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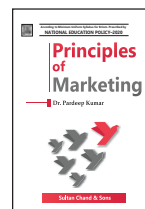
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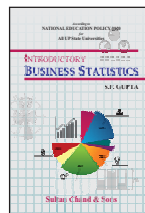
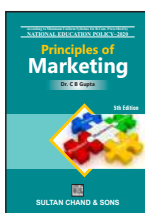
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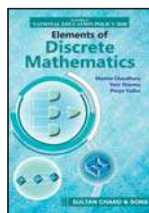
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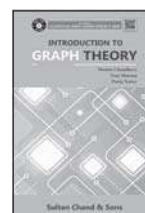
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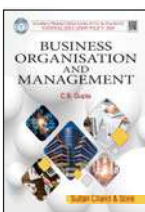
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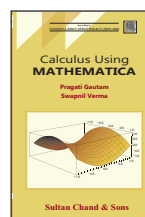
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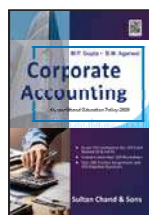
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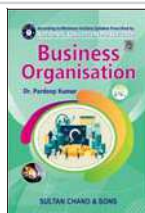
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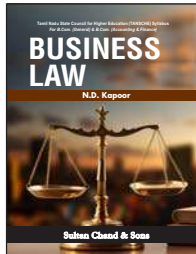
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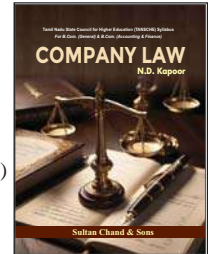
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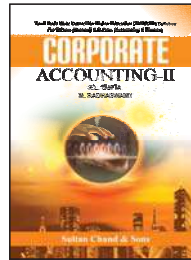
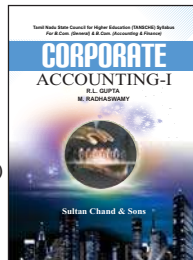
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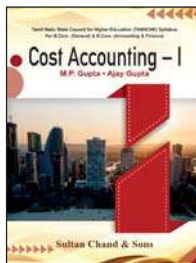
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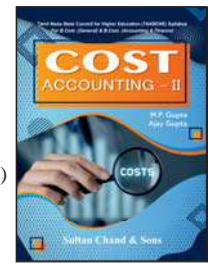
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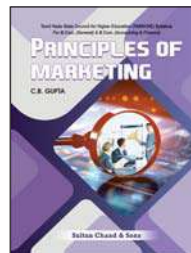
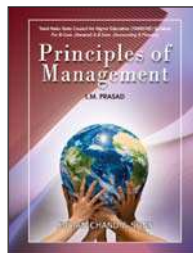
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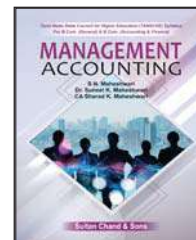
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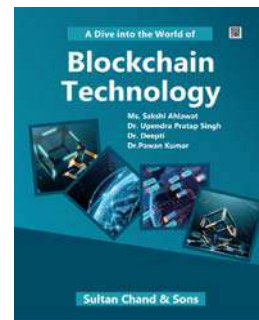
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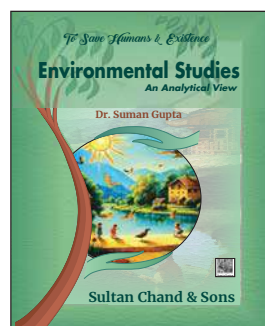


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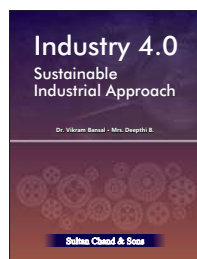
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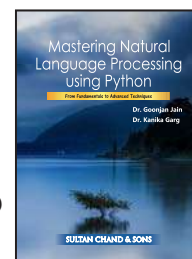
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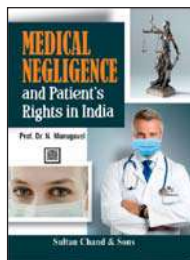
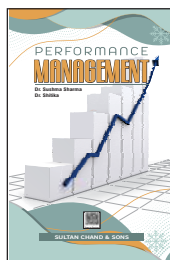
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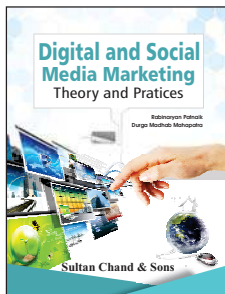
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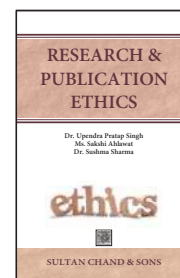
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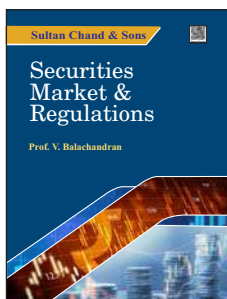
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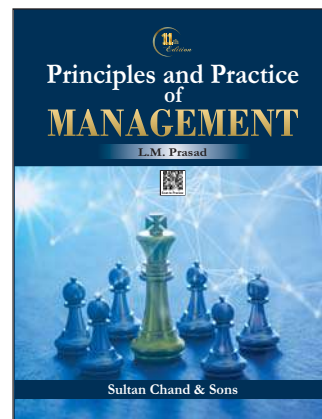
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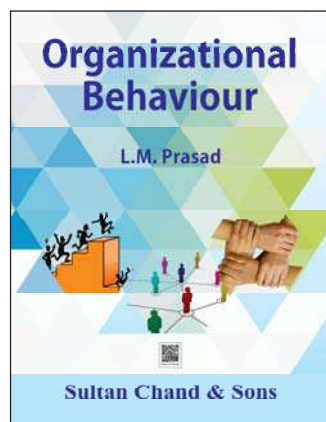
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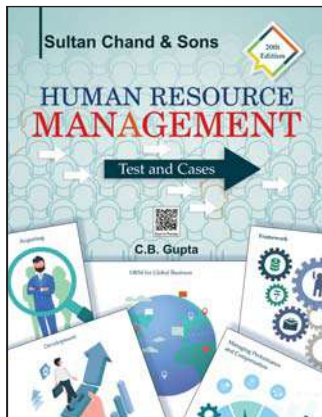
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Dr. C.B. Gupta • Dr. N.P. Srinivasan

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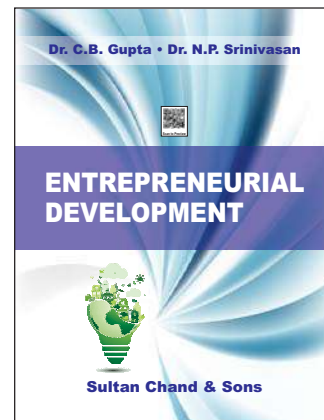
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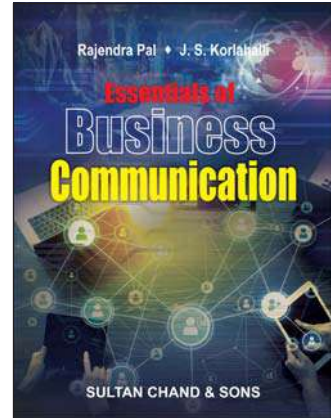
Rajendra Pal • J.S. Korlahalli

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Appendix 1

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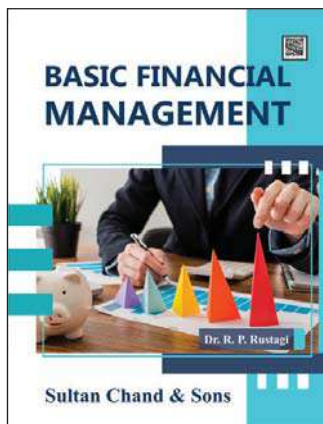
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Appendix II.



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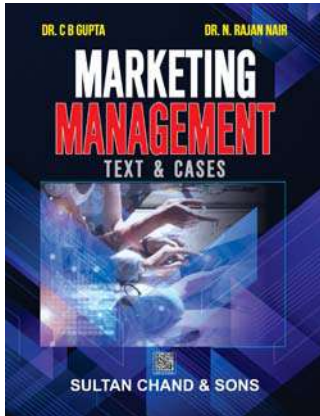
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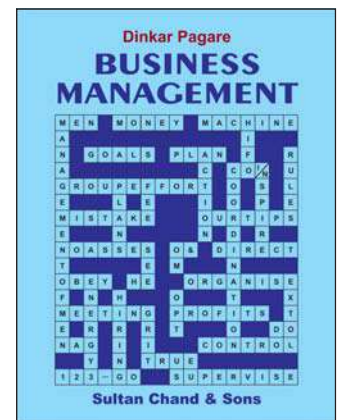
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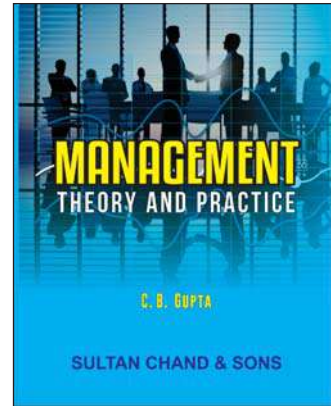
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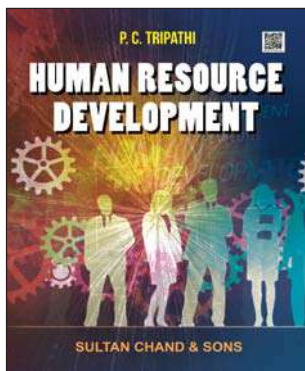
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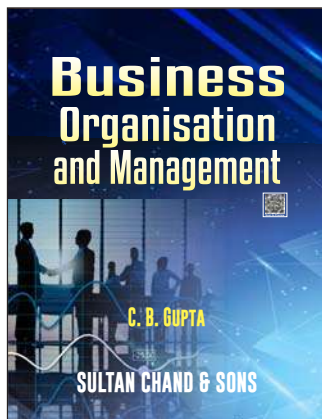
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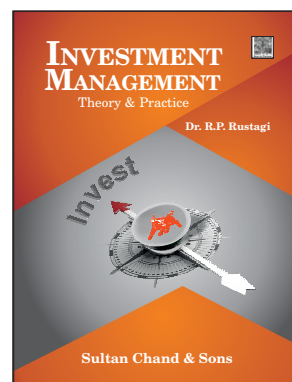
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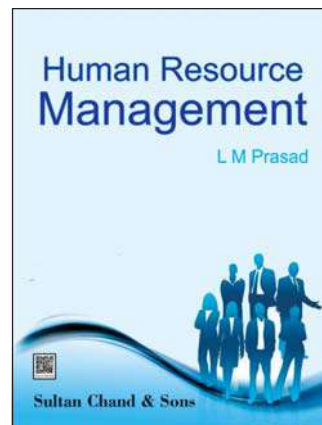
Part IV: Managing Performance and Compensation – Performance Management • Compensation Management • Incentives and Benefits.

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: ₹ 650.00

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

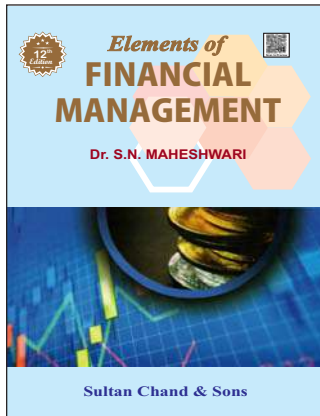
ISBN: 978-93-5161-009-0 (TC 853)

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.

Section D: Working Capital Management – Basics of Working Capital Management • Management of Cash • Management of Accounts Receivable and Payable • Management of Inventory.

Section E: Appendices – *Appendix I:* Table I – Present Value Factor of ₹ 1 • *Appendix II:* Table II – Present Value Factor of ₹ 1 Received Annually for N Years – i.e., $PVAF(r\%n)$ • *Appendix III:* Table III – Compound Value of ₹ 1 • *Appendix IV:* Table IV – The Compound Value Factor of an annuity– $CVAF(r\%n)$ of ₹ 1 • *Appendix V:* Table V – Factor for Compounded Value of an annuity i.e., $CVAF(r\%n)$.

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

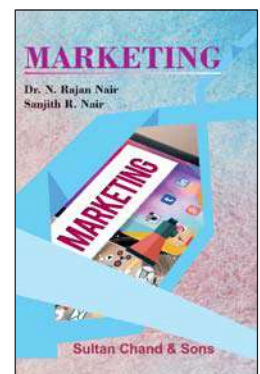
Contents

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

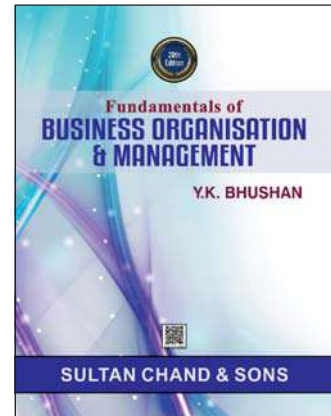
Fundamentals of Business Organisation & Management

Y.K. Bhushan

Contents

- 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 + 1,040

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

MRP: ₹ 725.00

Business Management

Dr. C.B. Gupta

Contents

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

Unit II: Planning and Decision-making – Nature and Process of Planning • Methods and Types of Plans • Forecasting and Decision-making • Management Information System.

Unit III: Organising – Nature and Process of Organising • Organisation Theory & Behaviour • Departmentation • Span of Management • Authority and Responsibility • Delegation and Decentralisation • Types of Organisation Structure • Groups in Organisation • Organisation Charts and Manuals.

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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

Contents



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

Section B: Financial Analysis – Financial Statements: Analysis and Interpretation • Ratio Analysis • Funds Flow Analysis • Cash flow Analysis.

Section C: Cost Analysis – Basic Cost Concepts • Marginal Costing and Profit Planning • Decisions Involving Alternative Choices • Budgetary Control.

Section D: Funds Management – Financial Planning: Meaning and Scope • Capital Structure • Sources of Finance • Project Management • Basics of Capital Budgeting • Risk Analysis in Capital Budgeting • Working Capital Management • Working Capital Control and Banking Policy • Cost of Capital • Leverages • Dividends, Bonus and Rights.

Section E: Miscellaneous – Valuation of Goodwill and Shares • Tax Implications and Financial Planning • Industrial Sickness • Lease Financing • Investment Portfolio Management • Corporate Restructuring: Mergers, Amalgamations and Acquisitions • Social Cost Benefit Analysis • International Financial Management • Issue and Listing of Securities • Financial Management in Public Sector Enterprises • Inflation and Financial Management.

Section F: Advanced Solved Problems.

Section G: Advanced Unsolved Problems and Appendices.

Edition: 15th, 2019

Pages: xxiv + 1,604

ISBN: 978-93-5161-142-4 (TC 178)

MRP: ₹ 750.00

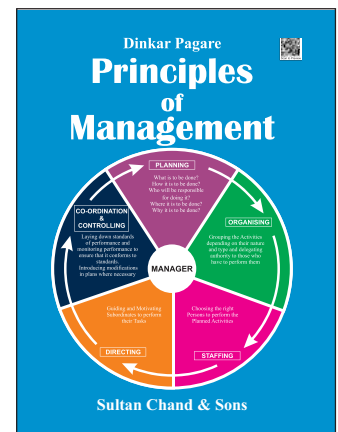
Principles of Management

Dinkar Pagare

Contents

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

Contents

Unit I: An Overview of Business Environment – Introduction to Business Environment • Environmental Analysis • Managing Diversity • Nature and Scope of Business.

Unit II: Political and Legal Environment – The Constitutional Environment • Functions and Roles of the State • Legal Environment.

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

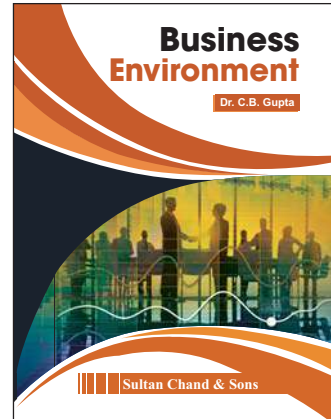
Unit IV: Economic Environment – Economic Systems • Economic Planning • Economic Parameters • Economic Policies.

Unit V: Financial Environment – Economic Systems • The Reserve Bank of India (RBI) • Commercial Banking • Financial Institutions • Stock Exchange and SEBI.

Unit VI: Natural and Technological Environment – Natural Environment • Technological Environment.

Unit VII: Global / International Environment – Globalisation • Foreign Direct Investment • Multinational Corporations • India, WTO and Trading Blocks.

Unit VIII: Industrial and Labour Environment – Public Enterprises and Privatisation • Small Scale and Cottage Industries • Industrial Sickness • Industrial Labour in India.



Edition: 12th, 2022

Pages: xxxii + 776

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

MRP: ₹ 650.00

Strategic Management

L.M. Prasad

Contents

Part I: Conceptual Framework of Strategic Management – Introduction to Strategic Management • Strategic Management Process.

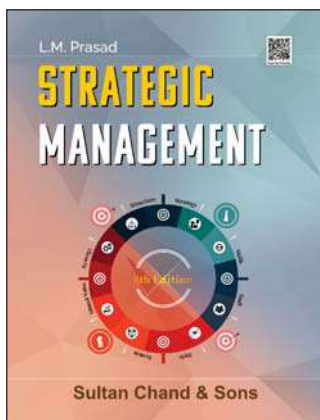
Part II: Strategic Intent and Strategy Formulation – Strategic Intent • Environmental Analysis • Organizational Analysis • Corporate Strategies: Stability, Expansion, Retrenchment • Corporate Strategies: Internationalization and Digitalization • Business Strategies • Choice of Strategy.

Part III: Strategy Implementation – Activating Strategy • Structural Implementation • Behavioural Implementation • Functional Implementation.

Part IV: Strategic Control – Strategic Control • Corporate Social Responsibility and Business Ethics • Corporate Governance • The Role of Artificial Intelligence in Strategic Management.

Part V: Case Studies – Case Studies.

Glossary • Name Index • Organization Index • Subject Index.



Edition: 8th, 2024

Pages: xxiv + 560

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

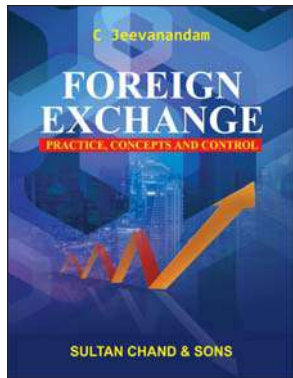
MRP: ₹ 500.00

Foreign Exchange

Practice, Concepts and Control

C. Jeevanandam

Contents



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

Section B: Foreign Exchange Markets and Deals – Foreign Exchange Market • Forward Exchange Deals • Merchant Rates – Ready • Merchant Rates – Forward • Merchant Rates – Cross Currency • Execution of Forward Contract • Exchange Management by Banks.

Section C: Derivatives and Risk Management – Currency Derivatives • Currency Futures • Currency Options • Corporate Policy on Exposure and Risk • Transaction Exposure • Accounting Foreign Currency Transactions • Translation Exposure • Economic Exposure • Interest Rate Risk • Financial Swaps.

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.

Section F: International Financial Management – Spectrum of International Financial Management • Country Risk Analysis • Foreign Direct Investment • International Portfolio Investment • International Capital Budgeting • Capital Structure and Cost of Capital • Working Capital Management • Funds Positioning and Tax Management.

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

Contents

Unit I: Introduction to Marketing – Nature, Importance and Scope of Marketing • Evolution of Marketing Philosophies • Service Marketing • Marketing Mix • Marketing Environment.

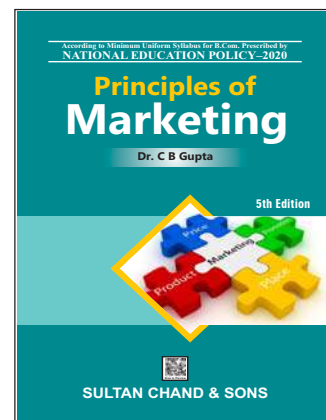
Unit II: Consumer Behaviour and Market Selection – Consumer Behaviour • Market Selection: Market Segmentation, Targeting and Product Positioning

Unit III: Product Decisions & New Product Development – Product Decisions • Branding, Packaging, Labelling and Product Support Service • New Product Development and Product Life Cycle.

Unit IV: Pricing Decisions and Distribution Decisions – Pricing Decision • Distribution Decisions • Wholesaling and Retailing • Logistics Decisions.

Unit V: Promotion Decisions & Developments in Marketing – Promotion Decisions and Integrated Marketing Communication • Advertising and Personal Selling • Sales Promotion, Public Relations, Publicity and Direct Marketing • Sustainable Marketing and Relationship Marketing • Rural Marketing • Social Marketing and Digital Marketing.

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

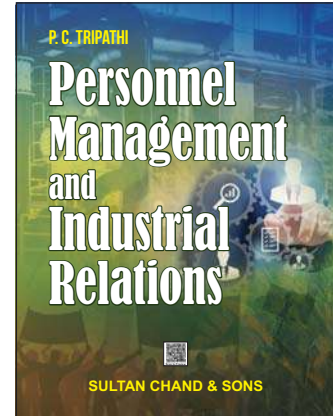
Personnel Management and Industrial Relations

P.C. Tripathi

Contents

- Introduction
- Future Personnel Manager
- Planning the Personnel Function
- Organising the Personnel Function
- Leadership
- Motivation
- Job Satisfaction and Morale
- Employee Communication
- Control and Audit
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- Performance Management
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- Change, Absenteeism & Turnover
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Test Yourself
(Objective Type Questions)
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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.

Section B: Foreign Exchange Markets and Deals – Foreign Exchange Market • Forward Exchange Deals • Merchant Rates – Ready • Merchant Rates – Forward • Merchant Rates – Cross Currency • Execution of Forward Contract • Exchange Management by Banks.

Section C: Derivatives and Risk Management – Currency Derivatives • Currency Futures • Currency Options • Corporate Policy on Exposure and Risk • Transaction Exposure • Accounting Foreign Currency Transactions • Translation Exposure • Economic Exposure • Interest Rate Risk • Financial Swaps.

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

Contents

Part I: Conceptual Framework for Management Information Systems – An Overview of Management Information Systems • Information and System Concepts • Organisation and Information Systems.

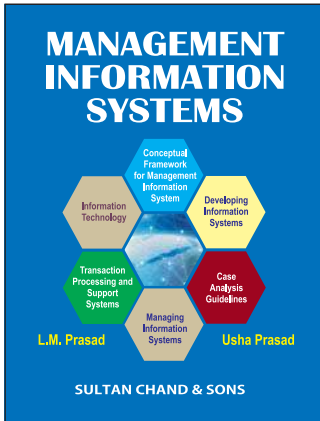
Part II: Information Technology – Nature and Implications of Information Technology • Computer Hardware • Computer Software • Database Management Systems • Communication Technology • Applications of Information Technology.

Part III: Developing Information Systems – Planning for Information Systems • Approaches for System Development • System Analysis and Design • System Implementation and Maintenance • System Acquisition and Testing.

Part IV: Transaction Processing and Support Systems – Transaction Processing Systems • Decision Support Systems • Executive Information Systems • Artificial Intelligence and Expert Systems • Functional Information Systems • Integrated Information Systems.

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

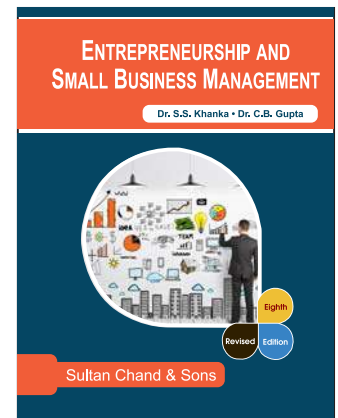
Dr. S.S. Khanka • Dr. C.B. Gupta

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Part I: Entrepreneur and Entrepreneurship • Women Entrepreneurship • Tourism Entrepreneurship • Rural Entrepreneurship • Social Entrepreneurship • Entrepreneurship Development Programmes (EDPs) • Entrepreneurial Motivation.

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Part III: Business Incubators, Accelerators and Angel Investors • Forms of Ownership • Financing of Small Business • Lease Financing and Hire-Purchase • Management Process in Small Business • Working Capital Management • Purchasing and Inventory Management • Production and Operations Management • Issues in Small Business Marketing • Human Resource Management (HRM) • Profit Planning and Budgeting • Accounting for Small Business • Growth Strategies for Small Business Enterprises • Office Organization for Micro and Small Enterprises • Institutional Assistance to Small Enterprises • Policy Support to Micro and Small Enterprises • Legal Framework for Small Business.



Edition: 8th, 2022

Pages: xxiv + 424

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

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Materials Management

M.M. Varma

Contents

Section One: Introduction – Materials Management • Integrated Materials Management • Organisation for Materials Management • Problems in Materials Management.

Section Two: Management of Materials – Materials Planning and Budgeting • Materials Identification, Codification and Standardisation • Combined Alphabetical and Numerical System • Inventory Control • Materials Management in India • Evaluation of Materials Management.

Section Three: Storekeeping and Materials Handling – Storekeeping • The Storekeeper • Storehouse • Materials Handling Equipments • Materials Handling • Receipt of Materials • Inspection, Preservation and Issue of Materials • Stores Day Sheet • Stores Accounting and Audit • Information System for Inventory • Management of Obsolete, Surplus and Scraps • Transport and Traffic Management.

Section Four: Purchasing – Purchasing Organisation • Purchasing Principles, Procedure and Systems • Make or Buy • Purchasing and Corporate Planning • Buyer-Seller Relations • Ethics of Buying and Selling • Legal Aspect of Purchasing • Purchasing Research and Value Analysis • Quality Control • Negotiation • Buyer's Place in Today's Industrial Purchasing • Import Substitution • Import Purchasing • Work, Motion, Time Studies and Quality Control • Management of Project Inventory. *Appendix.*



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

Contents

Unit I: Introduction – Concept and Nature of Management • Process and Significance of Management • Roles and Areas of Management & Coordination • Development of Management Thought.

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Unit III: Organising and Staffing – Nature and Process of Organising • Authority and Responsibility Relationships • Delegation and Decentralisation • Departmentation • Formal and Informal Organisations • Span of Control • Types of Organisation • Concept, nature and Importance of Staffing.

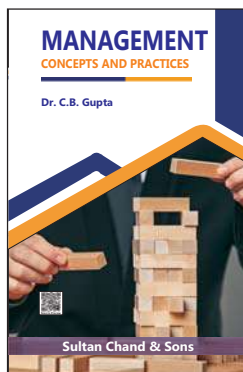
Unit IV: Motivating and People – Concept and Nature of Directing • Motivation and Morale • Leadership • Communication.

Unit V: Managerial Control – Concept and Process of Control • Techniques of Managerial Control.

Unit VI: Objective Type Questions.

Unit VII: Case Studies.

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



Edition: 14th, 2014

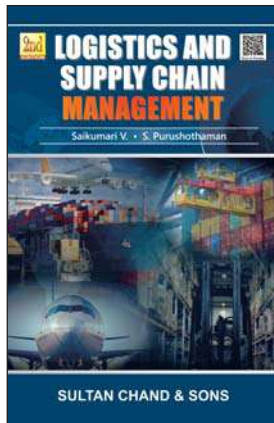
Pages: xvi + 480

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

MRP: ₹ 350.00

Logistics and Supply Chain Management

Saikumari V. • S. Purushothaman



Contents

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

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Crossword

University Question Papers.

Edition: 2nd, 2023

Pages: xl + 256

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

MRP: ₹ 325.00

An Indian Perspective Consumer Behaviour

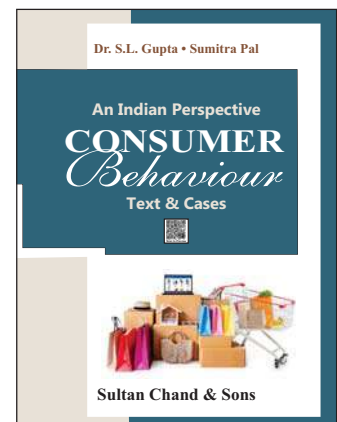
Text & Cases

Dr. S.L. Gupta • Sumitra Pal

Contents

- Understanding Consumer Behaviour
- Consumer Research
- Market Segmentation
- Consumer Needs and Motivation
- Consumer Personality
- Consumer Perception
- The Process of Learning and Memory
- Nature of Consumer Attitudes
- Models of Consumer Behaviour
- Group Dynamics and Consumer Reference Groups
- Communication, Advertising and Consumer Buying Behaviour
- The Family and Life Style Marketing
- Social Class and Consumer Behaviour
- Culture, Sub-Culture and Cross Culture
- The Process of Innovations and Diffusion of Innovation
- Consumer Behaviour as a Decision Process
- Maintaining Consumer Satisfaction
- Consumerism and Public Policy Issues
- Organisational Buyer Behaviour.

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

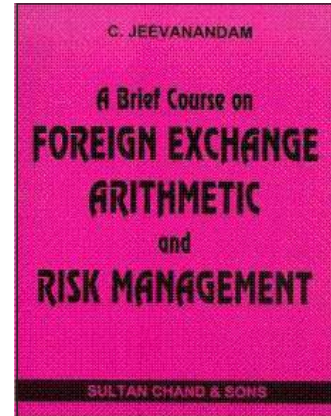
C. Jeevanandam

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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

Contents

Unit 1: Introduction to Risk – Risk • Risk Management • Identification, Measurement and Control of Risk.

Unit 2: Introduction of Insurance – Indian Insurance Industry • Concept and Nature of Insurance • Classification of Insurance • Insurance Contract.

Unit 3: Life Insurance – Introduction to Life Insurance • Risk Classification and Life Insurance • Life Insurance Policy Conditions • Life Insurance, Tax Laws and Stamp Duties • Life Insurance Products • Insurance Organisations • Group, Health, Social Insurance and Reinsurance • Settlement of Life Insurance Claims and Underwriting.

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• Underwriting Practices • Claims Settlement.

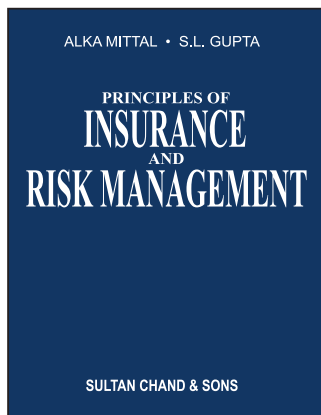
Unit 5: Principles of Actuarial Science – Theory of Probability • Mortality Tables • Mortality Table Construction • Mortality Table Indices • Life Insurance Premium • Premium Valuation • Asset and Liability Management • Marketing of Insurance Services • *Question Papers* • *Syllabus* • *Index*.

Edition: 3rd, 2013

Pages: xx + 816

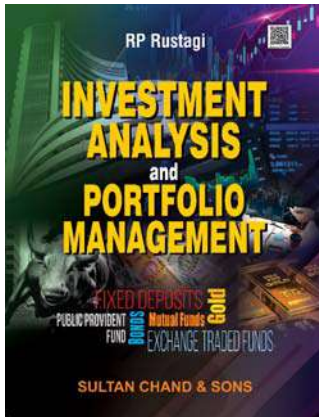
ISBN: 978-81-8054-875-8 (TC 1066)

MRP: ₹ 350.00



Investment Analysis and Portfolio Management

R.P. Rustagi



Contents

Part I: Investment Environment – Understanding Investment • Financial Markets, Participants and Instruments.

Part II: Indian Capital Market – Securities Market in India: Structure and Trading • Mutual Funds.

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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

Unit I: Introduction to Financial Planning – Financial Planning • Time Value of Money • Savings, Spending and Financial Discipline.

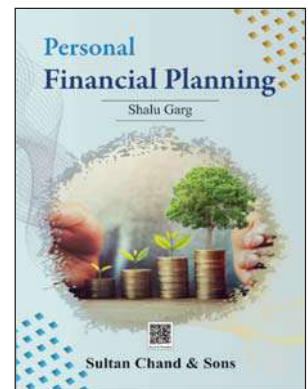
Unit II: Investment Planning – Investment, Risk & Return and Portfolio • Bond, Real Estate and Investment in Projects • Financial Derivatives and Mutual Funds.

Unit III: Personal Tax Planning – Tax Structure in India • Exemptions and Deductions.

Unit IV: Insurance Planning – Life and Health Insurance • Property Insurance, Credit Life Insurance and Professional Liability Insurance.

Unit V: Retirement Benefits Planning – Retirement Planning and Pension Plans • Reverse Mortgage and Estate Planning.

Practical Exercises Guide



Edition: 1st, 2024

Pages: xvi + 256

ISBN: 978-93-91820-90-9 (TC 1312)

MRP: ₹ 265.00

Creativity and Innovation in Entrepreneurship

S.S. Khanka

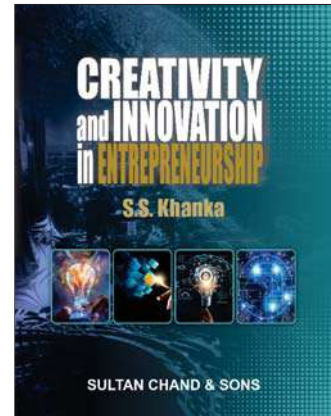
Contents

Section I: *Entrepreneurship* – Entrepreneur • Entrepreneurship • Entrepreneurship Development Programmes (EDPs).

Section II: *Creativity* – Introduction to Creativity • Creative Tools and Techniques • Entrepreneurial Creativity.

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

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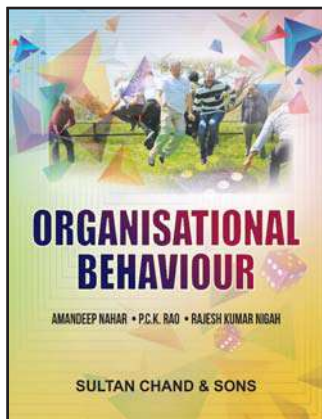
Unit IV – Power Politics • Organisation Change • Organisation Development.

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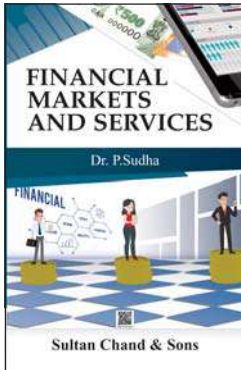
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Dr. D.D. Sharma

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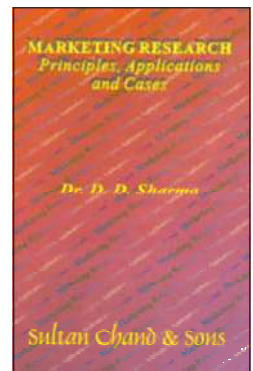
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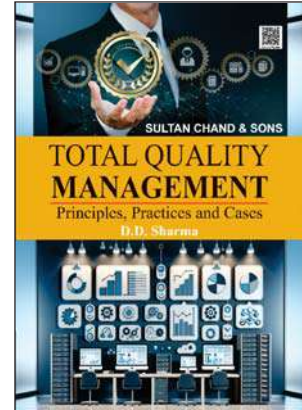
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 • Six Sigma • ISO 9000 : 2000 • Environment Management Systems : ISO 14000.

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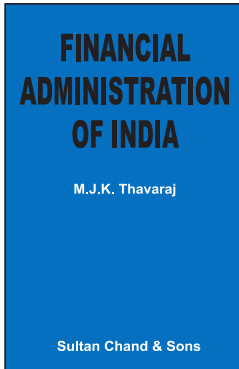
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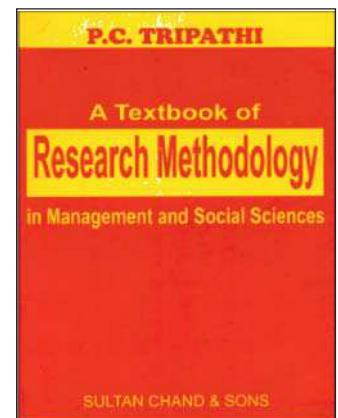
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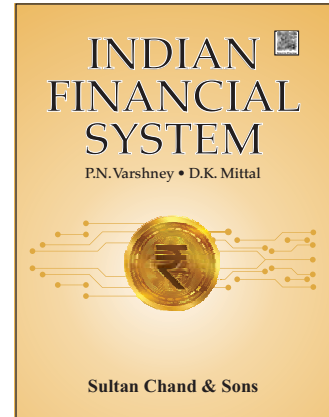
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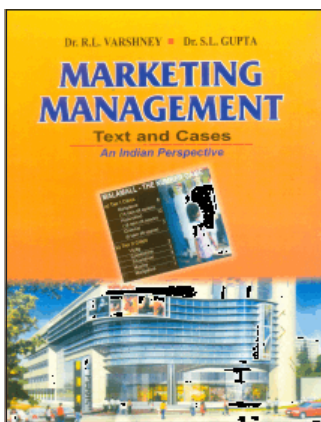
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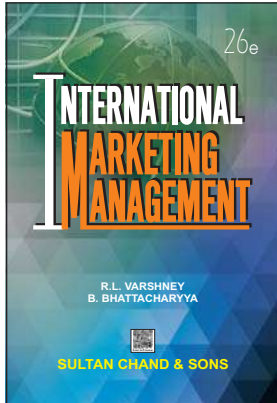
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Part IV – Issues Relating to Globalisation

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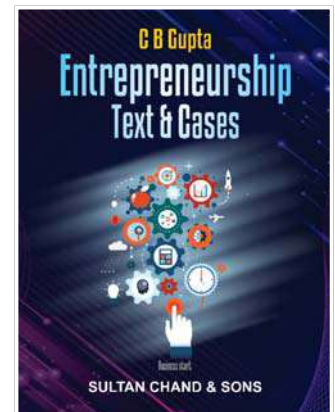
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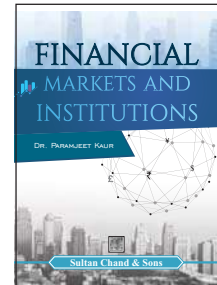
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References



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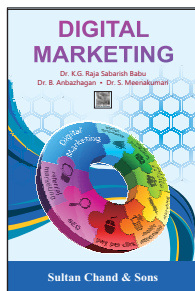
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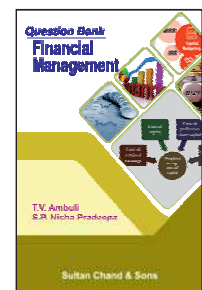
Unit II – Investment Decisions

Unit III – Financing and Dividend Decisions

Unit IV – Working Capital Management

Unit V – Financial Markets

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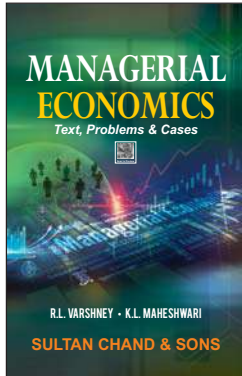
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R.L. Varshney • K.L. Maheshwari



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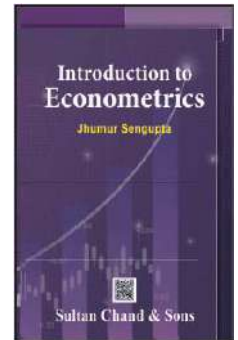
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- Statistical Inference in Linear Regression Model
- Data Problems & Violations of Classical Assumptions
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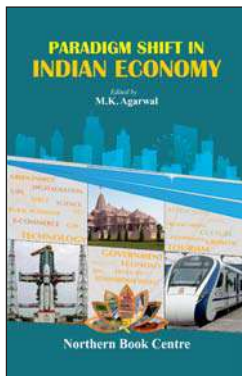
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- Infrastructure, Growth and Poverty: A Study of Indian States
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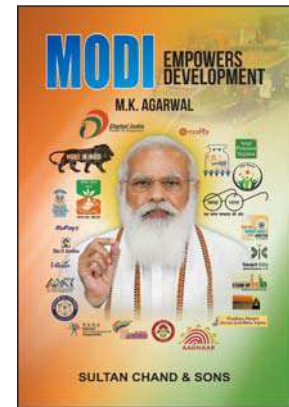
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M.K. Agarwal

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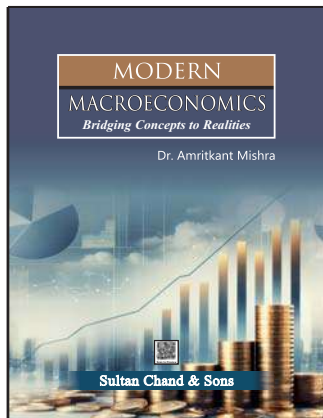
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Bridging Concepts to Realities

Dr. Amritkant Mishra

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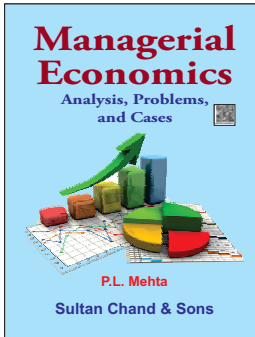
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Managerial Economics: Analysis, Problems, and Cases

P.L. Mehta



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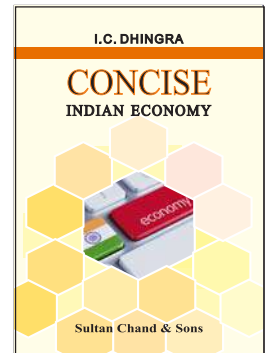
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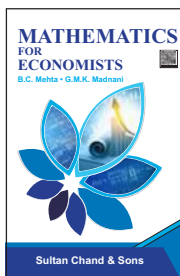
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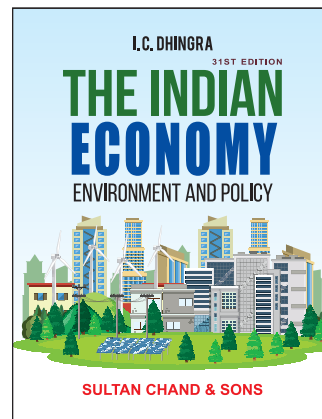
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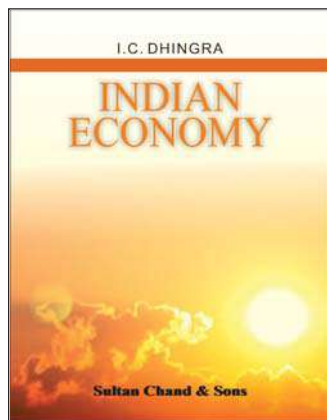
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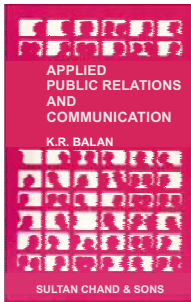


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K.R. Balan

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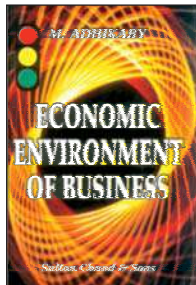
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M. Adhikary

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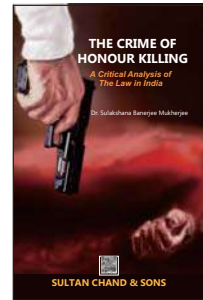
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A Critical Analysis of The Law in India

Dr. Sulakshana Banerjee Mukherjee



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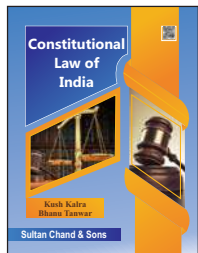
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Dr. Sulakshana Banerjee Mukherjee

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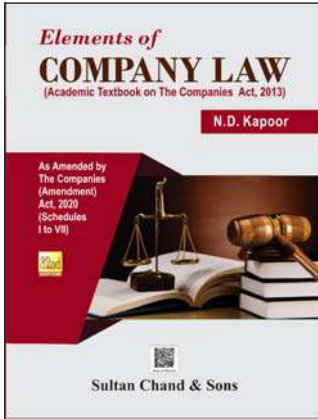
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N.D. Kapoor

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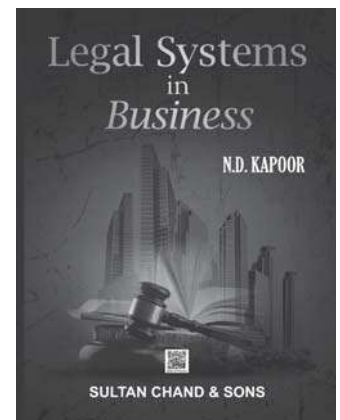
N.D. Kapoor

Contents

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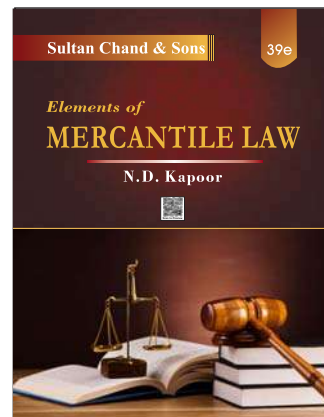
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Part Four: *Standing Order* – The Industrial Employment (Standing Orders) Act, 1946

Part Five: *Workers' Organisations* – The Trade Unions Act, 1926

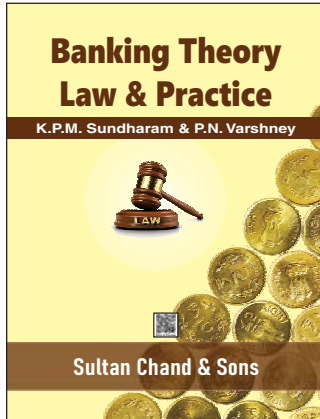
Part Six: *Bonus* – The Payment of Bonus Act, 1965

Part Seven: *Miscellaneous* – The Apprentices Act, 1961 • The Employment Exchanges (Compulsory Notification of Vacancies) Act, 1959 • The Collection of Statistics Act, 2008.



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K.P.M. Sundharam • P.N. Varshney



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Charge • Secured Advances – Types of Securities • Purchase and Discounting of Bills • Ancillary Services of a Banker • Customers' Grievances and Redressal.

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N.D. Kapoor

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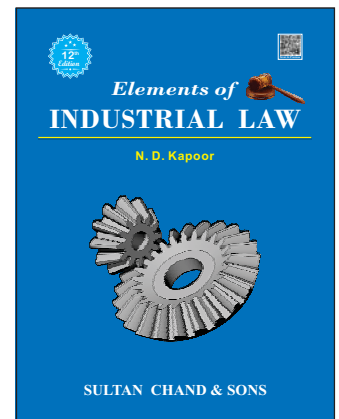
University Question Papers.

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Banking Law & Practice

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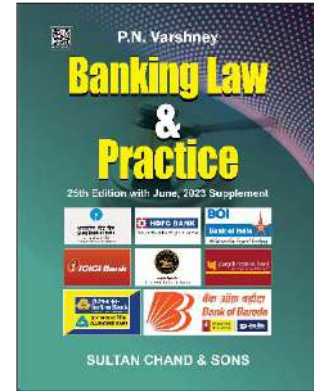
Part I: Banking System in India – Financial Institutions in India: An Overview
• Reserve Bank of India.

Part II: Banker and Customer – Relationship between Banker and Customer
• Customers Accounts with the Banker • Special Types of Banker’s Customers.

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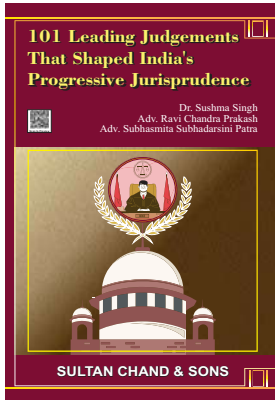
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Dr. Sushma Singh • Adv. Ravi Chandra Prakash
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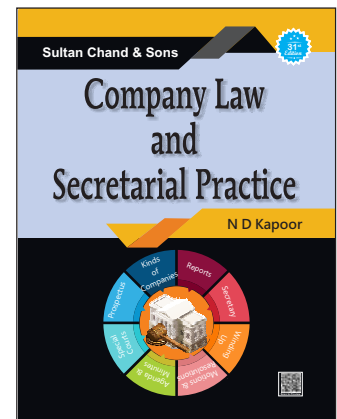
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N.D. Kapoor

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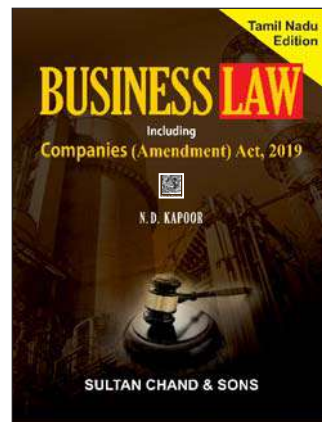
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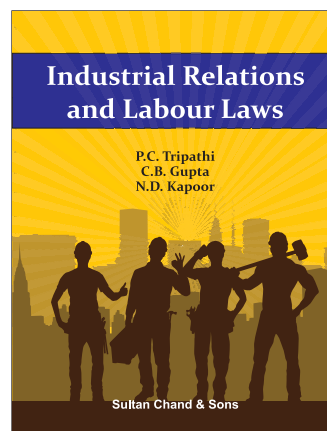
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Industrial Relations and Labour Laws

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



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University Question Papers.

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Goods and Services Tax and Customs Law V. Balachandran

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Section E: Quiz and Practical Questions with Key – QUIZ on GST and Customs Law • Practical Problems & Key Under Customs Law • Problems and Key Under GST Law.

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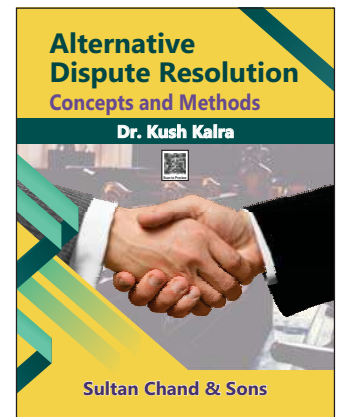
Alternative Dispute Resolution

Concepts and Methods

Dr. Kush Kalra

Contents

- Introduction
- Arbitration
- Conciliation
- Mediation
- Negotiation
- Landmark Cases on ADR
- Online Dispute Resolution
- Law Commission Report on Need For Justice-Dispensation Through ADR Etc.
- Law Commission Report on Amendment of Section 89 of The Code of Civil Procedure, 1980 and Allied Provisions
- Law Commission Report on Amendment to the Arbitration and Conciliation Act, 1996.



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Pages: xii + 196

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Advanced Cost and Management Accounting

Textbook

V.K. Saxena • C.D. Vashist

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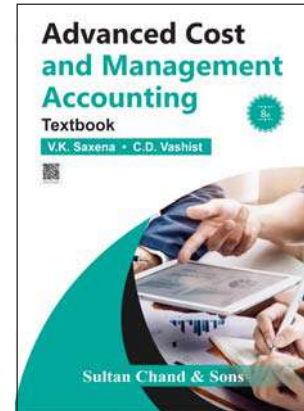
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Cost and Management Accounting

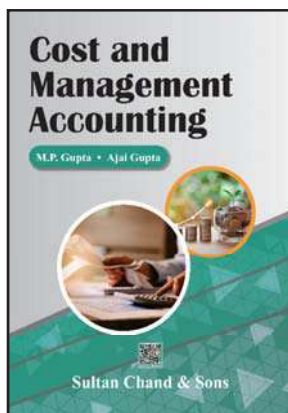
M.P. Gupta • Ajai Gupta

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Appendix-1 Cost Accounting Standards (CMA).

Appendix-2 Developments in Cost and Management Accounting.



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Cost Accounting

S.P. Iyengar

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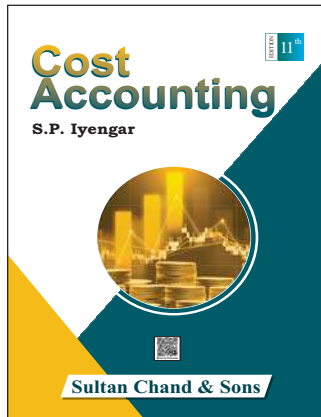
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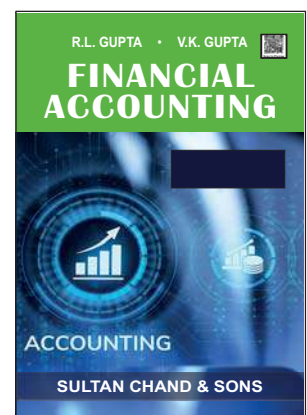
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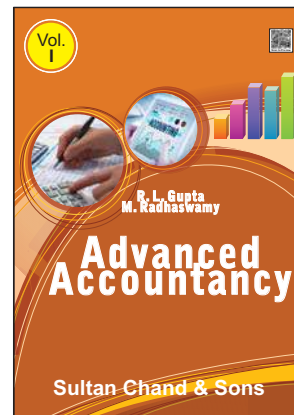
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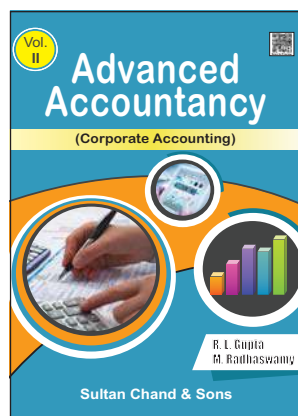
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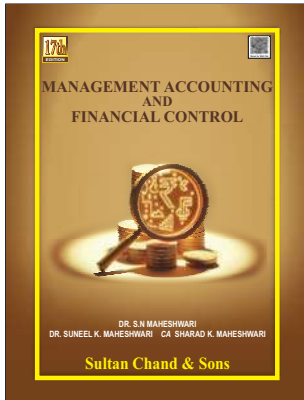
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Dr. S.N. Maheshwari
 Dr. Suneel K. Maheshwari • CA Sharad K. Maheshwari



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Dr. S.N. Maheshwari

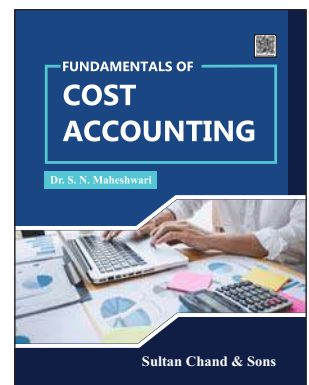
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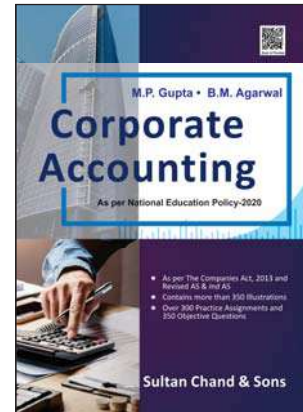
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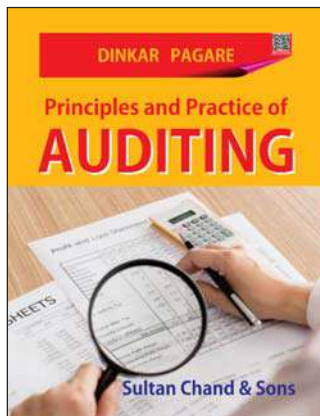
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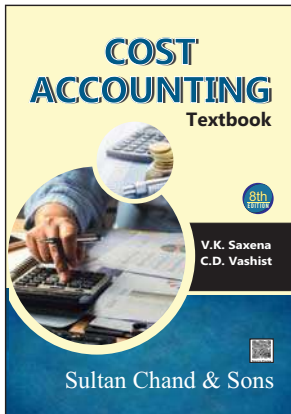
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V.K. Saxena • C.D. Vashist

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R.L. Gupta • V.K. Gupta

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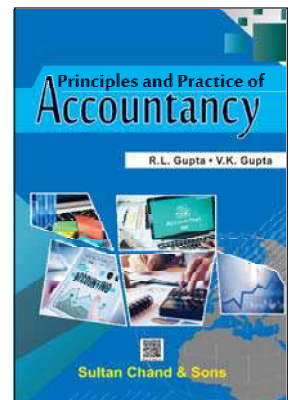
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Dr. S.N. Maheshwari

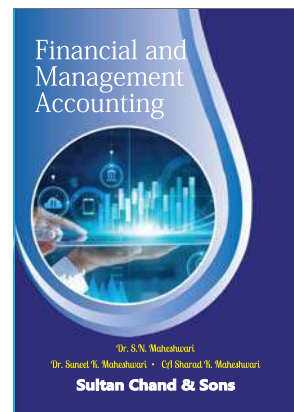
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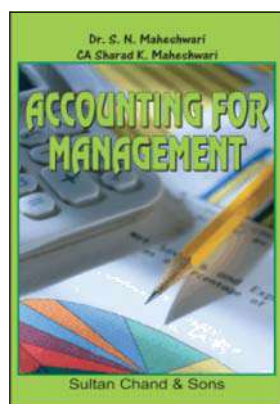
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Dr. S.N. Maheshwari • CA Sharad K. Maheshwari

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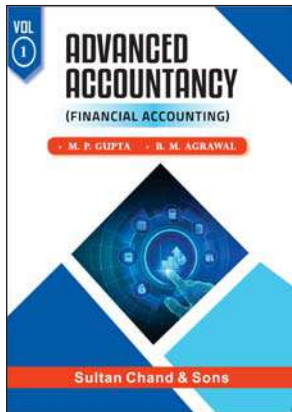
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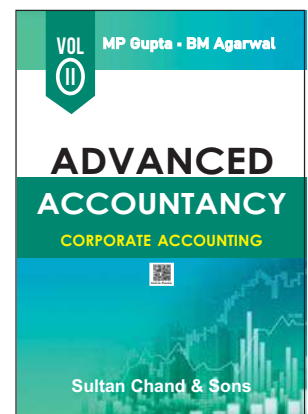
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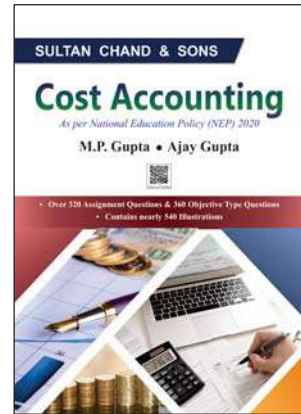
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Dr. S.N. Maheshwari

Dr. Suneel K. Maheshwari • CA Sharad K. Maheshwari

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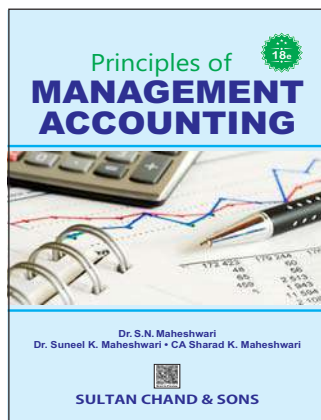
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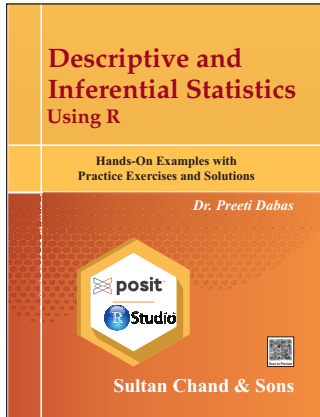
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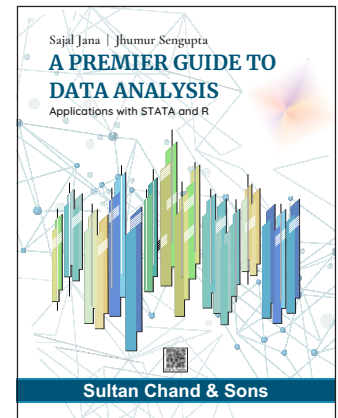
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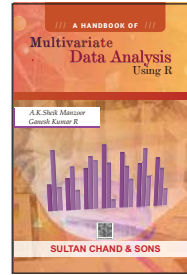
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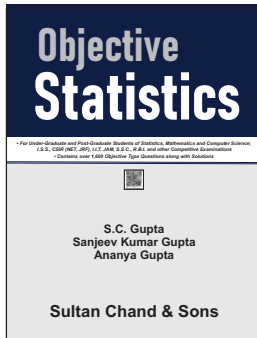
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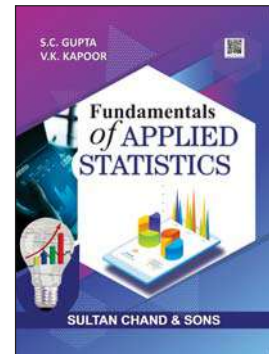
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S.C. Gupta • V.K. Kapoor

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Edition: 4th, 2007

Pages: xvi + 712

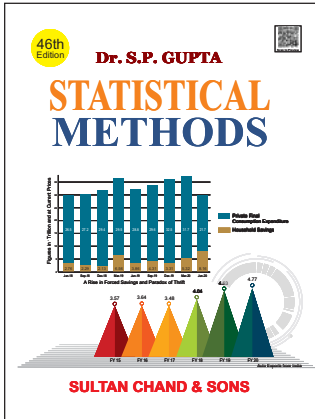
ISBN: 978-81-8054-705-8 (TC 502)

MRP: ₹ 625.00

Statistical Methods

Dr. S.P. Gupta

Contents



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.

Volume II: Probability and Expected Value • Theoretical Distributions • Statistical Inference – Test of Hypothesis • χ^2 test and Goodness of Fit • F-Test and Analysis of Variance • Experimental Designs • Statistical Quality Control • Business Forecasting • Partial and Multiple Correlation • Statistical Decision Theory • Non-Parametric Tests • Revisionary Exercises.

Appendices.

Edition: 46th, 2021

Pages: xxiv + 1,304

ISBN: 978-93-5161-176-9 (TC 506)

MRP: ₹ 795.00

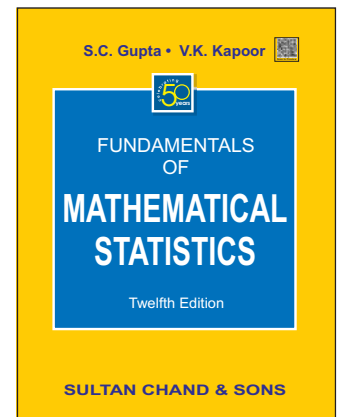
Fundamentals of Mathematical Statistics

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 (χ^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.

Appendices • Index.



Edition: 12th, 2020

Pages: xx + 1,322

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

MRP: ₹ 795.00

Introduction to Management Science

Operations Research

Kanti Swarup • P.K. Gupta • Man Mohan

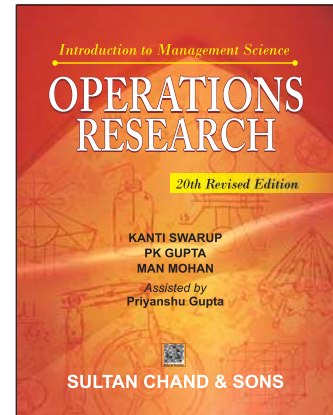
Contents

Operations Research – An Overview • Linear Programming • Solving Linear Programming Problems • Theory of Simplex Method • Duality in Linear Programming • Post-optimal Analysis • Transportation Problem • Assignment Problem • Other Methods of Solving Linear Programming Problems • Operations Scheduling • Integer Programming • Goal Programming • Scheduling Techniques • Resources Analysis in Project Management • Dynamic Programming • Network Routing Problems • Probability • Markov Analysis • Decision Theory • Queuing Theory • Replacement Decisions • Inventory Management – Deterministic • Inventory Management – Probabilistic • Simulation • Non-Linear Programming and Optimization • Solving Non-Linear Programming Problems • Geometric Programming • Information Theory • Investment Analysis and Break-even Analysis • Business Forecasting • Learning Curve Theory • Statistical Quality Control

Some Case Problems

Appendices

Index.



Edition: 20th, 2022

Pages: xxiv + 1,160

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

MRP: ₹ 795.00

Business Mathematics

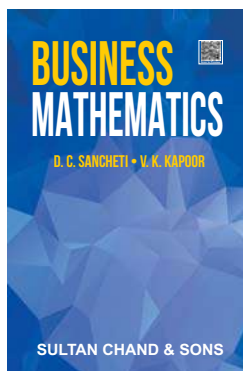
D.C. Sancheti • V.K. Kapoor

Contents

• Logical Statements and Truth Tables • Theory of Sets • Boolean Algebra • Real Number Systems • Groups, Ring and Field • Indices and Surds • Logarithms • Equations: Linear Quadratic, Cubic and Higher Order • Permutations and Combinations • Binomial Theorem • Mathematical Induction, Sequence and Series • Arithmetic and Geometric Progressions • Convergence and Divergence of Series • Circular Functions and Trigonometry • Coordinate Geometry • Functions, Limits and Continuity • Differential Calculus • Integral Calculus • Vector Algebra • Matrix Algebra Supplement • Applications to Business and Economics • Linear Programming • Probability

Some Additional Topics

Numerical Tables.



Edition: 11th, 2011

Pages: xvi + 1,184

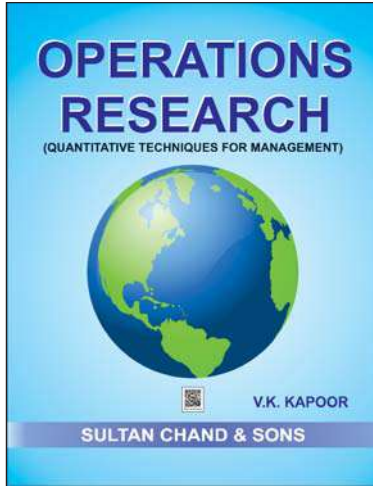
ISBN: 978-81-8054-538-2 (TC 552)

MRP: ₹ 595.00

Operations Research

(Quantitative Techniques for Management)

V.K. Kapoor



Contents

- Operations Research
- Linear Programming – I: Problem Formulation and Solution by Graphical Method
- Linear Programming – II: Simplex Method
- Linear Programming – III: Duality and Sensitivity Analysis
- Transportation Problem
- Assignment Problem
- Sequencing Problem
- Replacement Theory
- Queuing Theory
- Decision Analysis
- Theory of Games
- Inventory Management
- Project Network Analysis: CPM/PERT
- Simulation
- Goal Integer and Dynamic Programming
- Markov Chains.

Edition: 9th, 2014

Pages: xvi + 624

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

MRP: ₹ 625.00

Problems & Solutions in Mathematical Statistics

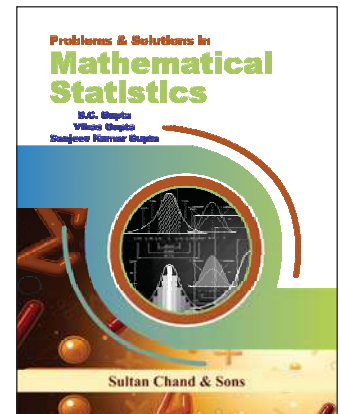
S.C. Gupta • Vikas Gupta • Sanjeev Kumar Gupta

Contents

- Descriptive Measures [Measures of Central Tendency, Dispersion, Skewness and Kurtosis]
- Probability
- Random Variables and Distribution Functions
- Mathematical Expectation
- Generating Functions and Law of Large Numbers
- Discrete Probability Distributions
- Continuous Probability Distributions
- Correlation
- Regression
- Bivariate Normal Distribution
- Exact Sampling Distributions-(I) (Chi-Square Distribution)
- Exact Sampling Distributions-(II) (t and f Distributions).

Appendix 1 – Numerical Tables

Appendix 2 – Bibliography.



Edition: 1st, 2016

Pages: viii + 640

ISBN: 978-93-5161-086-1 (TC 1232)

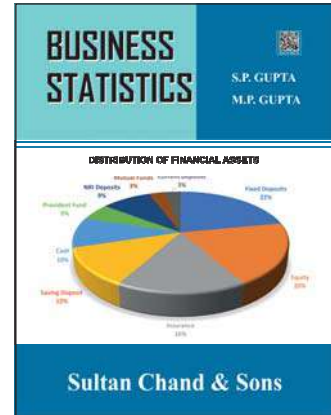
MRP: ₹ 495.00

Business Statistics

S.P. Gupta • M.P. Gupta

Contents

- Business Statistics – What & Why
 - Collection of Data
 - Presentation of Data
 - Measures of Central Tendency
 - Measures of Variations
 - Skewness, Moments and Kurtosis
 - Correlation analysis
 - Regression Analysis
 - Index Numbers: Concepts and Applications
 - Business Forecasting and Time Series Analysis
 - Probability
 - Probability Distributions
 - Sampling and Sampling Distributions
 - Estimation of Parameters
 - Test of Hypothesis
 - Small Sampling Theory
 - Chi-Square Test
 - Analysis of Variance
 - Statistical Quality Control
 - Partial and Multiple Correlation and Regression
 - Statistical Decision Theory
- Appendix: Statistical Tables.*



Edition: 19th, 2017

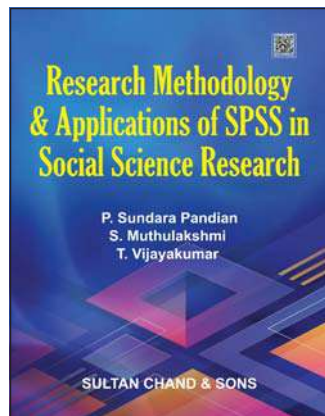
Pages: xxiv + 800

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

MRP: ₹ 595.00

Research Methodology & Applications of SPSS in Social Science Research

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



Contents

- Introduction to Research • Types to Research • Steps in Research Process • Identification of Research Problems • Review of Literature • Research Design • Methods of Data Collection • Hypothesis • Sampling Techniques • Introduction to Statistical Package for Social Sciences (SPSS) • Descriptive Statistics • Cronbach's Alpha Test • Parametric Test • One Sample T-test • Two-sample T-test or Independent Sample t-test • Paired Sample T-test • Analysis of Variance (ANOVA) • Two-way ANOVA • Factorial ANOVA • Multivariate Analysis of Variance (MANOVA) • Chi-square Test • Non-parametric Tests • Friedman's Test • Mann-whitney Test or U-test • Wilcoxon Signed Rank Test • Kruskal Wallis Test • Meaning of Correlation Analysis • Multiple Regression Analysis • Factor Analysis • Cluster Analysis • Multidimensional Scaling • Discriminant Analysis • Structural Equations Modelling • Interpretation and Report Preparation.

Bibliography

Edition: 1st, 2022

Pages: xxxvi + 324

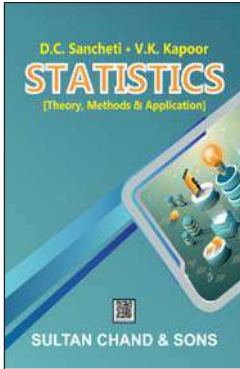
ISBN: 978-93-91820-18-3 (TC 1256)

MRP: ₹ 350.00

Statistics

(Theory, Methods & Application)

D.C. Sancheti • V.K. Kapoor



Contents

- Meaning and Scope
- Statistical Survey
- Classification and Tabulation
- Diagrammatic and Graphic Presentation
- Measures of Averages
- Measures of Dispersion
- Skewness, Moments & Kurtosis
- Correlation Analysis
- Regression Analysis
- Index Numbers
- Analysis of Time Series
- Association of Attributes
- Interpolation
- Probability and Expected Value
- Statistical Decision Theory
- Theoretical Distributions
- Sampling and Designing of a Sample Survey
- Test of Hypothesis
- Chi-Square Test
- F-Test and Analysis of Variance
- Statistical Quality Control
- Multiple & Partial Correlation and Regression
- Vital Statistics
- Linear Programming.

Edition: 7th, 2010

Pages: xvi + 1,456

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

MRP: ₹ 695.00

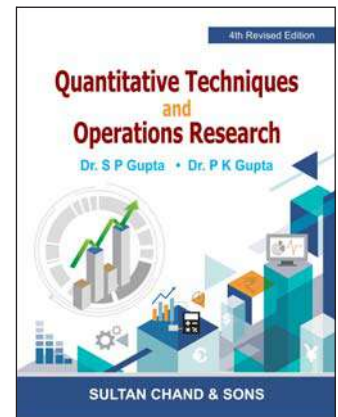
Quantitative Techniques and Operations Research

Dr. S.P. Gupta • Dr. P.K. Gupta

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Part II: Operations Research – Managerial decision-making and Operations Research • Linear Programming • Linear Programming Problem – Solution Method • Duality in Linear Programming • Transportation Problem • Assignment Problem • Operations Scheduling.



Edition: 4th, 2022

Pages: xx + 596

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

MRP: ₹ 595.00

Business Statistics & Business Mathematics

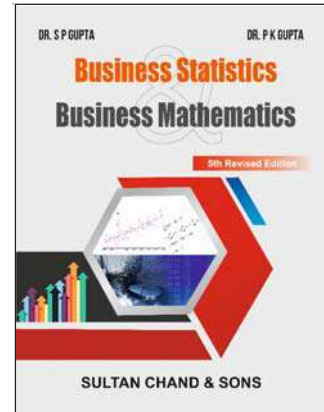
Dr. S.P. Gupta • Dr. P.K. Gupta

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Part II: Business Mathematics – Matrix Algebra • Function, Limits and Continuity • Differentiation and its Applications • Integration and its Applications • Mathematics of Finance.

Appendix.



Edition: 5th, 2022

Pages: xxxii + 744

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

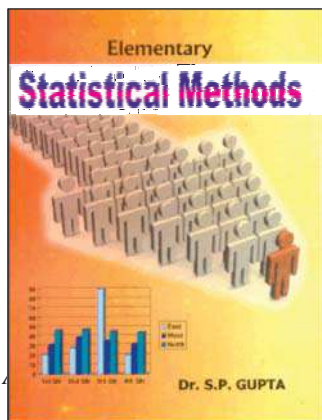
MRP: ₹ 650.00

Elementary Statistical Methods

Dr. S.P. Gupta

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- Introduction
 - Classification and Tabulation
 - Diagrammatic and Graphic Presentation
 - Measures of Central Tendency
 - Measures of Variation
 - Skewness, Moments and Kurtosis
 - Correlation Analysis
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 - Small Sampling Theory
 - Chi-Square Test
 - Analysis of Variance
 - Statistical Quality Control
 - Interpolation and Extrapolation
 - Interpretation of Data.
- Appendix.



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

सांख्यिकी के सिद्धान्त

डॉ. एस.पी. गुप्ता
उमा गुप्ता

सुलतान चन्द एण्ड सन्स

विषय-सूची

भाग-I

सांख्यिकी – क्या और क्यों? • सांख्यिकीय अनुसन्धान का आयोजन • समकों का संकलन एवं सम्पादन • सांख्यिकीय अनुसन्धान की संगणना तथा निदर्शन रीतियाँ • उपसादन तथा सांख्यिकीय विभ्रम • वर्गीकरण तथा सारणीयन • समकों का चित्रमय प्रदर्शन • समकों का बिन्दुरेखीय प्रदर्शन • सांख्यिकीय माध्य • अपकिरण के माप • विषमता, परिघात तथा पृथुशीर्षत्व • सहसम्बन्ध • सूचकांक • काल श्रेणी का विश्लेषण • समकों का निर्वचन • प्रतीपगमन विश्लेषण • गुण-साहचर्य • आन्तरगणन तथा बाह्यगणन • जीवन सम्बन्धी समक ।

भाग-II

प्रायिकता सिद्धान्त • सैद्धांतिक आवृत्ति वितरण • सार्थकता के परीक्षण • कोई वर्ण परीक्षण और आसंजन सौष्ठव • प्रसरण का विश्लेषण • सांख्यिकीय गुण नियंत्रण • व्यापारिक पूर्वानुमान • आंशिक एवं बहुगुणी सहसम्बन्ध • सांख्यिकीय निर्णय सिद्धान्त
परिशिष्ट ।

Edition: 11th, 2007

Pages: viii + 1,016

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

MRP: ₹ 475.00

Problems in Operations Research

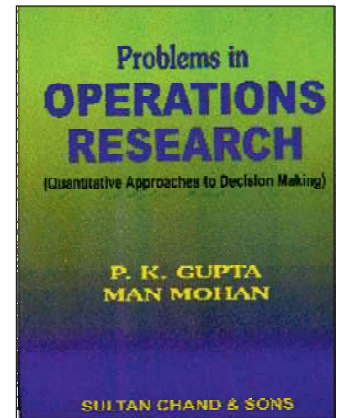
(Quantitative Approaches to Decision Making)

P.K. Gupta • Man Mohan

Contents

Applied Operations Research – An Overview • Linear Programming – Model Formulation • Linear Programming Problem – Graphical Solution • Linear Programming Problem – Standard Form & Basic Solution • Simplex Method – I • Simplex Method – II • Simplex Method – III • Degeneracy in Linear Programming • Duality in Linear Programming • Dual Simplex Method • Revised Simplex Method • Bounded Variable Problem • Integer Programming • Post Optimal Analysis • Parametric Linear Programming • Transportation and Transshipment Problems • Assignment Problems • Sequencing Problems • Dynamic Programming • Decision Analysis • Game Theory • Markov Analysis • Queuing Problems • Inventory Models • Replacement Problems • Non-Linear Programming • Quadratic Programming • Network Scheduling by PERT/CPM • Resource Analysis in Network Scheduling • Simulation • Investment Analysis and Break-Even Analysis • Business Forecasting • Network Routing Problems • Learning Curve Theory • Information Theory.

Appendix : Statistical and Other Tables.



Edition: 14th, 2014

Pages: viii + 936

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

MRP: ₹ 550.00

Business Statistics and Operations Research

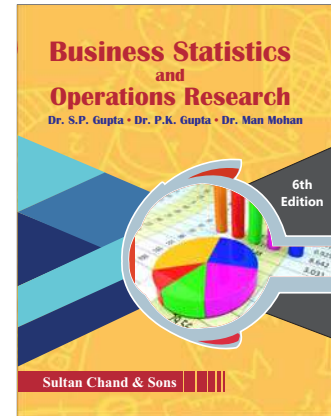
Dr. S.P. Gupta • Dr. P.K. Gupta • Dr. Man Mohan

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Appendix

Operations Research – Operations Research – An Overview • Linear Programming • Linear Programming Problem – Solution Methods • Duality in Linear Programming • Transportation Problem • Assignment Problem • Network Analysis – PERT/CPM.



Edition: 6th, 2022

Pages: xvi + 768

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

MRP: ₹ 595.00

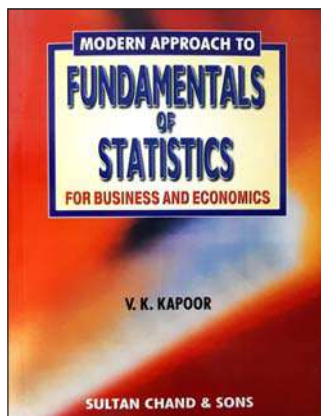
Modern Approaches to Fundamentals of Statistics

For Business and Economics

V.K. Kapoor

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Statistics: An Overview • Organising and Presenting Univariate Data • Descriptive Measures – I (Measures of Central Tendency) • Descriptive Measures – II (Measures of Dispersion) • Descriptive Measures – III (Skewness, Moment and Kurtosis) • Correlation Analysis • Linear Regression Analysis • Analysis of Time Series and Forecasting • Index Numbers • Introductory Probability • Random Variables and Probability Distributions • Special Probability Distribution • Statistical Decision Theory • Sampling and Statistical Inference • Hypothesis Testing – I • Hypothesis Testing – II • The Chi-square Distribution • Analysis of Variance • Theory of Attributes • Multiple and Partial Correlation and Regression Analysis • Interpolation and Extrapolation • Statistical Quality Control • Linear Programming.



Edition: 1st, 2005

Pages: xii + 876

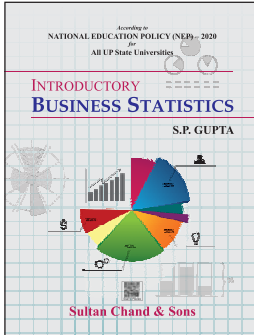
ISBN: 978-81-8054-797-3 (TC 1042)

MRP: ₹ 295.00

Introductory Business Statistics

According to National Education Policy 2020

S.P. Gupta



Contents

- Introduction
- Classification and Tabulation
- Diagrammatic and Graphic Presentation
- Measures of Central Tendency
- Measures of Variation
- Skewness, Moments and Kurtosis
- Correlation Analysis
- Regression Analysis
- Index Numbers
- Analysis of Time Series

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Edition: 1st, 2023

Pages: xiv + 472

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

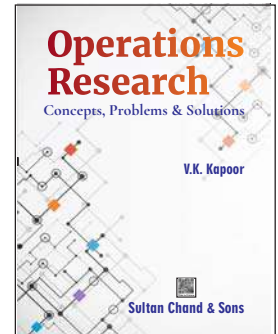
MRP: ₹ 395.00

Operations Research: Concepts, Problems & Solutions

V.K. Kapoor

Contents

- Operation Research; An Overview
- Linear Programming-I: Model Formulation
- Linear Programming-II: Graphical Method
- Linear Programming-III: Simplex Method & Duality
- Transportation Problem
- Assignment Problem
- Replacement Theory
- Sequencing Problem
- Decision Theory
- Inventory Management
- Queuing Theory
- Network Analysis: CPM & PERT
- Game Theory
- Simulation.



Edition: 5th, 2011

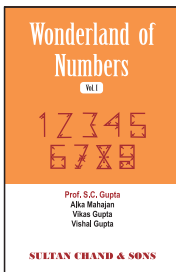
Pages: xvi + 640

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

MRP: ₹ 595.00

Wonderland of Numbers – Vol. I

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



Contents

- Numbers – Meaning and Classification
- Digits: (0, 1, 2, ..., 8, 9)
- Mathematical Tricks
- Some Interesting Numbers
- Arithmetic Potpourri (Marvels in Arithmetic)
- Square Numbers
- Cube Numbers
- Srinivas Aiyenger Ramanujan (FRS) and His Contributions to Mathematics.

Edition: 1st, 2022

Pages: xvi + 400

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

MRP: ₹ 400.00

English Grammar and Composition

Rajendra Pal • Prem Lata Suri

Contents

Introduction

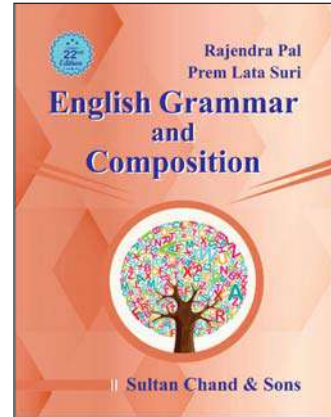
Part I: Grammar – Articles & Determiners • Verbs: Expressing the Present
• Verbs: Expressing the Past • Verbs: Expressing the Future
• Verbs: Modals • Verbs: Conditionals • Verbs: Non-finite Forms • Verbs:
Active and Passive Voice • Prepositions • Transformation of Sentences
• Synthesis of Sentences • Direct and Indirect Speech • Punctuation and
Capital Letters • Common Errors • Multiple-Choice Questions in Grammar.

Part II: Aids to Vocabulary – Words Often Confused • One-Word
Substitution • Synonyms • Antonyms • Formation of Words • Foreign Words
and Phrases • Words Followed by Appropriate Prepositions • Idioms and
Phrases • Spelling • Cloze Test and Rearranging Sentences • Multiple-Choice
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• Emails • Invitation and Replies • Notice Writing • Report Writing • Paragraph
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Glossary

Rhetoric Glossary



Edition: 22nd, 2022

Pages: xii + 844

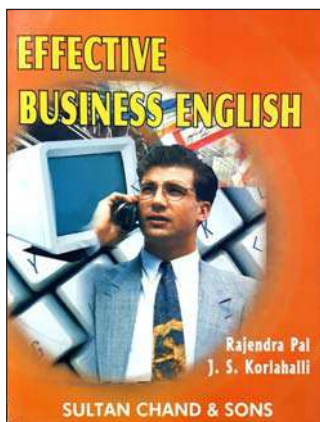
ISBN: 978-93-91820-34-3 (TC 719)

MRP: ₹ 695.00

Effective Business English

Rajendra Pal • J.S. Korlahalli

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• Cultural Variables and Intercultural Communication • Gender Sensitivity.

III. Routine Business Correspondence – Principles of Effective
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Correspondence • Financial Correspondence • Job Application Letters and
Resume's.

IV. E-Correspondence – The Internet • E-mail • E-Commerce • Telecom
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• Group Discussions • Negotiating and Bargaining • Presentation Skills.

VI. Writing Short Proposals and Reports – Short Proposals and Reports • Outlines and Organisation of
Long Reports.

Appendix: Eight Must-read Books for You.

Edition: 1st, 2009

Pages: xvi + 424

ISBN: 978-81-8054-665-6 (TC 1152)

MRP: ₹ 195.00

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