Role of National Housing Bank	179
5.5.1	Statutory Provisions Regarding Regulation	180
5.6	Housing Finance Companies (NHB) Directions, 2001	181
5.6.1	Acceptance of Public Deposits	181
5.6.2	Restrictions on Acceptance of Deposits	182
5.6.3	Rate of Interest and Brokerage	183
5.6.4	Prepayment of Deposits	183
5.6.5	Prudential Norms	183
5.6.6	Benefits of Housing Finance Company Registration	184
5.6.7	Eligibility Criteria for Obtaining Housing Finance Company Registration	184
5.6.8	Different Regulatory Bodies Operating in India Housing Sector	185
5.6.9	Basic Conditions for Granting the HFC Registration	185
5.6.10	Documents Required for Obtaining Housing Finance Company Registration	186
5.6.11	Procedure for Obtaining the Housing Finance Company Registration	186
5.6.12	Housing Finance Companies in India	187
5.7	Financing Activities of National Housing Bank	190
5.8	Role of Primary Lending Agencies	192
5.9	Securitisation of Housing Loans	194
5.10	Guidelines for Extending Equity Support to Housing Finance Companies	195
5.11	Guidelines for Extending Refinance Support to Housing Finance	198
5.12	Mortgage	204
5.12.1	Types of Mortgages	205
5.12.2	Who Gets A Mortgage?	206
5.12.3	The Difference Between a Loan and a Mortgage	207
5.12.4	Mortgage Payments	207
5.12.5	The Parties Involved in a Mortgage	207
5.12.6	Steps Involved in Mortgage Loan Process	208
5.12.7	The Advantages and Disadvantages of Having a Mortgage	210
5.13	Outcomes	211
5.14	Review Questions	211
5.15	Multiple Choice Questions	213