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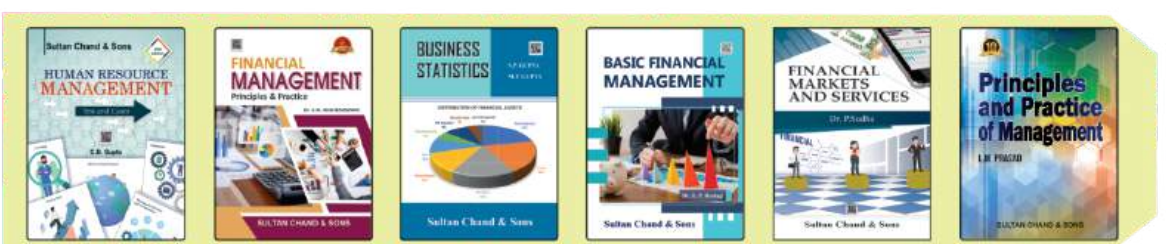
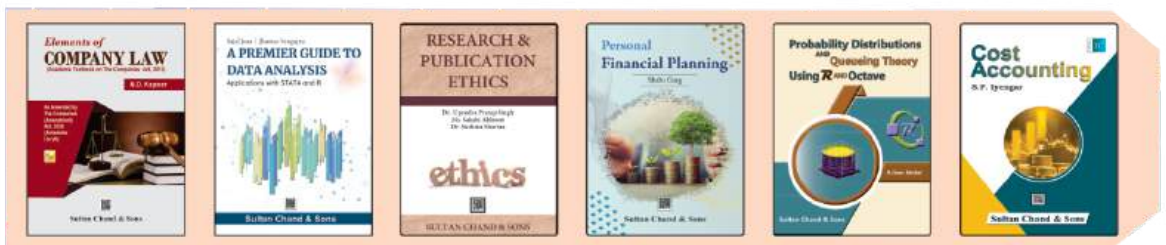
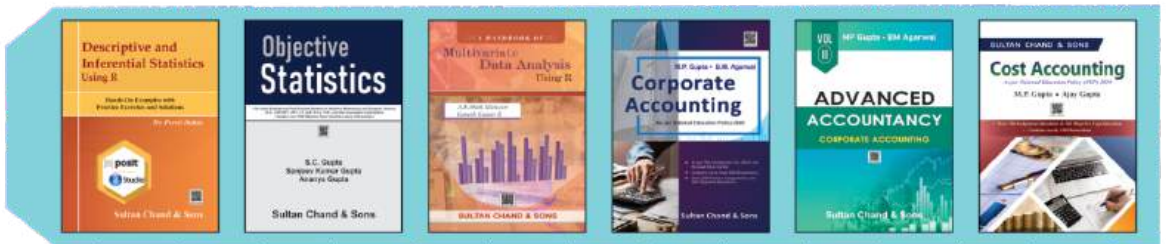


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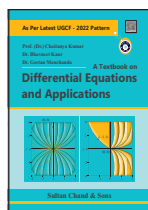
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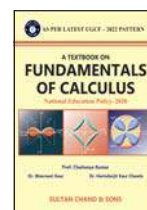
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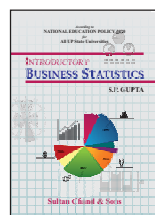
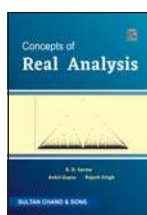
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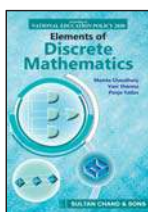
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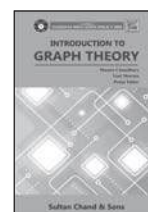
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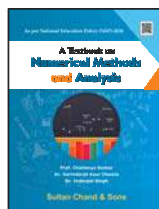
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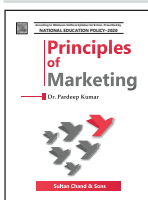
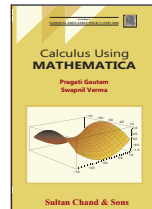
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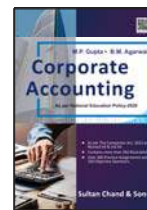
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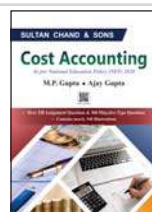
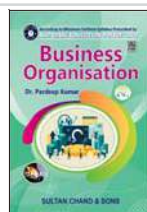
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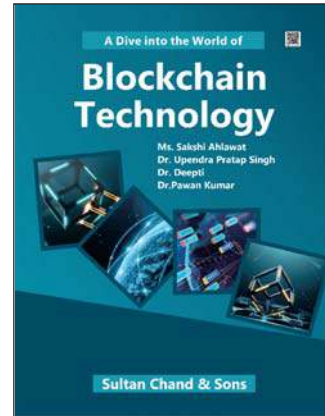
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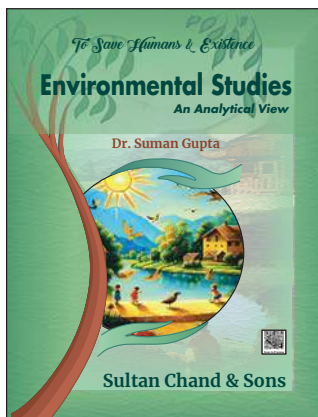
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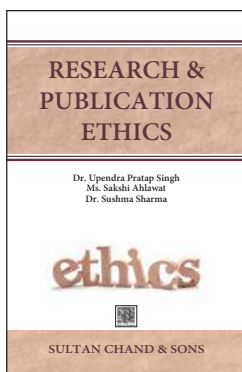
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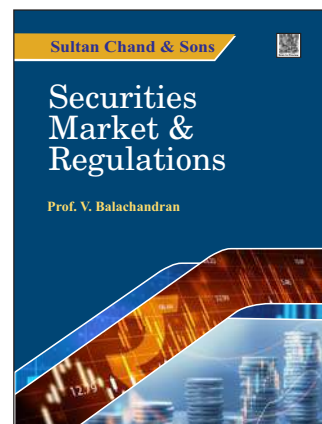
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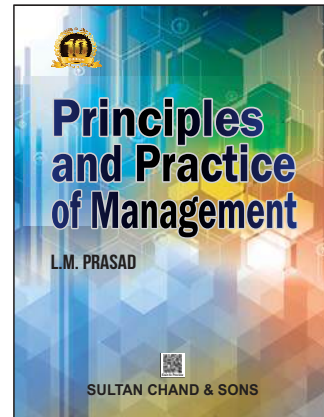
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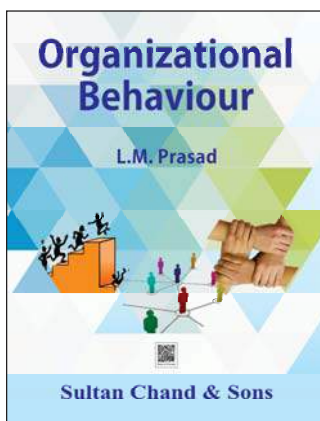
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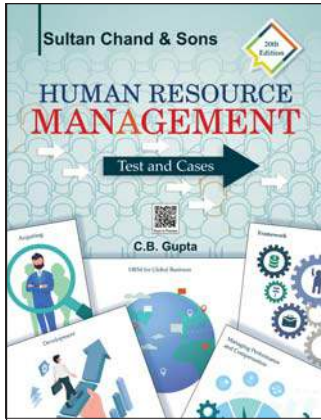
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C.B. Gupta



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Dr. C.B. Gupta • Dr. N.P. Srinivasan

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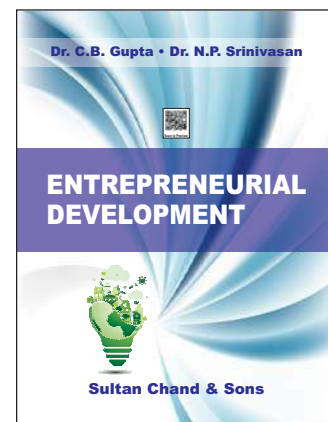
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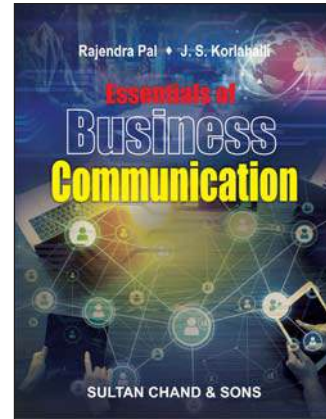
Rajendra Pal • J.S. Korlahalli

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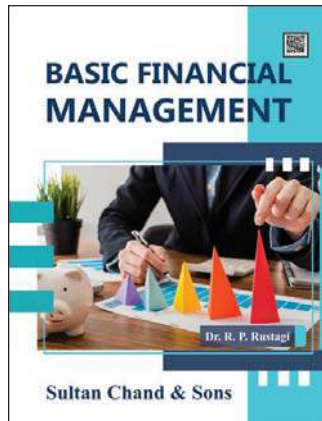
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Dr. R.P. Rustagi

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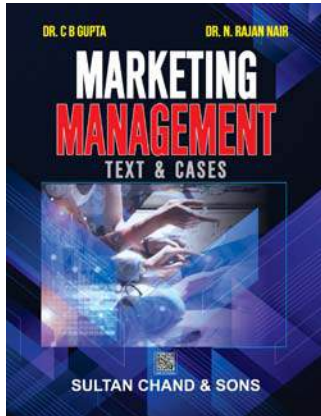
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Dr. C.B. Gupta • Dr. N. Rajan Nair



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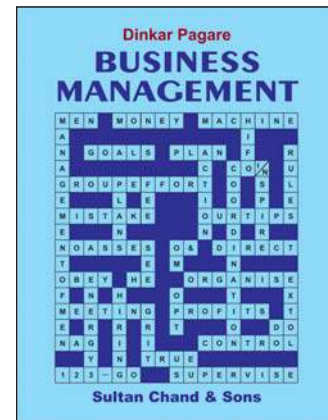
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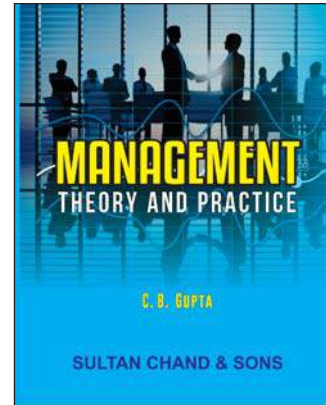
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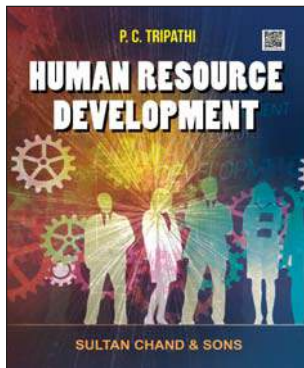
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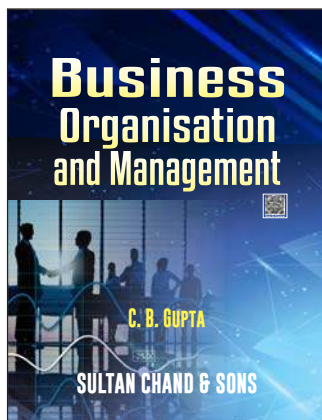
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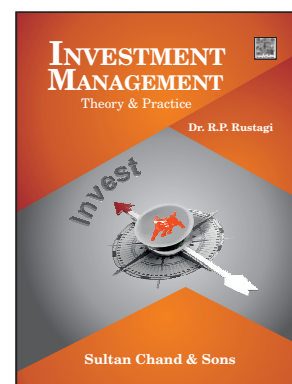
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L.M. Prasad

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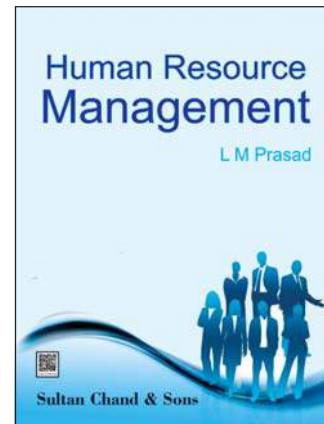
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**Part V: Motivating and Maintaining Human Resources** – Motivational Environment • Safety and Health Management • Human Resource Mobility.

**Part VI: Managing Industrial Relations** – Dynamics of Industrial Relations • Discipline and Grievance Management • Management of Industrial Disputes.

**Part VII: Human Resource Management for Global Business** – International Human Resource Management

*Appendix: Learning Through Cases • Name Index • Organization Index • Subject Index.*



*Edition:* 4th, 2017

*Pages:* xiv + 592

ISBN: 978-93-5161-111-0 (TC 858)

MRP: ₹ 500.00

## Strategic Management

P.K. Ghosh

### Contents



Process of Strategic Management: An Overview • Strategic Vision, Corporate Mission, Objectives and Goals • Social Aspects of Strategic Management • Environmental Analysis: Dynamic Setting Business • Analysis of Internal Resources: Strengths and Weaknesses • Strategic Options: Formulation of Strategy • External Growth Strategy: Merger, Acquisition, Joint Venture • Choice of Strategy • Implementation of Strategy: Some Major Aspects • Production and Purchasing Policies • Marketing Policy • Financial Policy • Human Resource Management: Fusion of Personnel and Industrial Relations Policies • Review and Evaluation of Strategy • Customer Relationship Management • The Balanced Scorecard: A Strategic Management System • Blue Ocean Strategy • Franchising: A Tool of Achieving Corporate Growth • Strategic Management Process: The Case Method

*Test Questions and Cases*

*University Examination Questions Papers*

*Index.*

*Edition:* 14th, 2014

*Pages:* xxiv + 676

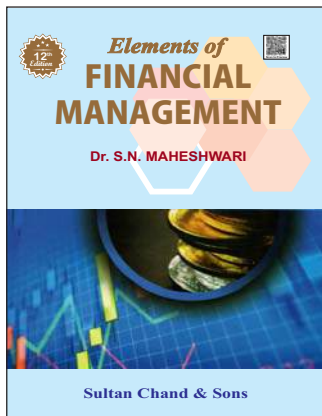
ISBN: 978-93-5161-009-0 (TC 853)

MRP: ₹ 400.00

## Elements of Financial Management

Dr. S.N. Maheshwari

### Contents



**Section A: Foundations of Finance** – Financial Management – Meaning and Scope • Concepts in Valuation • Valuation of Securities • Risk and Return.

**Section B: Funds Management** – Financial Planning – Meaning and Scope • Capital Structure • Sources of Finance • Leverages.

**Section C: Long-Term Financial Planning** – Basics of Capital Budgeting • Risk Analysis in Capital Budgeting • Dividend Policy • Cost of Capital.

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Edition: 12th, 2019

Pages: xx + 612

ISBN: 978-93-5161-154-7 (TC 181)

MRP: ₹ 495.00

## Marketing

Dr. N. Rajan Nair • Sanjith R. Nair

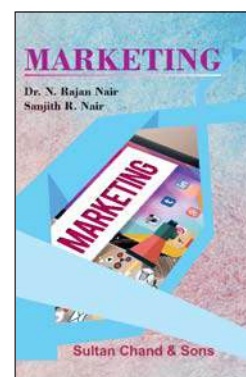
### Contents

**Part I: Marketing – A Macro Approach** – Markets: Meaning and Classification of Market • Evolution of Marketing Concept • Marketing Definition – Macro and Micro Marketing • Features of Modern Marketing • Approaches to Study of Marketing • Marketing Environment • Marketing Functions I – Functions of Exchange and Physical Distribution • Marketing Functions II – Facilitating Functions.

**Part II: Marketing – A Micro Approach** – Marketing Management and Planning Process • Marketing Organisation • Marketing Research and MIS • Consumer Behaviour • The Product Mix • The Price Mix • The Promotion Mix-I: Sales Promotion and Advertising • The Promotion Mix-II: Personal Selling • The Physical Distribution Mix.

**Part III: Marketing – Specialities** – Marketing of Industrial Products • Marketing of Consumer Products • Marketing of Services • Marketing of Agricultural Products • Rural Marketing • Problems and Prospects

Question Papers.



Edition: 7th, 2010

Pages: viii + 472

ISBN: 978-81-8054-577-1 (TC 185)

MRP: ₹ 295.00

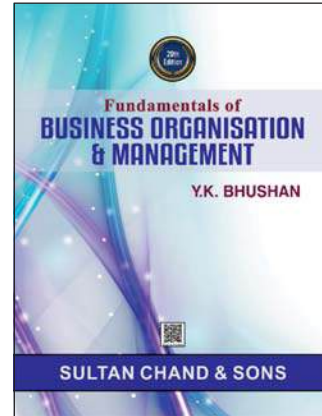
## Fundamentals of Business Organisation & Management

Y.K. Bhushan

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- Part One:** Business System
- Part Two:** Ownership of Business Firms
- Part Three:** Company Management
- Part Four:** Principles of Management
- Part Five:** Production Function of Management
- Part Six:** Human Resource Personnel Function of Management
- Part Seven:** Marketing Function of Management
- Part Eight:** Financial Function of Management
- Part Nine:** Business and its Environment

*Supplement*



*Edition: 20th, 2016*

*Pages: xvi + 1040*

ISBN: 978-93-5161-061-8 (TC 131)

MRP: ₹ 725.00

## Business Management

Dr. C.B. Gupta

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**Unit I: Introduction** – Nature and Scope of Management • Management Process, Functions and Principles • Evolution of Management Thought • Social Responsibility and Ethics.

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**Unit V: Directing** – Nature and Scope of Directing • Supervision • Motivation and Morale • Leadership • Communication.

**Unit VI: Control and Coordination** – Nature and Process of Controlling • Techniques of Managerial Control • Coordination – The Essence of Management • Techniques of Management.

*Case Studies • Selected Bibliography • Objective Type Questions • Model Question Papers.*

*Edition: 15th, 2018*

*Pages: xxxii + 568*

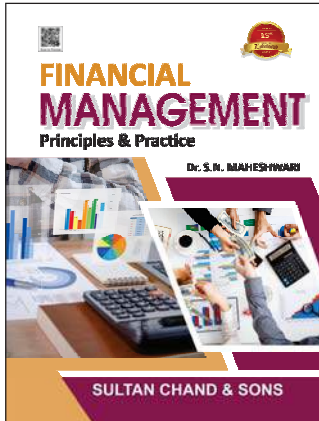
ISBN: 978-93-5161-131-8 (TC 159)

MRP: ₹ 525.00

## Financial Management: Principles & Practice

Dr. S.N. Maheshwari

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**Section F:** Advanced Solved Problems.

**Section G:** Advanced Unsolved Problems and Appendices.

*Edition:* 15th, 2019

*Pages:* xxiv + 1,604

*SBN:* 978-93-5161-142-4 (TC 178)

*MRP:* ₹ 750.00

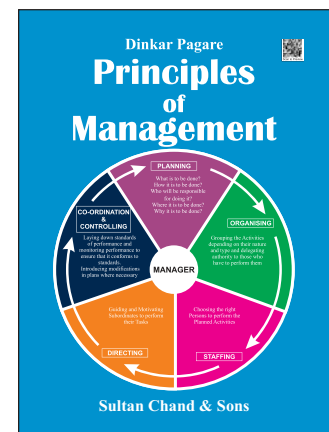
## Principles of Management

Dinkar Pagare

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Introductory • Evolution of Management Thought and Practice • Schools of Management • Scientific Management • Fayol's Theory of Management • Hawthorne Experiments • Nature and Importance of Planning • Process of Planning • Decision-Making • Methods of Planning • Nature and Importance of Organization • Organization Theory • Types of Organization • Assignment of Responsibility and Delegation of Authority • Informal Groups Within formal Organization • Role of Communication in Management • Methods of Communication • Nature and Functions of Personnel Management • Personnel Planning • Recruitment • Selection • Types and Techniques of Training • Motivation • Job Design, Job Analysis, and Job Evaluation • Personnel Compensation and Methods of Wage Payment • Directing Function of Management • Directing Function – Leadership • Nature and Process of Control • Control Devices • Coordination • Business Objectives and Social Responsibilities.

*Case Study* • *Review Questions*



*Edition:* 6th, 2018

*Pages:* xx + 412

*ISBN:* 978-93-5161-120-2 (TC 199)

*MRP:* ₹ 350.00



## Business Environment

C.B. Gupta

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**Unit III: Social and Cultural Environment** – Demographic Environment • Culture and Business • Business and Society • Social Responsibilities of Business • Business Ethics and Values • Corporate Governance.

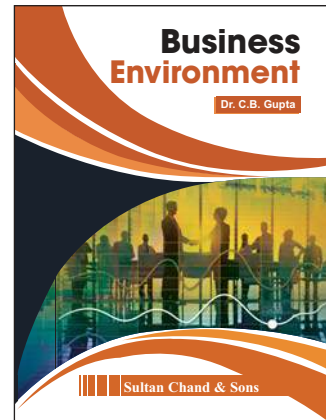
**Unit IV: Economic Environment** – Economic Systems • Economic Planning • Economic Parameters • Economic Policies.

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*Edition: 12th, 2022*

*Pages: xxxii + 776*

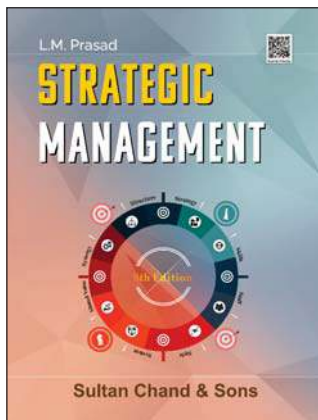
ISBN: 978-93-91820-37-4 (TC 1047)

MRP: ₹ 650.00

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L.M. Prasad

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*Glossary • Name Index • Organization Index • Subject Index.*

*Edition: 8th, 2024*

*Pages: xxiv + 560*

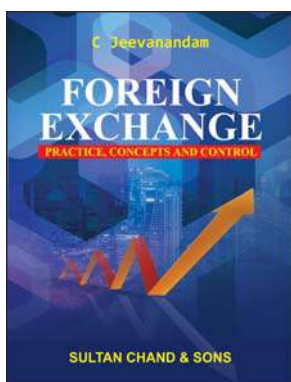
ISBN: 978-93-98120-95-4 (TC 1147)

MRP: ₹ 500.00

## Foreign Exchange

### Practice, Concepts and Control

C. Jeevanandam



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Edition: 17th, 2020

Pages: xxxii + 704

ISBN: 978-93-5161-159-2 (TC 404)

MRP: ₹ 560.00

## Principles of Marketing

According to National Education Policy-2020

Dr. C.B. Gupta

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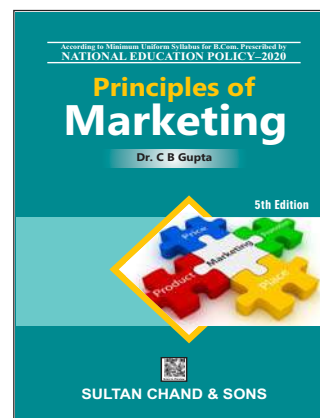
**Unit II – Consumer Behaviour and Market Selection:** Consumer Behaviour • Market Selection: Market Segmentation, Targeting and Product Positioning

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Online Resource: Question Bank • University Question Papers B.Com.



Edition: 5th, 2023

Pages: xviii + 414

ISBN: 978-93-91820-69-5 (TC 1191)

MRP: ₹ 395.00

## Personnel Management and Industrial Relations

P.C. Tripathi

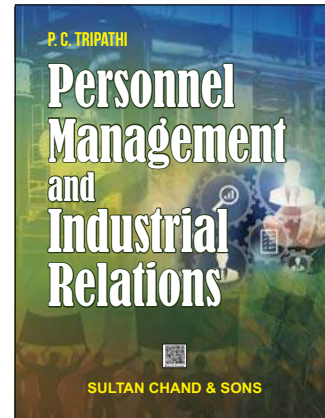
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- Introduction
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- Organising the Personnel Function
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- Performance Management
- Training and Development
- Career Planning, Promotion
- Change, Absenteeism & Turnover
- Employee Compensation
- Labour Welfare and Social Security

- Grievance
- Employee Discipline
- Trade Unions
- Collective Bargaining
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*Test Yourself (Objective Type Questions)*

*Bibliography  
Glossary.*



Edition: 21st, 2013

Pages: xvi + 512

ISBN: 978-81-8054-844-4 (TC 234)

MRP: ₹ 500.00

## Foreign Exchange & Risk Management

C. Jeevanandam

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**Section A: Framework of Foreign Exchange** – Introduction • Foreign Exchange Regulations • Balance of Payments • International Monetary Systems • Exchange Rate Determination • International Monetary Fund.

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**Section D: Foreign Trade Procedures and Documents** – International Trade Procedures • Letter of Credit • International Trade Documents • Bank Finance for Exports.

**Section E: External Sources of Funds** – Non-resident Deposits and Investments • International Financial Markets • Raising Debt Abroad • Raising Equity Abroad • International Financial Institutions.

Edition: 17th, 2020

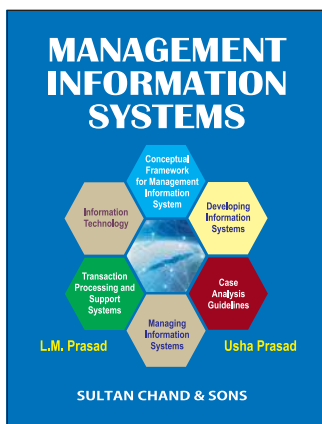
Pages: xxiv + 588

ISBN: 978-93-5161-160-8 (TC 828)

MRP: ₹ 535.00

## Management Information Systems

L.M. Prasad • Usha Prasad



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**Part V: Managing Information Systems** – Managing Information Systems Resources • Controls in Information Systems • Information Security • Audit of Information Systems.

*Appendix: Case Analysis Guidelines • Glossary • Subject Index.*

Edition: 3rd, 2023

Pages: xvi + 632

ISBN: 978-81-8054-814-7 (TC 902)

MRP: ₹ 525.00

## Entrepreneurship and Small Business Management

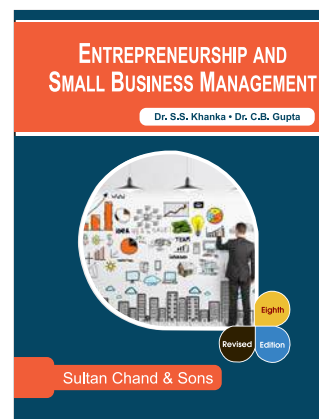
Dr. S.S. Khanka • Dr. C.B. Gupta

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Edition: 8th, 2022

Pages: xxiv + 424

ISBN: 978-93-91820-20-6 (TC 176)

MRP: ₹ 350.00

## Materials Management

M.M. Varma

### Contents

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Edition: 4th, 2001

Pages: xxiv + 520

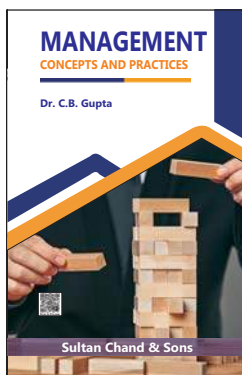
ISBN: 978-81-8054-713-3 (TC 242)

MRP: ₹ 425.00

## Management: Concepts and Practices

Dr. C.B. Gupta

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**Unit VII: Case Studies**

*Select Bibliography • Questions Paper of BBA Examinations of GGS I.P. University.*

Edition: 14th, 2014

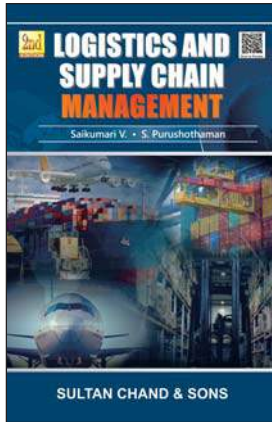
Pages: xvi + 480

ISBN: 978-93-5161-025-0 (TC 157)

MRP: ₹ 350.00

## Logistics and Supply Chain Management

Saikumari V. • S. Purushothaman



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- Distribution Channels and Outsourcing Logistics
- Transportation and Packaging
- Logistics Performance Measurement and Costs
- Current Trends in Logistics
- Supply Chain Management Concepts

*Question Bank*

*Case Study*

*Crossword*

*University Question Papers.*

*Edition: 2nd, 2023*

*Pages: xl + 256*

ISBN: 978-93-91820-41-1 (TC 1254)

MRP: ₹ 325.00

## Consumer Behaviour

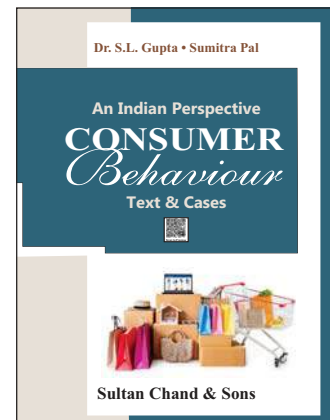
An Indian Perspective: Text & Cases

Dr. S.L. Gupta • Sumitra Pal

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*Appendices • Glossary.*



*Edition: 2nd, 2011*

*Pages: xvi + 612*

ISBN: 978-81-8054-860-4 (TC 849)

MRP: ₹ 500.00

## A Brief Course on Foreign Exchange Arithmetic and Risk Management

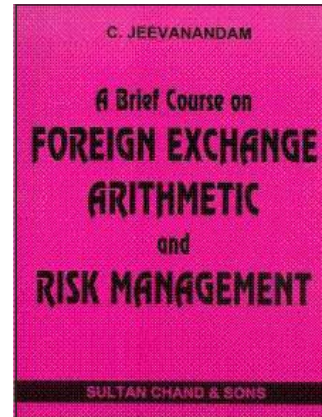
C. Jeevanandam

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**Part II – Derivatives and Risk Management:** Currency Derivatives • Currency Futures • Currency Options • Corporate Policy on Exposure and Risk • Transaction Exposure • Translation Exposure • Economic Exposure • Financial Swaps.

*Appendix: Currencies and their Abbreviations (ISO Code).*



*Edition: 17th, 2016*

*Pages: xii + 240*

ISBN: 978-93-5161-090-8 (TC 405)

MRP: ₹ 160.00

## Principles of Insurance and Risk Management

Alka Mittal • S.L. Gupta

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*Edition: 3rd, 2013*

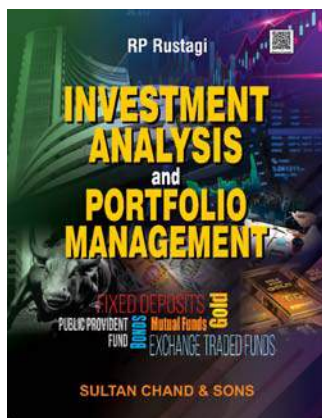
*Pages: xx + 816*

ISBN: 978-81-8054-875-8 (TC 1066)

MRP: ₹ 350.00

## Investment Analysis and Portfolio Management

R.P. Rustagi



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**Part V: Risk-Return Relationship and Portfolio Management** – Risk-Return Analysis in Investment • Portfolio Theory : Portfolio Selection and Management • Capital Assets Pricing Model, Arbitrage Pricing Theory and Portfolio Evaluation.

**Part VI: Derivatives and Risk Management** – Financial Derivatives: Forwards and Futures • Options : Strategies and Valuation • Swaps and Credit Derivatives.

**Part VII: Changing Structure of Indian Capital Market** – Indian Capital Market : Emerging Trends • Investors' Protection, Unfair Trade Practices and Insider Trading.

**Part VIII: Miscellaneous Topics** – Structured Debt, Securitization and Assets – Backed Securities. • Investment in Real Assets.

*Appendices – Glossary • Bibliography • Compounded Value Tables, Present Value Tables and Standard Area Table.*

*Edition: 5th, 2022*

*Pages: xxxii + 880*

*ISBN: 978-93-5161-186-8 (TC 1116)*

*MRP: ₹ 695.00*

## Personal Financial Planning

Shalu Garg

### Contents

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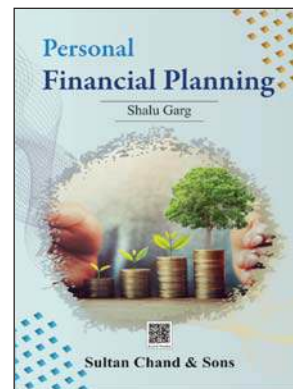
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## Creativity and Innovation in Entrepreneurship

S.S. Khanka

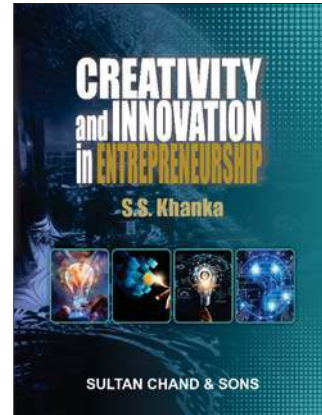
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Amandeep Nahar • P.C.K. Rao • Rajesh Kumar Nigah

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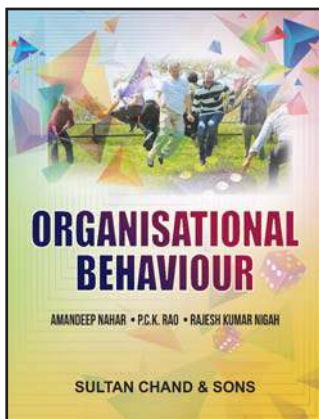
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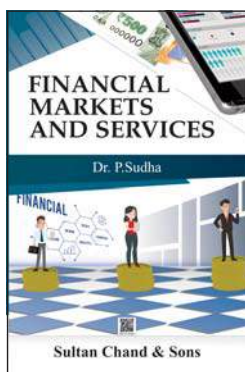
Pages: xxiv + 320

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## Financial Markets and Services

P. Sudha



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Principles, Applications and Cases

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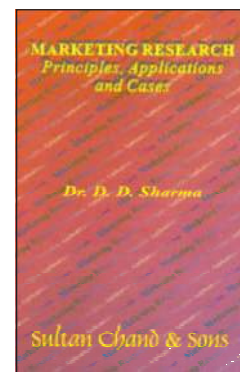
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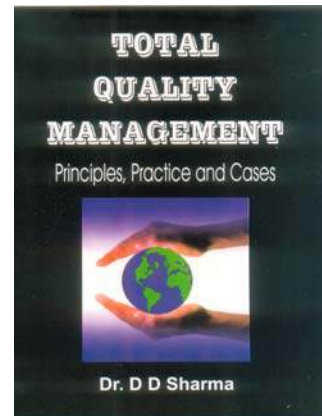
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*Edition:* 2nd, 2004

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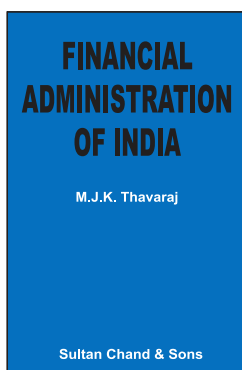
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in Management and Social Sciences

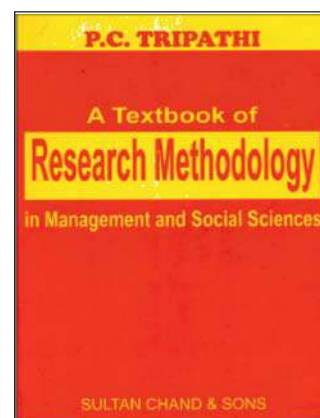
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*Bibliography.*



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MRP ₹ 250.00

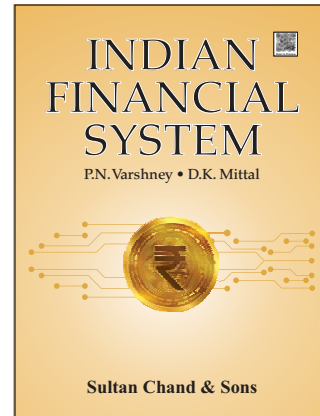
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P.N. Varshney • D.K. Mittal

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Edition: 10th, 2015

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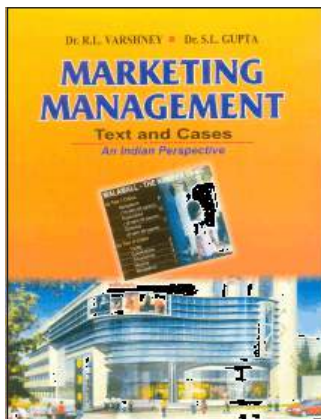
MRP ₹ 695.00

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Dr. R.L. Varshney • Dr. S.L. Gupta

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Edition: 3rd, 2005

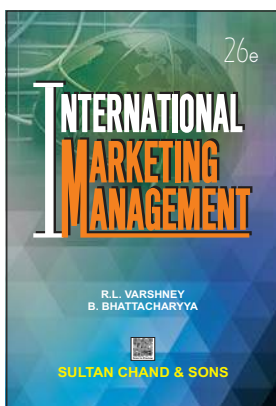
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Text & Cases

C.B. Gupta

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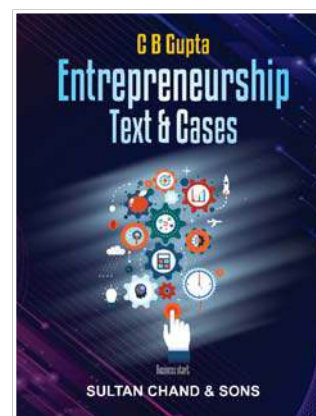
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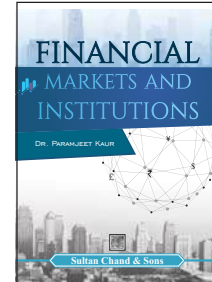
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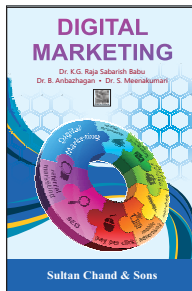
## Digital Marketing

Dr. K.G. Raja Sabarish Babu

Dr. B. Anbazhagan • Dr. S. Meenakumari

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## Question Bank Financial Management

T.V. Ambuli • S.P. Nisha Pradeepa

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Edition: 1st, 2020

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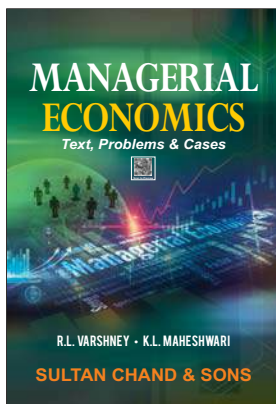
ISBN: 978- 93-5161-174-5 (TC 013)

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R.L. Varshney • K.L. Maheshwari

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*Appendices – Questions, Problems and Cases, Examination Question Papers.*

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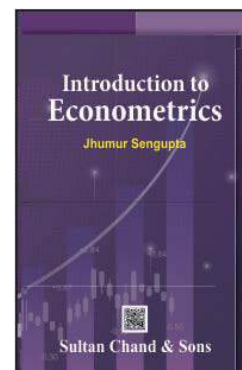
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*ISBN: 978-93-91820-31-2 (TC 1280)*

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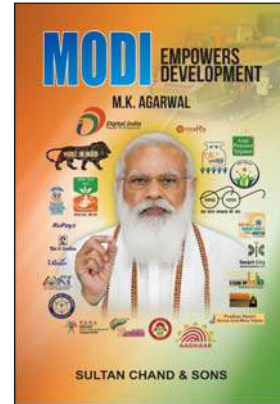
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M.K. Agarwal

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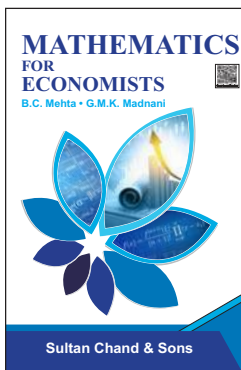
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B.C. Mehta • G.M.K. Madhani

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*Edition: 9th, 2008*

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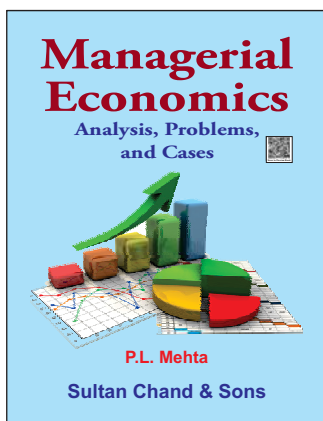
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## Managerial Economics

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*Pages:* xxiv + 820

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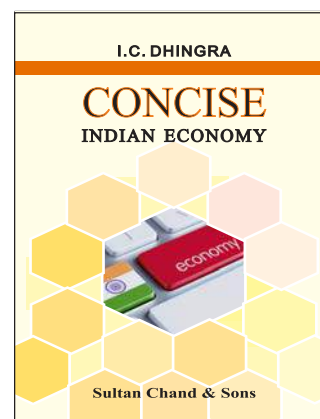
## Concise Indian Economy

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*Question Papers • Index.*



*Edition:* 1st, 2019

*Pages:* xvi + 400

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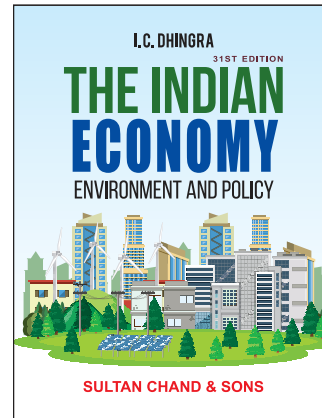
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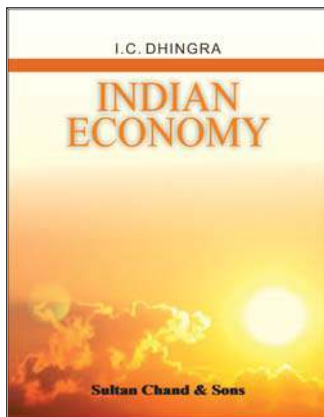
*ISBN:* 978-93-91820-19-0; (TC 379)

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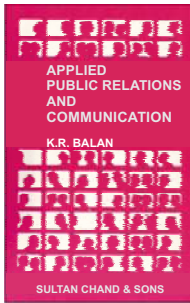
*ISBN:* 978-93-5161-145-5 (TC 1236)

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## Applied Public Relations and Communications

K.R. Balan

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*Edition:* 3rd, 1993;

*Pages:* xvi + 772;

ISBN: 978-81-8054-799-7 (TC 129);

MRP: ₹ 235.00

## Financial Services

D. Joseph Anbarasu • V.K. Boominathan • P. Manoharan • G. Gnanaraj

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*Edition:* 3rd, 2007;

*Pages:* viii + 456;

ISBN: 978-81-8054-791-1 (TC 963);

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## Economic Environment of Business

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- Part III: Data Environment of India** – Indian Macro – Economic Data.
- Part IV: Appendices** – *Appendices I – XI: Post Scripts.*

*Edition:* 13th, 2012

*Pages:* xxiv + 858

ISBN: 978-81-8054-907-6; (TC 339)

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## The Crime of Honour Killing A Critical Analysis of The Law in India

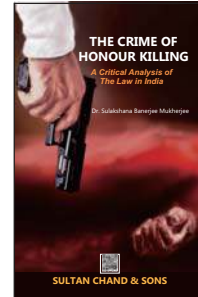
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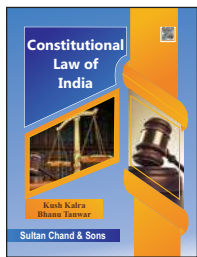
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## Constitutional Law of India

Kush Kalra • Bhanu Tanwar

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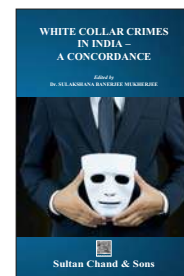
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Dr. Sulakshana Banerjee Mukherjee

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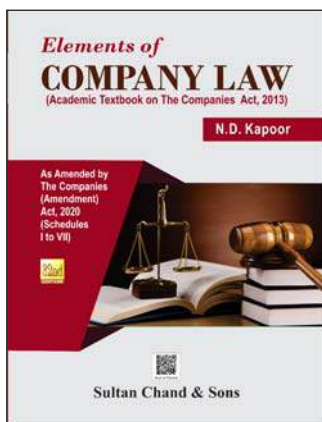
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N.D. Kapoor



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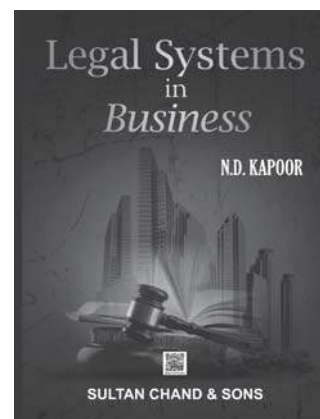
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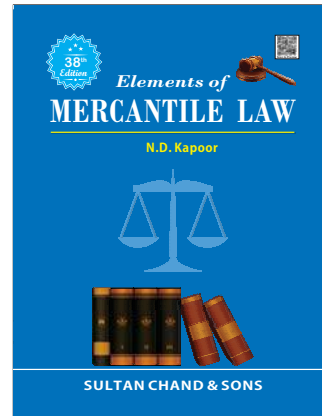
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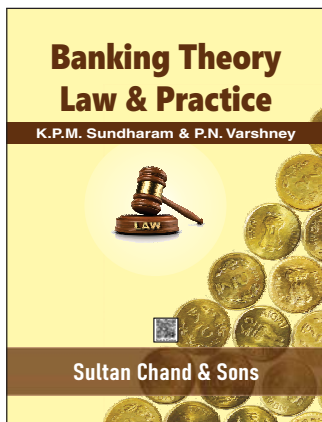
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K.P.M. Sundharam • P.N. Varshney



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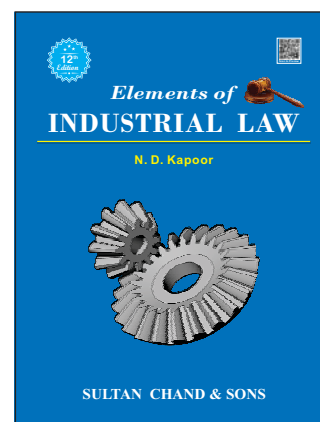
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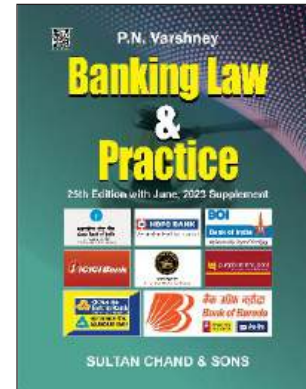
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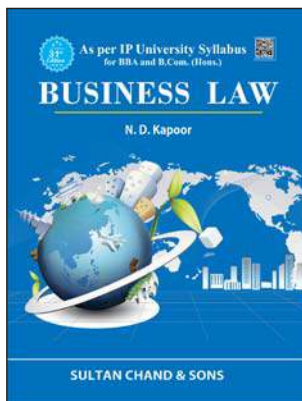
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N.D. Kapoor



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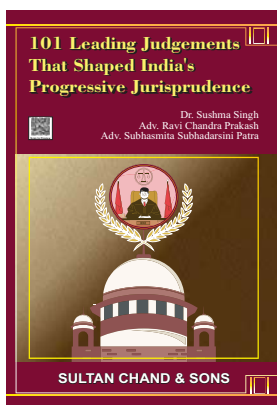
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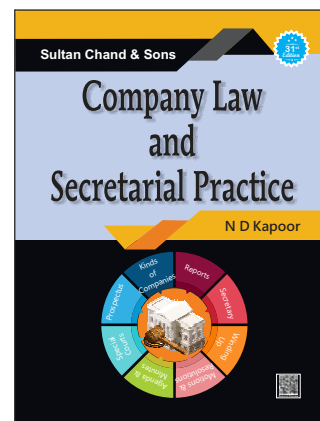
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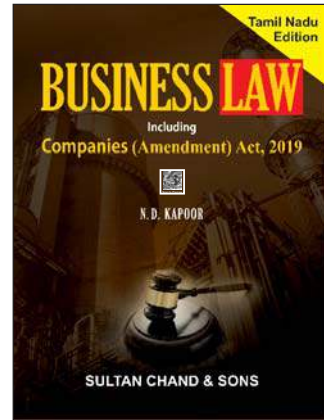
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## Industrial Relations and Labour Laws

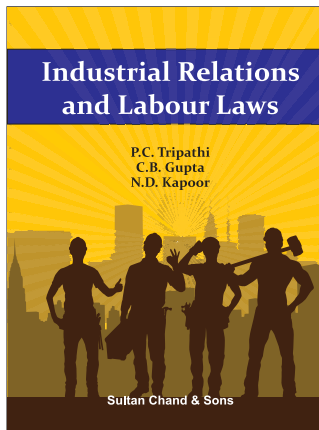
P.C. Tripathi • C.B. Gupta • N.D. Kapoor

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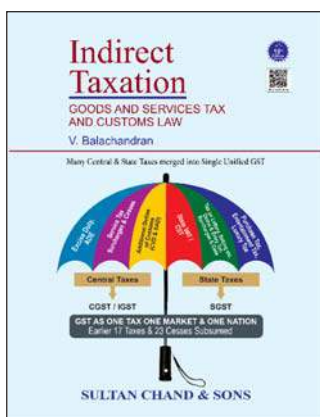
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V. Balachandran



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## Alternative Dispute Resolution

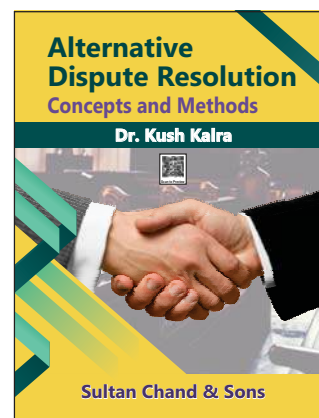
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Dr. Kush Kalra

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- Online Dispute Resolution
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- Law Commission Report on Amendment to the Arbitration and Conciliation Act, 1996.



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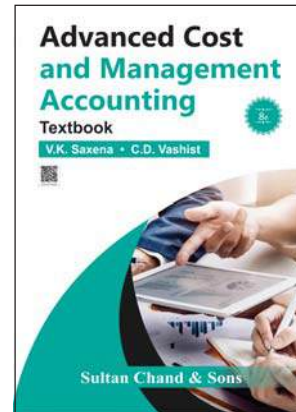
V.K. Saxena • C.D. Vashist

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## Cost and Management Accounting

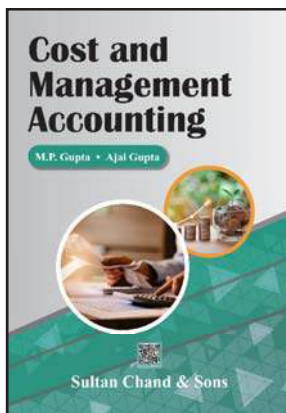
M.P. Gupta • Ajal Gupta

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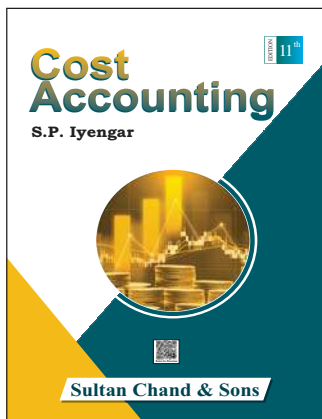
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S.P. Iyengar



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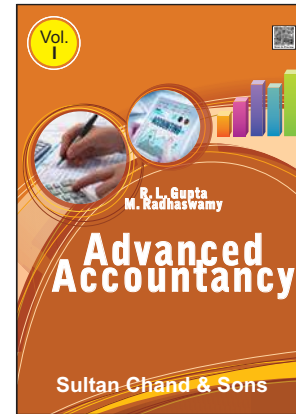
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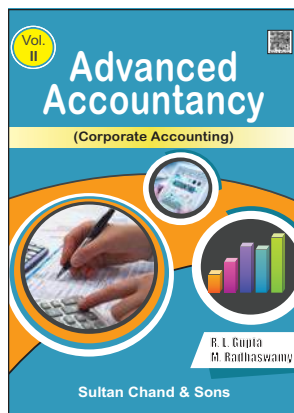
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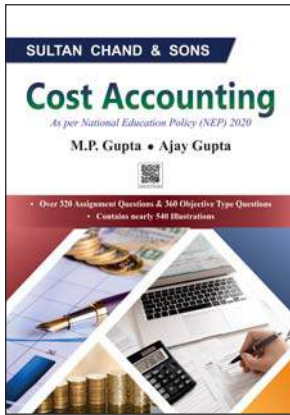
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Dr. S.N. Maheshwari

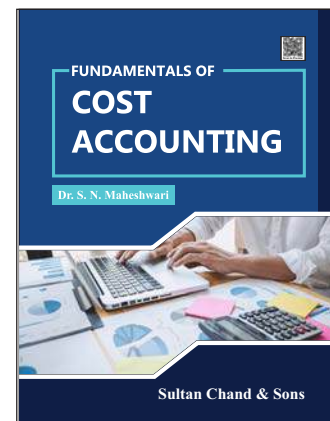
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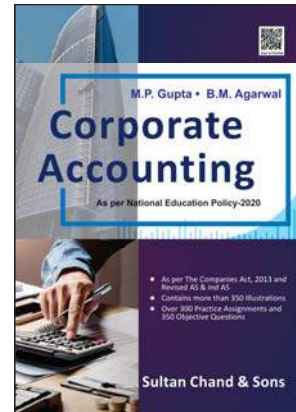
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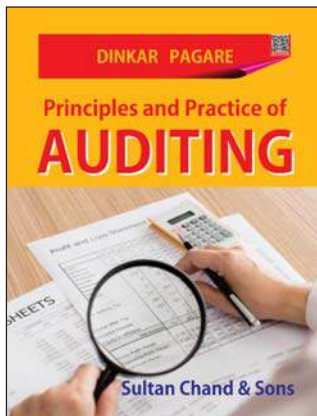
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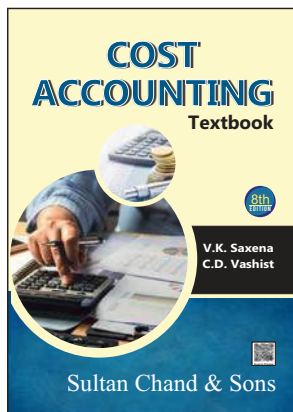
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V.K. Saxena • C.D. Vashist



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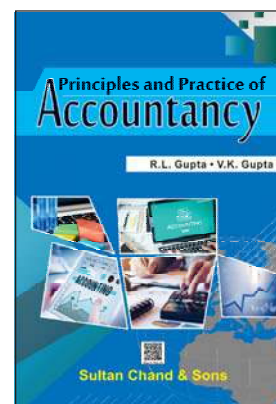
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Dr. S.N. Maheshwari

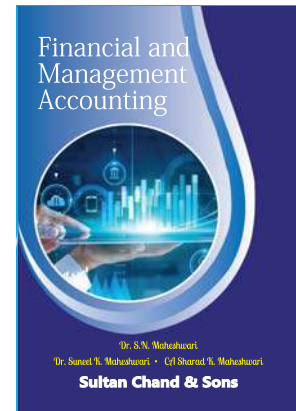
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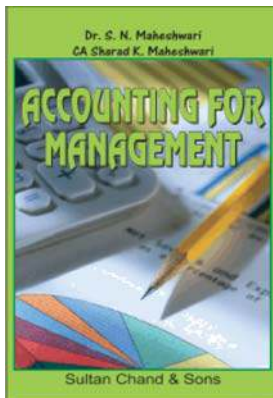
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Dr. S.N. Maheshwari • CA Sharad K. Maheshwari

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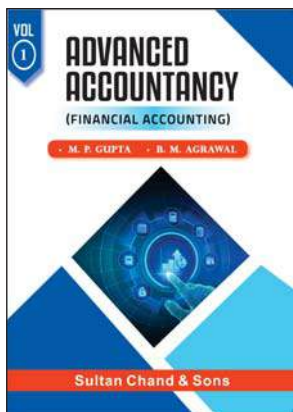
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M.P. Gupta • B.M. Agarwal

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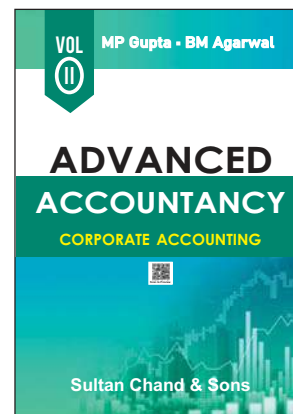
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V.K. Saxena • C.D. Vashist

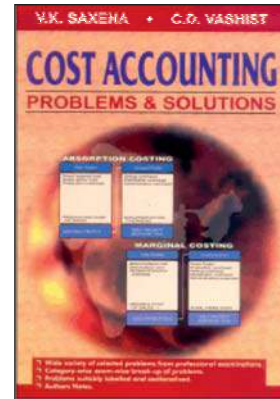
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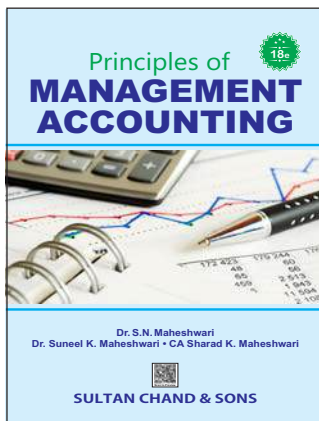
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Dr. S.N. Maheshwari  
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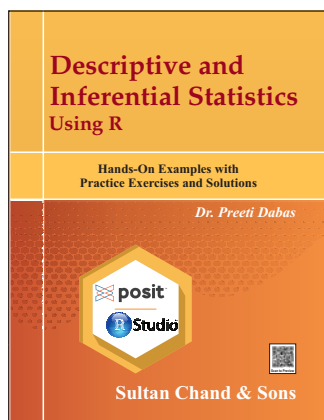
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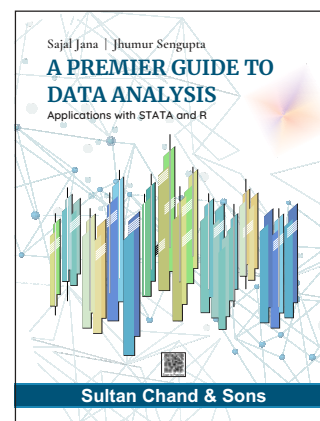
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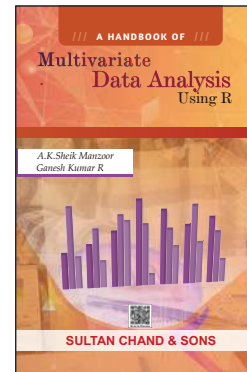
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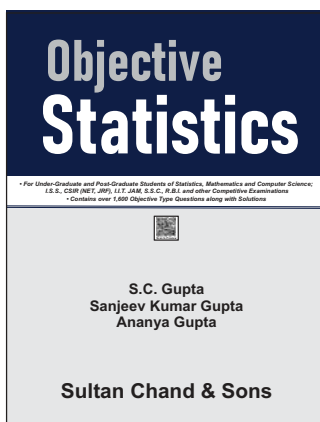
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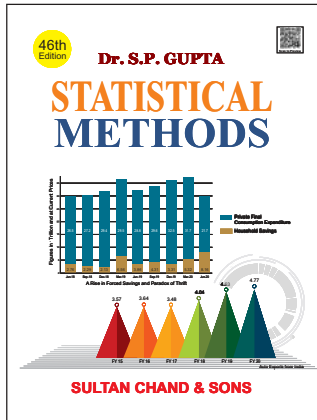
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Dr. S.P. Gupta

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**Volume I:** Statistics – What and Why • Organising A Statistical Survey • Collection of Data • Sampling and Sample Designs • Classification and Tabulation of Data • Diagrammatic and Graphic Presentation • Measures of Central Value • Measures of Dispersion • Skewness, moments & Kurtosis • Correlation Analysis • Regression Analysis • Association of Attributes • Index Numbers • Analysis of Time Series • Interpolation and Extrapolation • Vital Statistics • Statistical Fallacies.

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Edition: 46th, 2021

Pages: xxiv + 1,304

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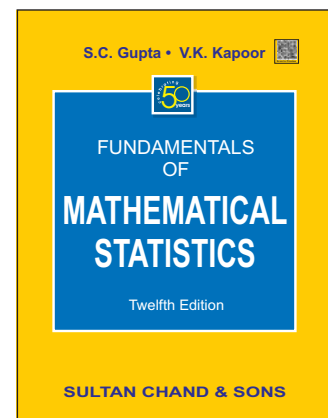
## Fundamentals of Mathematical Statistics

S.C. Gupta • V.K. Kapoor

### Contents

Introduction (Meaning and Scope) • Descriptive Measures (Measures of Central Tendency, Measures of Dispersion, Measures of Skewness, Measures of Kurtosis) • Theory of Probability – I • Theory of Probability – II • Random Variables and Distribution Functions • Mathematical Expectation • Generating Functions and Law of Large Numbers • Special Discrete Probability Distributions • Special Continuous Probability Distributions • Correlation • Curve Fitting and Regression Analysis • Multiple and Partial Correlation and Regression Analysis • Theory of Attributes • Large Sample Theory • Exact Sampling Distributions-I [Chi-square ( $c^2$ ) Distribution] • Exact Sampling Distributions-II [ $t$ ,  $F$  and  $Z$  Distributions] • Statistical Inference – I (Theory of Estimation) • Statistical Inference – II (Testing of Hypothesis and Non-Parametric methods) • Finite Differences and Numerical Analysis • Bivariate and Multivariate Normal Distributions • Some Additional Topics.

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Edition: 12th, 2020

Pages: xx + 1,322

ISBN: 978-93-5161-173-8 (TC 499)

MRP: ₹ 795.00

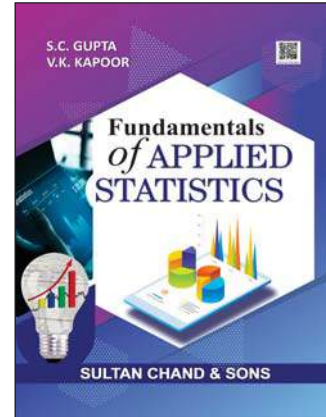


## Fundamentals of Applied Statistics

S.C. Gupta • V.K. Kapoor

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- Statistical Quality Control
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*Edition: 4th, 2007*

*Pages: xvi + 712*

ISBN: 978-81-8054-705-8 (TC 502)

MRP: ₹ 625.00

## Business Statistics

S.P. Gupta • M.P. Gupta

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*Edition: 19th, 2017*

*Pages: xxiv + 800*

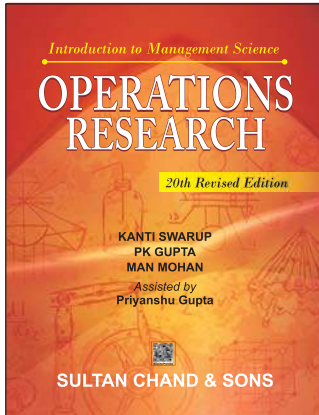
ISBN: 978-93-5161-106-6 (TC 518)

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## Introduction to Management Science

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Kanti Swarup • P.K. Gupta • Man Mohan



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Edition: 20th, 2022

Pages: xxiv + 1,160

ISBN: 978-93-5161-183-7 (TC 525)

MRP: ₹ 795.00

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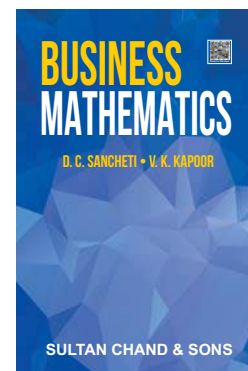
D.C. Sancheti • V.K. Kapoor

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Edition: 11th, 2011

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ISBN: 978-81-8054-538-2 (TC 552)

MRP: ₹ 595.00

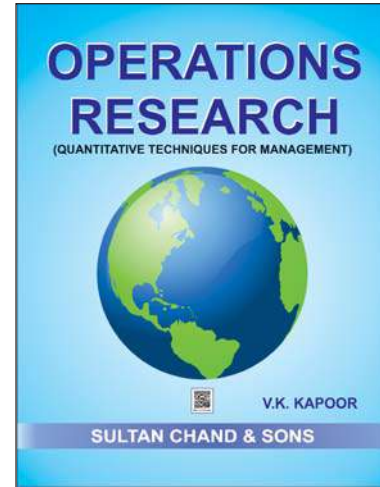
## Operations Research

(Quantitative Techniques for Management)

V.K. Kapoor

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Edition: 9th, 2014

Pages: xvi + 624

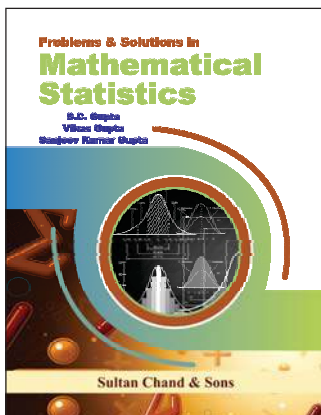
ISBN: 978-93-5161-011-3 (TC 531)

MRP: ₹ 625.00

## Problems & Solutions in Mathematical Statistics

S.C. Gupta • Vikas Gupta • Sanjeev Kumar Gupta

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Edition: 1st, 2016

Pages: viii + 640

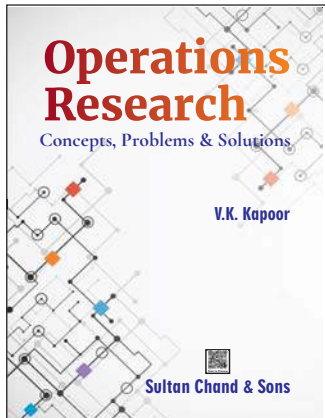
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MRP: ₹ 495.00

## Operations Research

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V.K. Kapoor



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Edition: 5th, 2011

Pages: xvi + 640

ISBN: 978-81-8054-854-3 (TC 532)

MRP: ₹ 595.00

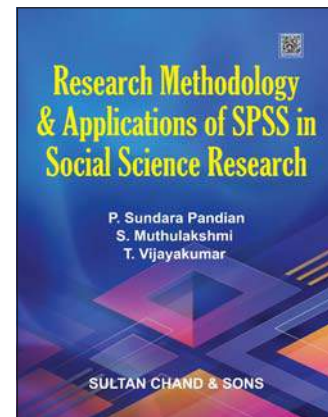
## Research Methodology & Applications of SPSS in Social Science Research

P. Sundara Pandian • S. Muthulakshmi • T. Vijayakumar

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 • Multiple Regression Analysis • Factor Analysis • Cluster Analysis  
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*Bibliography*



Edition: 1st, 2022

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ISBN: 978-93-91820-18-3 (TC 1256)

MRP: ₹ 350.00

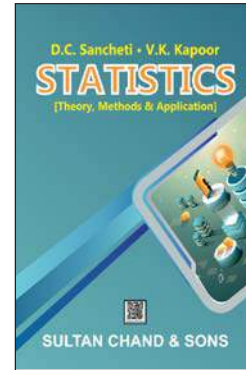
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(Theory, Methods & Application)

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Pages: xvi + 1456

ISBN: 978-81-8054-612-9 (TC 555)

MRP: ₹ 695.00

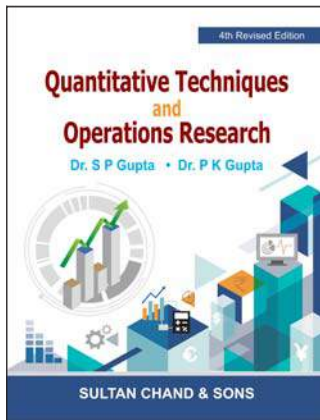
## Quantitative Techniques and Operations Research

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Edition: 4th, 2022

Pages: xx + 596

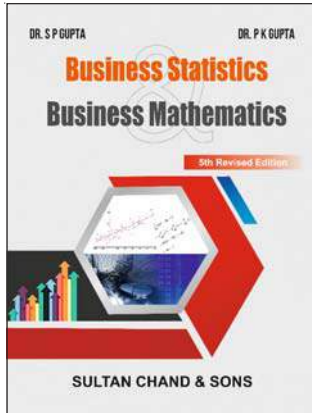
ISBN: 978-93-5161-182-0 (TC 1017)

MRP: ₹ 495.00

## Business Statistics & Business Mathematics

Dr. S.P. Gupta • Dr. P.K. Gupta

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*Edition: 5th, 2022*

*Pages: xxxii + 744*

ISBN: 978-93-5161-143-1 (TC 1131)

MRP: ₹ 650.00

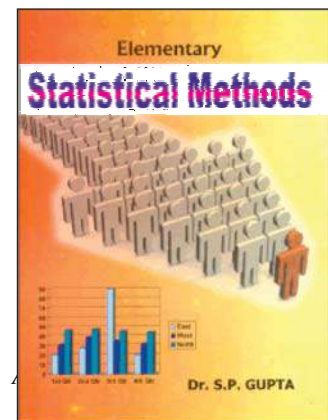
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Dr. S.P. Gupta

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*Edition: 19th, 2022*

*Pages: xxiv + 696*

ISBN: 978-81-8054-596-2 (TC 504)

MRP: ₹ 595.00

## सांख्यिकी के सिद्धान्त

डॉ. एस.पी. गुप्ता • उमा गुप्ता

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सुलतान चन्द एण्ड सन्स

Edition: 11th, 2007

Pages: viii + 1,016

ISBN: 978-81-8054-607-5 (TC 515)

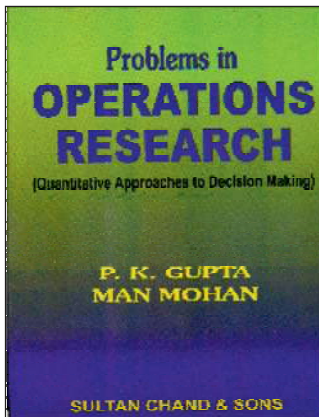
MRP: ₹ 475.00

## Problems in Operations Research

(Quantitative Approaches to Decision Making)

P.K. Gupta • Man Mohan

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Edition: 14th, 2014

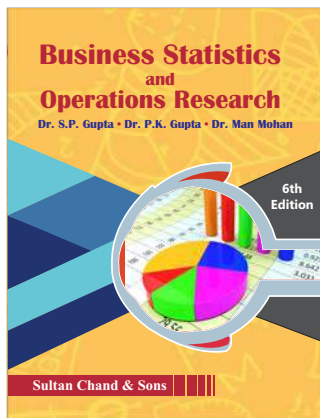
Pages: viii + 936

ISBN: 978-93-5161-007-6 (TC 495)

MRP: ₹ 550.00

## Business Statistics and Operations Research

Dr. S.P. Gupta • Dr. P.K. Gupta • Dr. Man Mohan



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ISBN: 978-93-91820-35-0 (TC 508)

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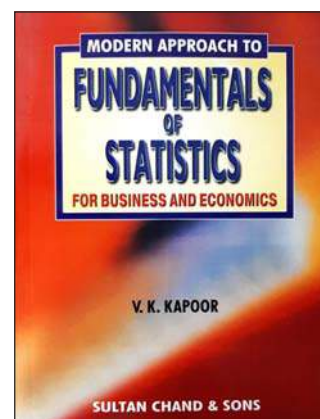
## Modern Approaches to Fundamentals of Statistics

For Business and Economics

V.K. Kapoor

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Edition: 1st, 2005

Pages: xii + 876

ISBN: 978-81-8054-797-3 (TC 1042)

MRP: ₹ 295.00

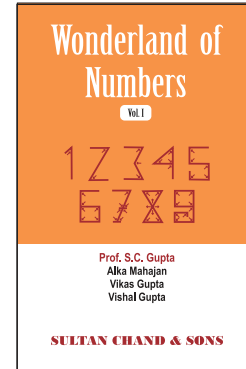


## Wonderland of Numbers – Vol. I

Prof. S.C. Gupta • Alka Mahajan • Vikas Gupta • Vishal Gupta

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- Some Interesting Numbers
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ISBN: 978-93-91820-05-3 (TC 1248)

MRP: ₹ 400.00

## Introductory Business Statistics

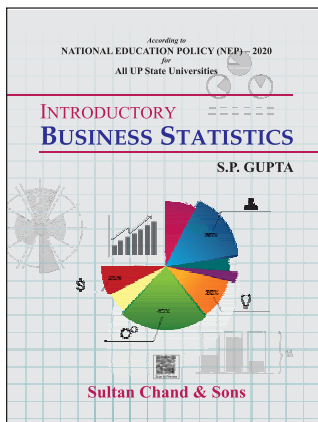
According to National Education Policy 2020

S.P. Gupta



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Edition: 1st, 2023

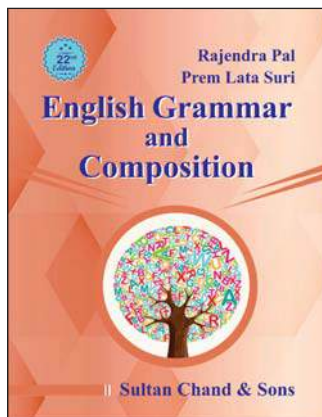
Pages: xiv + 472

ISBN: 978-93-91820-68-8 (TC 1296)

MRP: ₹ 395.00

## English Grammar and Composition

Rajendra Pal • Prem Lata Suri



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**Part III – Writing Skills** • Comprehension • Precis Writing • Letter Writing • Emails • Invitation and Replies • Notice Writing • Report Writing • Paragraph Writing • Essay Writing.

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Edition: 22nd, 2022

Pages: xii + 844

ISBN: 978-93-91820-34-3 (TC 719)

MRP: ₹ 695.00

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Rajendra Pal • J.S. Korlahalli

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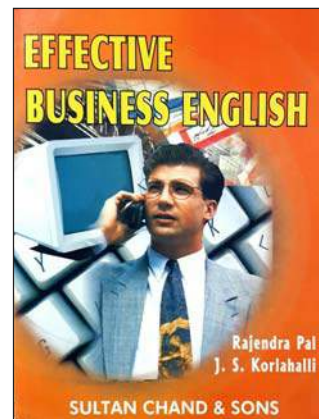
**II. Cultural Components of Communication** – Defining Culture • Cultural Variables and Intercultural Communication • Gender Sensitivity.

**III. Routine Business Correspondence** – Principles of Effective Communication • Memos, Office Orders • Circulars, Notices • Notification, Agenda, Minutes • Planning Business Messages • The Lay-Out • Sales Correspondence • Financial Correspondence • Job Application Letters and Resume's.

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Edition: 1st, 2009

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