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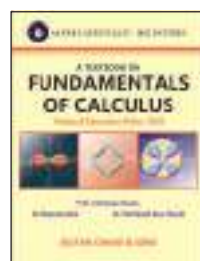
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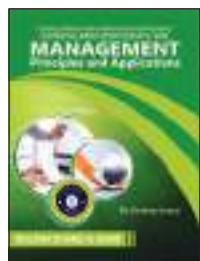
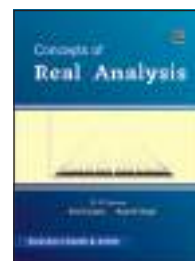
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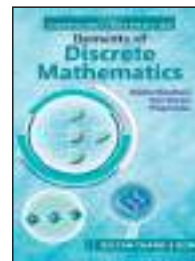
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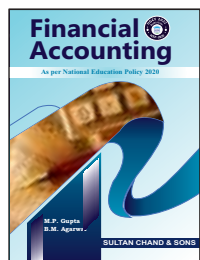
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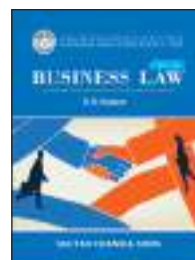
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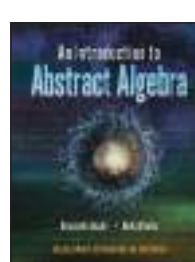
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# Principles and Practice of Management

L.M. Prasad

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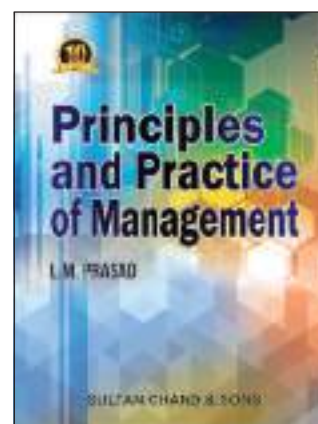
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Management

Edition: 10th, 2020

Pages: xvi + 536

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MRP: ₹ 550.00

# Organizational Behaviour

L.M. Prasad

## Contents

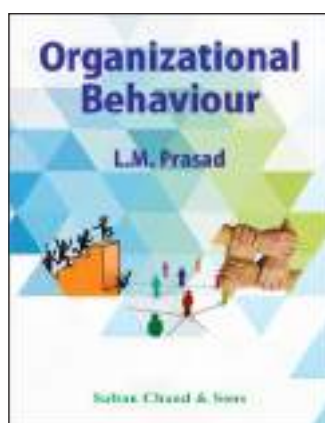
**Part I: Conceptual Framework for Organizational Behaviour** – Introduction to Organizational Behaviour.

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Edition: 6th, 2019

Pages: xviii + 550

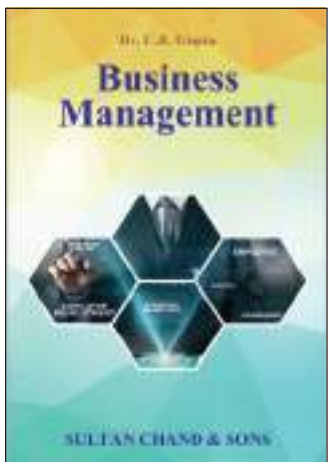
ISBN: 978-93-5161-146-2 (TC 211)

MRP: ₹ 500.00

## Business Management

Dr. C.B. Gupta

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Edition: 15th, 2018

Pages: xxxii + 574

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

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Dr. C.B. Gupta • Dr. N.P. Srinivasan

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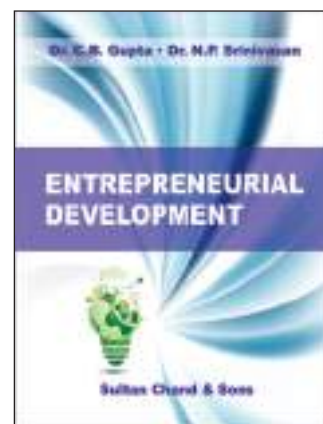
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## Human Resource Management (Text & Cases)

C.B. Gupta

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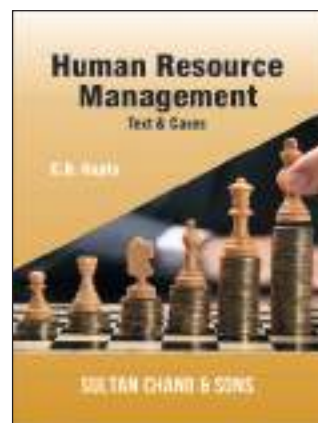
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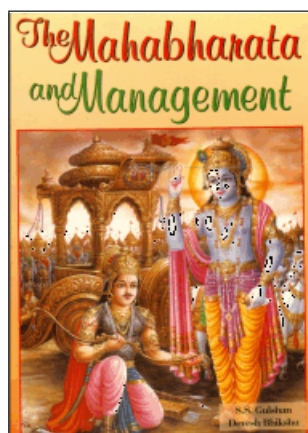
Pages: xxiv + 840

ISBN: 978-93-5161-123-3 (TC 163)

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S.S. Gulshan • Mahatma Devesh Bhikshu



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Rajendra Pal • J.S. Korlahalli

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Edition: 13th, 2011

Pages: xxiv + 848

ISBN: 978-81-8054-729-4 (TC 212)

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Dr. R.P. Rustagi

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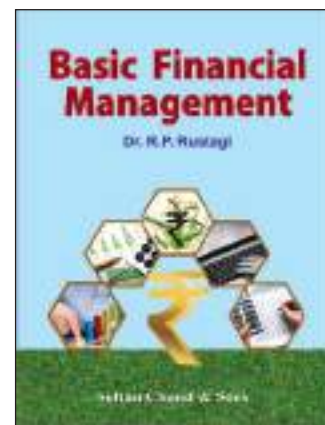
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Edition: 9th, 2019

Pages: xvi + 432

ISBN: 978-93-5161-148-6 (TC 1151)

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Text & Cases

Dr. C.B. Gupta • Dr. N. Rajan Nair

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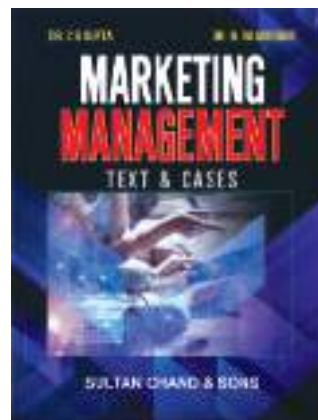
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Pages: xvi + 584

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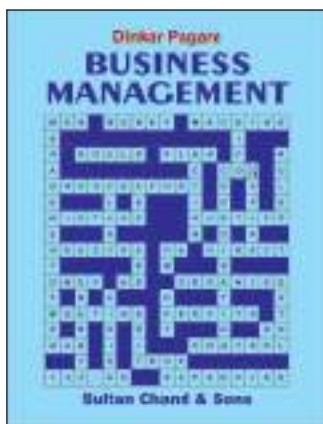
# Business Management

Dinkar Pagare

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Case Study • Review Questions



Edition: 6th, 2018

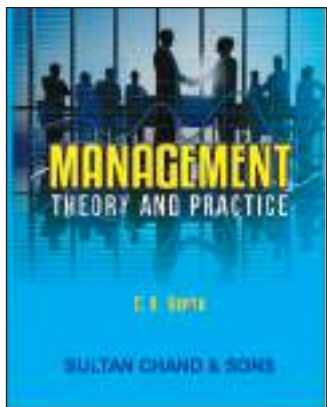
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C.B. Gupta



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Edition: 21st, 2022

Pages: xxxii + 896

ISBN: 978-93-5161-093-9 (TC 158)

MRP: ₹ 595.00

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P.C. Tripathi

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Edition: 7th, 2013

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# Business Organisation and Management

C.B. Gupta

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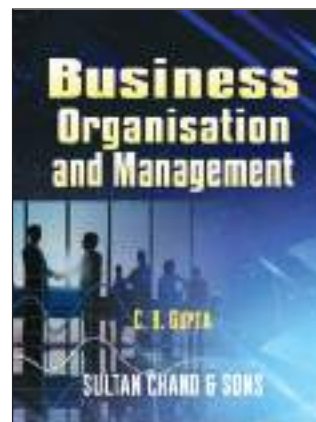
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Management

Edition: 17th, 2019

Pages: xxiv + 696

ISBN: 978-93-5161-136-3 (TC 169)

MRP: ₹ 495.00

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Dr. R.P. Rustagi

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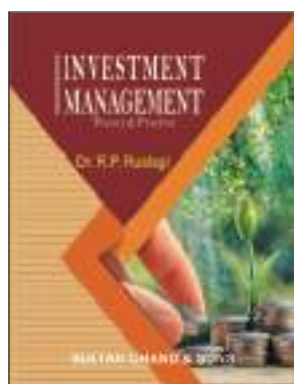
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Edition: 11th, 2021

Pages: xvi + 416

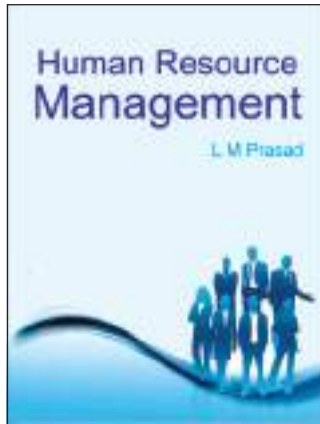
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# Human Resource Management

L.M. Prasad



## Contents

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# Strategic Management

P.K. Ghosh

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Edition: 14th, 2014

Pages: xxiv + 676

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

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## Elements of Financial Management

Dr. S.N. Maheshwari

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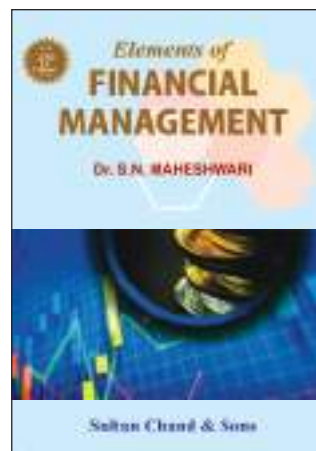
**Section A: Foundations of Finance** – Financial Management – Meaning and Scope • Concepts in Valuation • Valuation of Securities • Risk and Return.

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Edition: 12th, 2019

Pages: xx + 614

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MRP: ₹ 350.00

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Dr. N. Rajan Nair • Sanjith R. Nair

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Edition: 7th, 2010

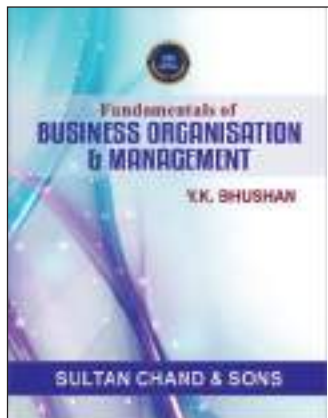
Pages: viii + 472

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

MRP: ₹ 295.00

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Y.K. Bhushan



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Edition: 20th, 2016

Pages: xvi + 1040

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

MRP: ₹ 600.00

## Business Environment

Dr. P.K. Ghosh

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Edition: 1st, 2010

Pages: xx + 626

ISBN: 978-81-8054-774-4 (TC 1163)

MRP: ₹ 300.00

# Financial Management: Principles & Practice

Dr. S.N. Maheshwari

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Management

Edition: 15th, 2019

Pages: xxiv + 1,604

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

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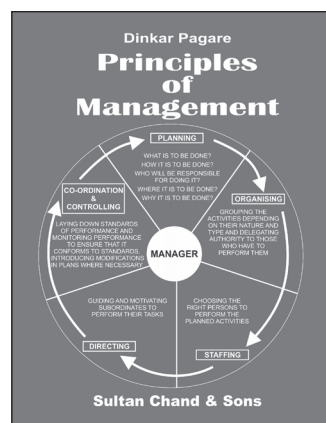
# Principles of Management

Dinkar Pagare

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Case Study • Review Questions



Edition: 6th, 2018

Pages: xx + 412

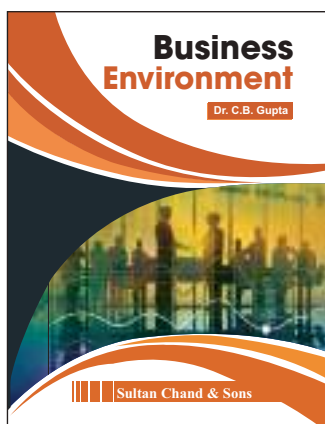
ISBN: 978-93-5161-120-2 (TC 199)

MRP: ₹ 300.00



## Business Environment

C.B. Gupta



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Edition: 12th, 2022

Pages: xxxii + 776

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

MRP: ₹ 650.00

## Strategic Management

L.M. Prasad

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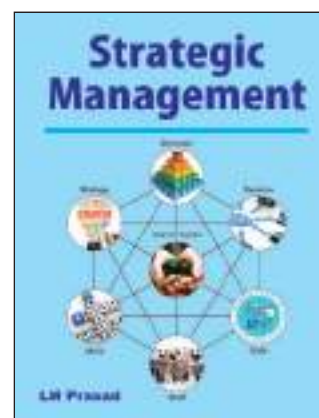
**Part I: Conceptual Framework of Strategic Management** – Introduction to Strategic Management • Strategic Management Process.

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Edition: 7th, 2018

Pages: xiv + 506

ISBN: 978-93-5161-129-5 (TC 1147)

MRP: ₹ 370.00



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C. Jeevanandam

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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.

**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

Dr. C.B. Gupta

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**Unit I: Introduction and Consumer Behaviour** – Nature, Importance and Scope of Marketing • Evolution of Marketing Concepts • Marketing Mix • Marketing Environment • Consumer Behaviour – An Overview.

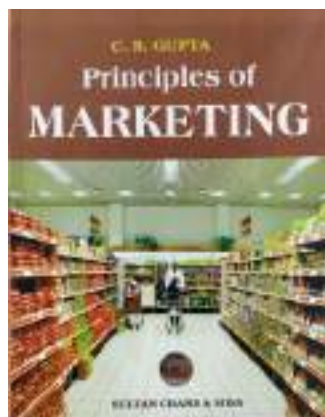
**Unit II: Market Selection and Product** – Market Segmentation Targeting and Product Positioning • Product Decisions • New Product Development.

**Unit III: Pricing and Promotion** – Pricing Decisions • Promotion Decisions.

**Unit IV: Distribution and Retailing** – Channels of Distribution • Physical Distribution Logistics • Retailing in India: Changing Scenario.

**Unit V: Rural Marketing and Consumer Protection** – Rural Marketing • Recent Developments and Issues in Marketing.

Delhi University Question Papers.



Edition: 4th, 2019

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## Management Principles & Practice

C.B. Gupta

### Contents

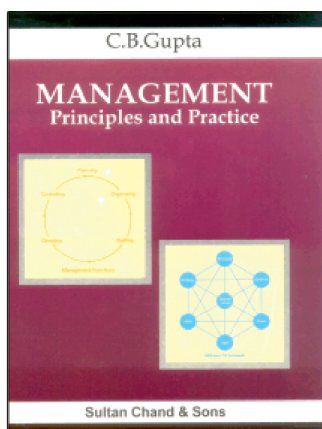
**Unit – I:** Nature and Scope of management • Evolution of Management Thought • Business Ethics and Social Responsibility.

**Unit – II:** Planning • Forecasting • Decision making • Organising.

**Unit – III:** Staffing • Directing and Supervision • Motivation and Morale • Quality of Work Life.

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**Appendix:** Cases in Management.



Edition: 3rd, 2012

Pages: xvi + 438

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MRP: ₹ 350.00

## 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

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# Management Information Systems

L.M. Prasad • Usha Prasad

## Contents

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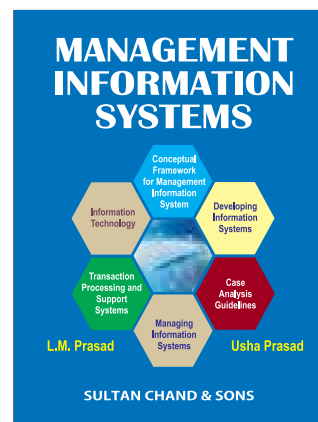
**Part II: Information Technology** – Nature and Implications of Information Technology • Computer Hardware • Computer Software • Database Management Systems • Communication Technology • Applications of Information Technology.

**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.



Management

Edition: 2nd, 2010

Pages: xvi + 650

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

MRP: ₹ 375.00

# Entrepreneurship and Small Business Management

Dr. S.S. Khanka • Dr. C.B. Gupta

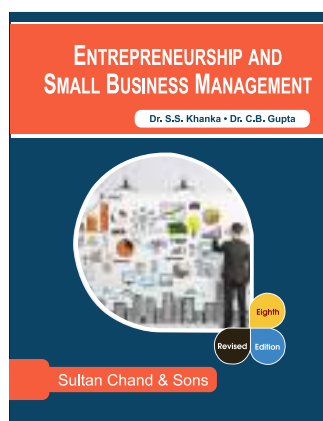
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**Part I: Entrepreneur and Entrepreneurship** • Women Entrepreneurship • Tourism Entrepreneurship • Rural Entrepreneurship • Social Entrepreneurship • Entrepreneurship Development Programmes (EDPs) • Entrepreneurial Motivation.

**Part II: Business: Its Nature and Scope** • Micro, Small and Medium Enterprises (MSMEs) • Establishing a Micro and Small Enterprise (Steps in Setting up a Business Venture) • Small Enterprises (MSMEs) in International Business • Family Business in India • Start-ups.

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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

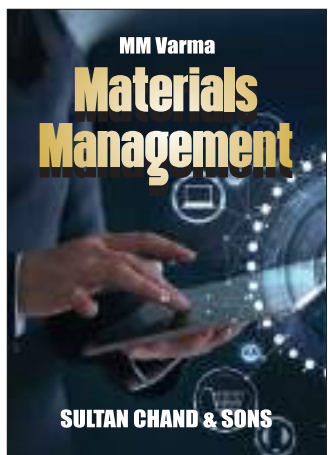
Pages: xvi + 412

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

MRP: ₹ 350.00

## Materials Management

M.M. Varma



### Contents

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**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

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MRP: ₹ 325.00

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Dr. C.B. Gupta

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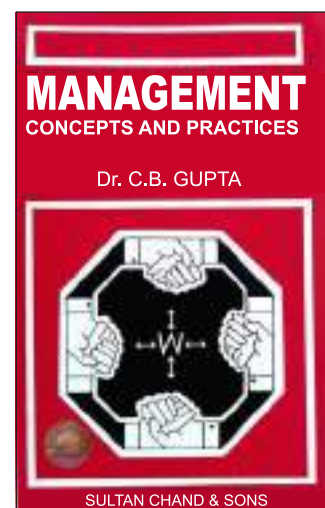
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**Unit VI: Objective Type Questions**

**Unit VII: Case Studies** • Select Bibliography • Questions Papers of BBA Examinations of GGS Indraprastha University.



Edition: 14th, 2014

Pages: xvi + 488

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

MRP: ₹ 350.00



## Advertising and Sales Promotion Management

An Indian Perspective: Text and Cases

S.L. Gupta • V.V. Ratna

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Edition: 1st, 2004

Pages: xxiv + 636

ISBN: 978-81-8054-861-1 (TC 868)

MRP: ₹ 290.00

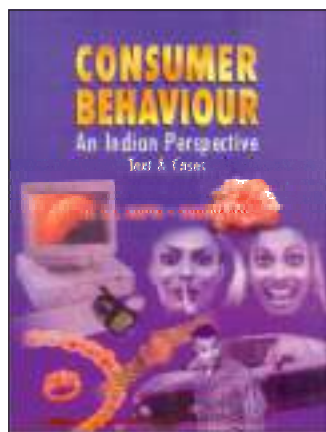
## Consumer Behaviour

An Indian Perspective: Text & Cases

Dr. S.L. Gupta • Sumitra Pal

### Contents

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Edition: 2nd, 2011

Pages: xvi + 612

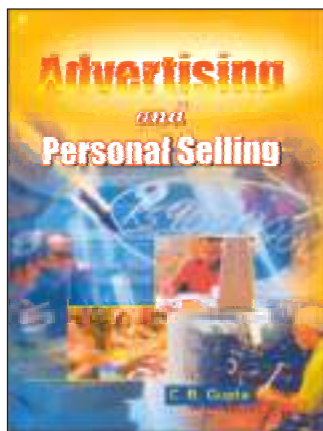
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MRP: ₹ 500.00



## Advertising and Personal Selling

C.B. Gupta



### Contents

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#### Appendix

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Edition: 9th, 2017

Pages: xvi + 348

ISBN: 978-93-5161-091-5 (TC 1133)

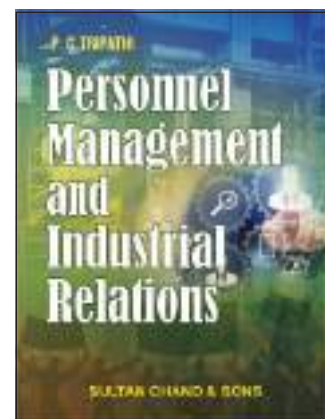
MRP: ₹ 295.00

## Personnel Management and Industrial Relations

P.C. Tripathi

### Contents

- Introduction
- Future Personnel Manager
- Planning the Personnel Function
- Organising the Personnel Function
- Leadership
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- Job Satisfaction and Morale
- Employee Communication
- Control and Audit
- Procurement of Personnel
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- Industrial Relations and Industrial Disputes in India
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- Test Yourself (Objective Type Questions)
- Bibliography
- Glossary.



Edition: 21st, 2013

Pages: xx + 516

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

MRP: ₹ 450.00

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

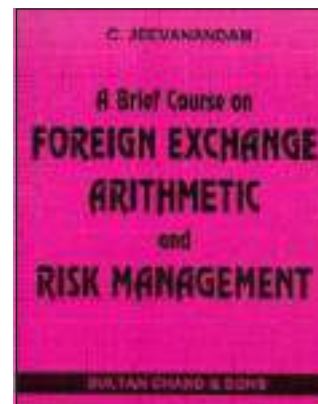
C. Jeevanandam

### Contents

**Part I – Foreign Exchange Arithmetic:** Foreign Exchange • Exchange Rates Determination • Foreign Exchange Market • Interbank Forward Deals • Merchant Rates – Ready • Merchant Rates – Forward • Merchant Rates – Cross • Execution of Forward Contracts • Exchange Management by Banks.

**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

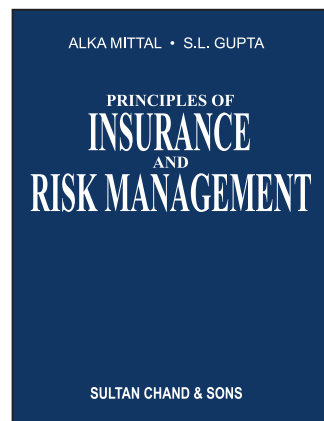
ISBN: 978-93-5161-090-8 (TC 405)

MRP: ₹ 160.00

## Principles of Insurance and Risk Management

Alka Mittal • S.L. Gupta

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

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**Unit 4: General Insurance** – Principles of Insurance • Non-life Insurance and its Products • Forms Used in General Insurance • Miscellaneous Insurance • Specialized Classes of General Insurance • Rural Insurance • Legal Dimensions of Insurance • More Acts Related to Insurance

• 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

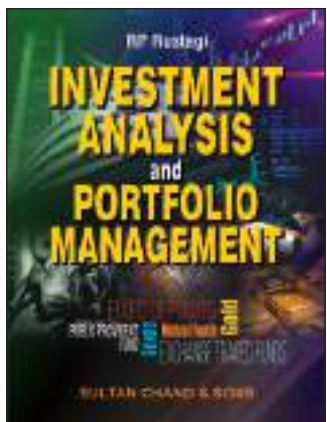
Pages: xx + 816

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

MRP: ₹ 350.00

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R.P. Rustagi



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**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

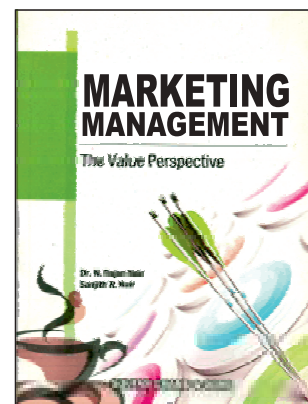
## Marketing Management The Value Perspective

Dr. N. Rajan Nair • R. Sanjith Nair

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Concepts and Perspectives of Value • Evolution of Value Concept – Origin to Present • Value Perception – Corporate Level and Consumer Level • Origin and Sources of Value Perception – External Environment Analysis • Value Exploration – Tools and Process • Reckoning and Relating Values – Consumer Behaviour and Segmentation • Premises for Value Creation • Assessing Market Opportunities – Crafting Value Estimation Process • Structuring Organizational Support for Value Creation – Planning Organizing and Controlling Marketing Efforts • Translating and Merging Values into Product Concepts – The Product Mix • Matching Perceptions and Capturing Values – The Pricing • Stabilising Value through Communication Mass Promotional Techniques • Stabilising Value through Direct Promotional Techniques • Value Delivery – Mechanics of Possession Transferring and Supply Chain Management • Value Enhancement – Strategies for Obtaining Results • Value Creation for Business to Business Markets – (B2B) • Value Creation for Consumer Markets – (B2C)

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## Creativity and Innovation in Entrepreneurship

S.S. Khanka

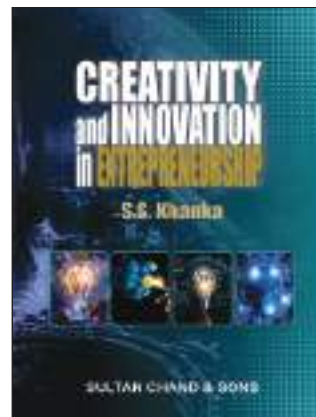
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**Section IV: Incubators and Accelerators** – The Business Incubators and Accelerators • The Business Incubator Players • Start-ups and Innovations • Design Thinking and Innovation • Artificial Intelligence (AI) and Innovation.



Edition: 1st, 2021

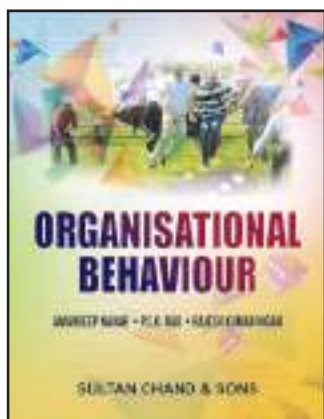
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## Organisational Behaviour

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



### Contents

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

**Unit V** – Conflict and Negotiation • Organisational Stress • Organisation Culture.

Figures • Case Studies • Tables.

Edition: 1st, 2021

Pages: xxiv + 320

ISBN: 978-93-5161-199-8 (TC 1240)

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## Project Management & Control

P.C.K. Rao



### Contents

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**Section III : Project Appraisal : A Multi-dimensional View** • Financial Appraisal • Technological Appraisal • Socio-Economic Appraisal • Managerial Appraisal.

**Section IV : Project Financing** • Sources and Pattern of Finance • Public Sector Project Financing • Role of Tax Planning in Project.

**Section V : Project Evaluation Techniques** • Project Planning and Scheduling • Net-work Fundamentals • PERTCost/Time Trade-off • Application of PERT/CPM to Real Life Projects.

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**Section VII : Project Administration** • Role and Leadership of the Project Manager • Structure and Team Building of Project Organisation • Bids and Contracts in Project Development.

**Section VIII : Post-Project Evaluation** • Aftermath of Project Implementation • Sample Project Plans • Statistical Tables • Selected References • Past Question Papers with Suggested Answers.

Edition: 2nd, 1999

Pages: xxxvi + 900

ISBN: 978- 81-8054-592-4 (TC 218)

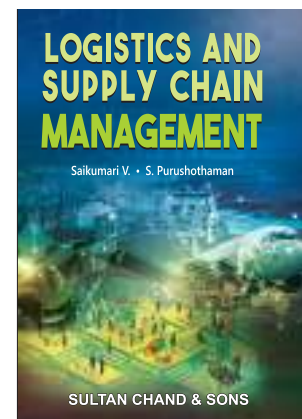
MRP: ₹ 280.00

## Logistics and Supply Chain Management

Saikumari V. • S. Purushothaman

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- Introduction to Logistics
- Distribution Channels and Outsourcing Logistics
- Transportation and Packaging
- Logistics Performance Measurement and Costs
- Current Trends in Logistics
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Edition: 1st, 2022

Pages: xl + 216

ISBN: 978-93-91820-11-4 (TC 1254)

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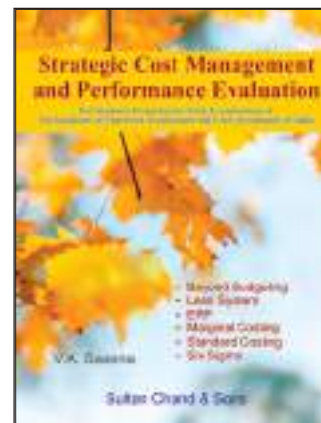


## Strategic Cost Management and Performance Evaluation

V.K. Saxena

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- Relevant Points / Formulae / Formats
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- Budgetary Control
- Standard Costing
- Pricing Decisions
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- Network Analysis – CPM & PERT
- Assignment
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- Emerging Issues
- Objective Type Questions
- Appendices



Edition: 1st, 2020

Pages: xxiv + 736

ISBN: 978-93-5161-158-5 (TC 030)

MRP: ₹ 700.00

## Marketing Research

Principles, Applications and Cases

Dr. D.D. Sharma

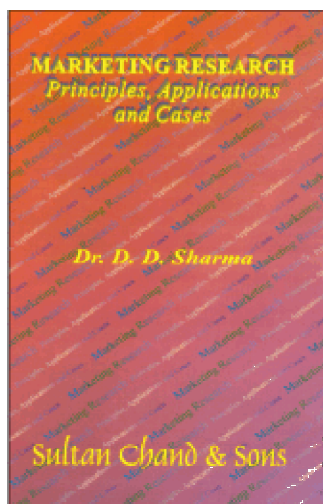
### Contents

**Part I – Principles:** Marketing Research – An Overview • Problem Discovery and Formulation • Marketing Research Process • Scientific Method • Research Design • Experimental Research Designs • Secondary Data • Primary Data • Methods of Primary Data Collection • Questionnaire Design • Attitude Measurement and Scaling Techniques • Collecting Primary Data – Observation Method • Sampling Techniques • Selecting a Sample • Processing of Collected Data • Cross Tabulation of Data • Data Analysis and Interpretation • Data Analysis and Interpretation (*Continued*) • Multivariate Analysis • Presentation of Research Finding.

**Part II – Applications:** Product Research • Advertising Research • Motivation Research • Sales Control Research.

**Part III – Miscellaneous Issues:** Ethical Issues in Marketing Research • Future of Marketing Research.

**Part IV – Cases:** Appendices.



Edition: 2nd, 1999

Pages: xxiv + 552

ISBN: 978-81-8054-685-3 (TC 224);

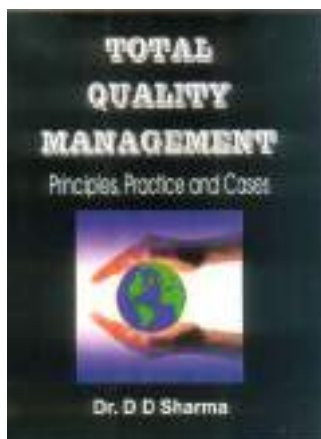
MRP: ₹ 325.00

## Total Quality Management

Principles, Practice and Cases

Dr. D.D. Sharma

### Contents



Pursuing Excellence • Basics of Quality • Total Quality Management • TQM: Thinkers and Thoughts • TQM and Management Relationship • Cost of Quality • Problem Solving and QC Tools • Kaizen – Continuous Improvement • Quality Circles • Statistical Process Control • Just-in-Time (JIT) Manufacturing and Waste Elimination • Teamwork for Quality • Total Employees Involvement • Customer Satisfaction • Benchmarking • Leadership for Inspiring Change • Creating Quality Culture • Inspection, RFT & Total Preventive Maintenance • Quality System Standards – ISO 9000 • Planning Process • Daily Process Management and Quality Function Deployment (QFD) • PDCA – Improvement Cycle Housekeeping • Organisational Re-engineering • Total Quality in Service Sector • Quality Awards • Implementing TQM & Quality Audit • Housekeeping • Waste Elimination • Acceptance Sampling • Business Process Re-engineering • Six Sigma (6σ) • ISO 9000 : 2000 & ISO/TS/ 16949 • Environment Management Standards : ISO 14000.

Glossary of Terms • Case Studies of Indian Companies • Bibliography.

Edition: 2nd, 2004

Pages: viii + 1,060

ISBN: 978-81-8054-575-7 (TC 226)

MRP: ₹ 475.00

## Securities Law & Market Operation

Dr. P. Sudha

### Contents

- Securities Market
- Primary Market
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- Debt Instruments
- Stock Market Trading & Dematerialisation of Shares
- Custodial Services
- Ombudsman
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- Venture Capital

Question Papers

Glossary



Edition: 1st, 2022

Pages: xvi + 184

ISBN: 978-93-91820-10-7 (TC 1258)

MRP: ₹ 175.00

## Financial Administration of India

M.J.K. Thavaraj

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System of Financial Administration • Evolution of Financial Administration • Fiscal Federalism in India • An Assessment of Centre-State Financial Relations • Fiscal Policies and the Problem of Resource Mobilisation • An Evaluation of Fiscal Policy in India • Resource Mobilisation from the Agricultural Sector • Finances of the Local Governments • Tax Administration • Principles of Performance Budgeting • Performance Measurement • Applications of Performance Budgeting • Planning, Programming and Budgeting System • Integrated Approach to Planning and Budgeting • Budgetary Cycle and Process • Financial Control and the Ministry of Finance • Delegation of Financial Powers • The System of Financial Advice • Investment Decision in Government • Role of Audit • System of Accounts and Accounting Reforms • Parliamentary Financial Control • Reserve Bank of India and Public Debt Management • Financial Management of Public Enterprises • Rationality in Government • Teaching of Financial Management.

## FINANCIAL ADMINISTRATION OF INDIA

M.J.K. Thavaraj

Sultan Chand & Sons

Management

Edition: 7th, 2003

Pages: xviii + 756

ISBN: 978-81-8054-071-5 (TC 451)

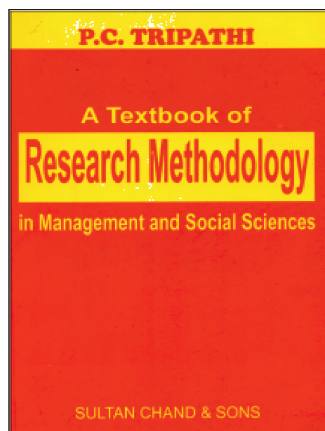
MRP: ₹ 400.00

## A Textbook of Research Methodology in Management and Social Sciences

P.C. Tripathi

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Introduction • The Problem • Hypothesis • Experimental Methods of Data Collection • Non-Experimental Methods of Data Collection • Techniques of Data Collection • Sampling • Measurement Scales • Data Processing (Editing, Classification and Tabulation) • Single and Bivariate Analysis of Data • Multivariate Analysis of Data • Statistical Inference (Parameter Estimation) • Hypothesis Testing: One Sample Parametric Tests • Hypothesis Testing: Two sample Parametric Tests • Hypothesis Testing: Difference Between More Than Two Sample Means • Hypothesis Testing: Non-parametric Tests • Interpretation, Report Writing and Oral Presentation • Business Memos and Letters • Appendix (Statistical Tables) • Bibliography.



Edition: 7th, 2014

Pages: xx + 408

ISBN: 978-93-5161-013-7 (TC 237)

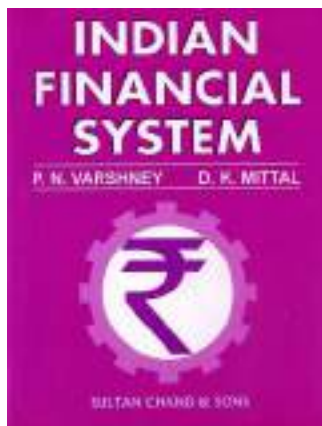
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## Indian Financial System

P.N. Varshney • D.K. Mittal

### Contents



**Part I – Money and Capital Markets:** Financial Markets – Participants and Instruments • Money Market • Commercial Banks • Call Money Market • Treasury Bill Market • Commercial Bills Market and Bill Rediscounting Scheme (BRS) • Certificates of Deposits (CDs) and Commercial Papers (CPs) • Gilt-edged/Government Securities Market • Credit Rating • New issues Market – Functions and Issue Mechanism • New issues Market – Operations • New issues Market – Reforms and Investor Protection • Stock Exchanges – Operations • Over the Counter Exchange of India • Depositories.

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Finance Companies • Factoring Companies • Venture Capital Funds in India • Securitisation & Assets Reconstruction Companies • Infrastructure Finance • Ancillary Institutions.

Edition: 2015

Pages: xxiv + 640

ISBN: 978-93-5161-051-9 (TC 246)

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## Marketing Management

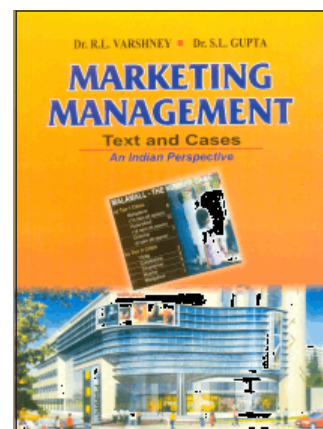
Text and Cases – An Indian Perspective

Dr. R.L. Varshney • Dr. S.L. Gupta

### Contents

- Understanding the Marketing Concepts
- Developing Marketing Strategy and Selecting Target Markets
- Understanding Consumer and Consumer Behaviour
- Understanding the Product Concepts
- Pricing Decisions
- Distribution Management Decisions
- Advertising and Sales Promotion Decisions
- Managing Sales Force
- Managing Marketing of Services
- Understanding the New Marketing Concepts

Appendices



Edition: 3rd, 2005

Pages: xxx + 1,192

ISBN: 978-81-8054-589-4 (TC 822)

MRP: ₹ 550.00

## International Marketing Management

R.L. Varshney • B. Bhattacharya

### Contents

**Part I** – International Trading Environment

**Part II** – India's Foreign Trade

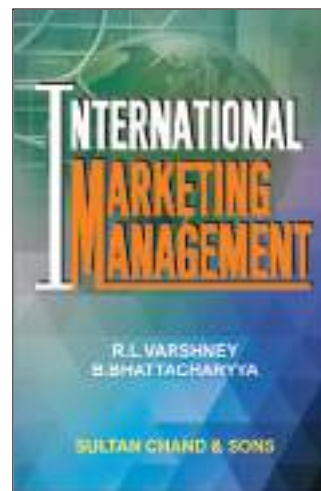
**Part III** – International Marketing

**Part IV** – Issues Relating to Globalisation

**Part V** – International Marketing in Action Modules.

### Appendices

Question Papers.



Edition: 26th, 2020

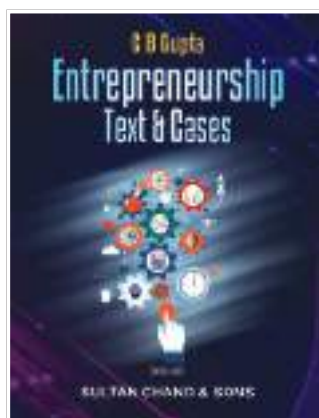
Pages: xvi + 824

ISBN: 978-93-5161-017-5 (TC 247)

MRP: ₹ 625.00

## Entrepreneurship – Text & Cases

C.B. Gupta



### Contents

**Unit I: Introduction** – Nature and Role of Entrepreneurship • Routes to Entrepreneurship • Creativity and Innovation • Dimensions of Entrepreneurship.

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**Unit III: Entrepreneurial Sustainability** – Institutions Assisting Entrepreneurs • Entrepreneurial Development in India • Business Incubators, Angel Investors, Venture Capital and Private Equity Funds.

**Unit IV: Business Plan Preparation** – Sources and Techniques of Business Ideas • Feasibility Analysis • Business Plan.

**Unit V: Marshalling Resources** – Financing the New Venture • Production and Operations Management • Marketing Issues in a New Venture

• Building the New Venture Team • Forms of Ownership for New Venture • Growth and Transition of a Venture • Accounting and Financial Statements of a New Venture.

**Unit VI: Appendices** – Case Studies of Successful and Unsuccessful Entrepreneurs • Bibliography.

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Pages: xxiv + 426

ISBN: 978-81-951043-3-8 (TC 1234)

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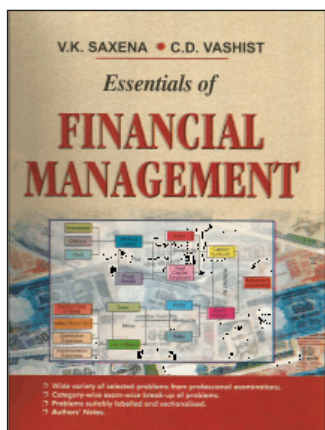


## Essentials of Financial Management

V.K. Saxena • C.D. Vashist

### Contents

- Financial Management : An Overview
- Ratio Analysis
- Funds Flow Analysis
- Cash Flow Analysis
- Capital Structure, Cost of Capital and Leverages
- Management of Liquidity and Working Capital
- Capital Budgeting Decisions
- Sources of Finance
- Risk and Return Relationship, Portfolio Management and CAPM
- Multiple Choice Questions
- Time Value of Money



Edition: 1st, 2008

Pages: xvi + 656

ISBN: 978- 81-8054-648-8 (TC 1140)

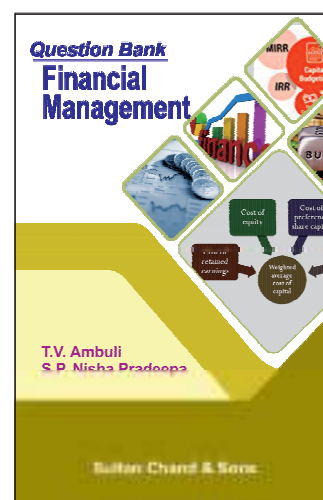
MRP: ₹ 350.00

## Question Bank Financial Management

T.V. Ambuli • S.P. Nisha Pradeepa

### Contents

- Unit I** – Foundation of Finance
- Unit II** – Investment Decisions
- Unit III** – Financing and Dividend Decisions
- Unit IV** – Working Capital Management
- Unit V** – Financial Markets
- Questions Papers



Edition: 1st, 2020

Pages: vi + 98

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

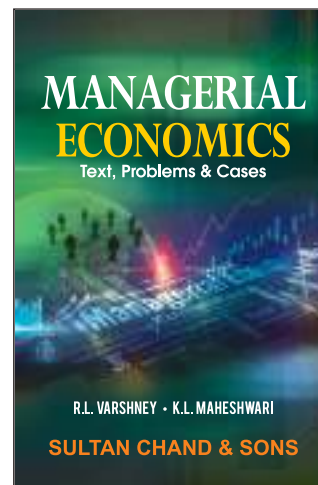
MRP: ₹ 130.00

## Managerial Economics (Text, Problems & Cases)

R.L. Varshney • K.L. Maheshwari

### Contents

<b>Section I</b>	: Introduction.
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<b>Section IV</b>	: Production and Supply Analysis .
<b>Section V</b>	: Price and Output Decisions under Different Market Structures.
<b>Section VI</b>	: Pricing Policies and Practice.
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<b>Section VIII</b>	: Capital Management.
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<b>Section XIII</b>	: Managerial Economics in the Context of Globalisation.
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<b>Section XV</b>	: Case Methodology Cases with Workouts and Caselets with Answers.
<b>Section XVI</b>	: Economic Environment of Business Decision-making.
<b>Section XVII</b>	: Further Topics on Monopoly and Oligopoly.
<b>Section XVIII</b>	: Economic Theories of Consumer Behaviour.
<b>Annexures</b>	: Numericals.
<b>Appendices</b>	: Questions, Problems and Cases, Examination Question Papers.



Economics

Edition: 22nd, 2014

Pages: xxiv + 982

ISBN: 978-81-8054-914-4 (TC 454)

MRP: ₹ 550.00

## Mathematics for Economists

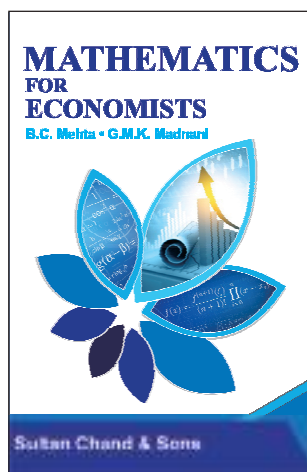
B.C. Mehta • G.M.K. Madnani

### Contents

Theory of Sets • The Number System • Resume of High School Algebra • Elements of Trigonometry and Analytical Geometry • Matrices and Determinants • Differential Calculus : One Variable Case • Applications of Simple Derivatives • Partial and Total Derivatives • Applications of Differential Calculus – I • Applications of Differential Calculus – II • Applications of Differential Calculus – III • Simple Integration • Definite Integrals and Applications • Differential Equations • Applications of Differential Equations • First-order Difference Equations and Applications • Second Order Difference Equations and Applications • Linear Programming • Input-Output Analysis • Game Theory.

Answers to Selected Exercises and Questions.

Mathematical Tables.



Edition: 9th, 2008

Pages: xvi + 736

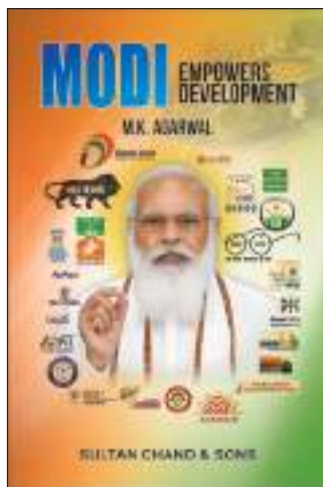
ISBN: 978-81-8054-549-8; (TC 409)

MRP: ₹ 500.00

## Modi: Empowers Development

M.K. Agarwal

### Contents



Modi and Empowerment of Development • Constitutional to 'Cooperative-Competitive' Federalism • Inclusive Development Strategies of Modi Government: • Fiscal Prudence and Tax Reforms under Modi Government • Modi's Aspiration of Self-Reliant India • Industrial Development Strategy under Modi Government • Expansion of Connectivity during Modi Era • Modi Way of Transforming Rural Development • Development of Health Sector during Modi Era • Agriculture Development during Modi Regime • Empowering Development and Inclusiveness with E-Governance • Tourism Development and Establishing India as Brand Tourism • Telecommunication, Power Sector and Space Technology in India • Mainstreaming Development in Jammu and Kashmir • Development and Empowerment of Minorities in India since 2014 • Empowering Development of North Eastern States • Changing Paradigm of Women Empowerment • Need to Rethink at GDP Estimation in India.

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Edition: 1st, 2022

Pages: xiv + 256

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M. Adhikary

### Contents

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**Part II: Indian Case** – Indian Economic System • Anatomy of the Indian Economy • Functioning of the Indian Economy • Economic Policy Statements and Proposals • Economic Legislations • National Economic Planning • Economic Reforms • Current National Economic Trends and Tendencies • International Economic Environment • Conclusion.

**Part III: Data Environment of India** – Indian Macro – Economic Data.

**Part IV: Appendices** – Appendices I – XI: Post Scripts.



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Pages: xxiv + 858

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

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## Managerial Economics

Analysis, Problems, and Cases

P.L. Mehta

### Contents

**Section I:** The Introduction.

**Section II:** The Demand.

**Section III:** Production and Cost.

**Section IV:** Pricing and Output Decisions.

**Section V:** The Profit.

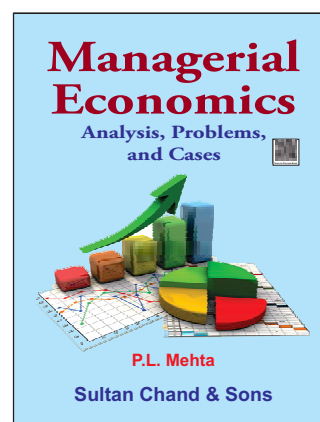
**Section VI:** Capital Budgeting: Long Term Investment Decisions.

**Section VII:** Economic Activity and the Role of Government.

**Section VIII:** The External Sector.

**Section IX:** Quantitative Techniques of Economic Analysis.

**Appendices**



Economics

Edition: 21st, 2016

Pages: xxiv + 820

ISBN: 978-93-5161-059-5 (TC 411)

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## Concise Indian Economy

I.C. Dhingra

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Introduction to Working of an Economy • Economic Growth and Development • National Income: Trends and Composition • Inequalities in Income Distribution • Era of Five Year Plans in India (1951-2017) • Emerging New Era of the Indian Economy • Population in India • Human Resource Development • Problem of Unemployment • Poverty in India • Inflation in India • Industrial Development in India • Industrial Policy and New Economic Policy (Liberalisation, Privatisation, and Globalisation) • Large Scale Industries in India • Small Scale Industries in India • Regional Disparities in India • Parallel Economy in India • India's Foreign Trade • Indian Financial System • Union Budget 2019-20 and Current – Indian Economy. Question Papers • Index.



Edition: 1st, 2019

Pages: xvi + 400

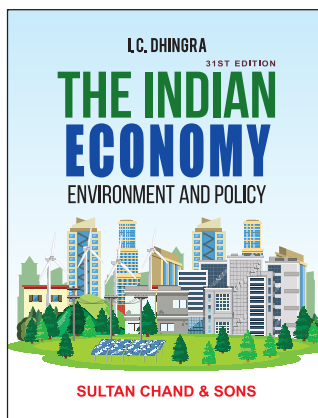
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MRP: ₹ 250.00

## The Indian Economy (Environment and Policy)

I.C. Dhingra

Economics



### Contents

**Section I: Issues in Economic Policy** – Economic Policy: Concept and Applications • Evolution of Indian Economic Policy • Poverty in India.

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**Section VI: Banking and Finance** – Financial System and Commercial Banking in India • Reserve Bank and Monetary Regulation in India • Industrial Finance and Development Banking in India • Fiscal System in India • Modi-Era Economics: Reform to Transform.

Select Bibliography • Index.

Edition: 31st, 2022

Pages: xxxviii + 922

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

MRP: ₹ 680.00

## Indian Economy

I.C. Dhingra

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**Unit IV: India's Planned Economy** – Era of Five Year Plans in India (1951–2014) • Emerging New Era of the Indian Economy.

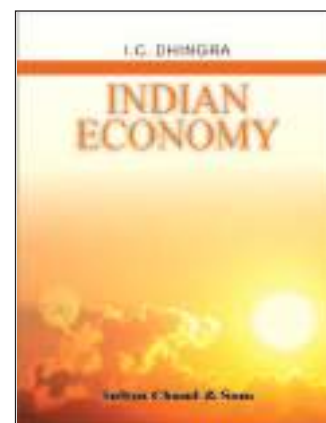
**Unit V: Infrastructure for Development Unit** – Physical Infrastructure in India • Social Infrastructure in India.

**Unit VI: Indian Agriculture** – Agricultural Development in India • Land Reforms and Rural Development • Sources of Farm Credit and Marketing of Agricultural Produce • Food Policy and Public Distribution System in India.

**Unit VII: Industrial Sector In India** – Industrial Development in India • Industrial Policy and New Economic Policy (Liberalisation, Privatisation and Globalisation) • Small-scale Industries in India.

**Unit VIII: Foreign Trade** – India's Foreign Trade.

**Unit IX: Public Finance** – Fiscal System and Policy in India • Indian Macroeconomics Today • Economy of Tamil Nadu.



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ISBN: 978-93-5161-134-9; (TC 1165)

MRP: ₹ 260.00

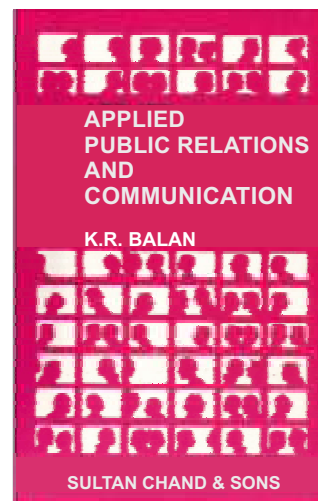


## Applied Public Relations and Communications

K.R. Balan

### Contents

- Principles and practice of public relations
- Communications
- Tools and Media
- Insight into Advertising
- Mass Media
- Corporate Relations
- Public Relations at Large
- Professional Code
- Editing, Printing and Production of Publications
- Appendices.



Economics

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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- Lease Financing
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- Insurance
- Housing Finance
- Securitization
- Credit Rating
- Consumer Finance
- Credit Card
- Derivatives.



Edition: 3rd, 2007

Pages: viii + 456

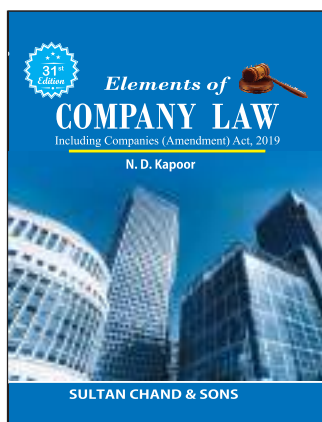
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## Elements of Company Law

### Including Companies (Amendment) Act, 2019

N.D. Kapoor



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Edition: 31st, 2020

Pages: viii + 344

ISBN: 978-93-5161-163-9; (TC 1226)

MRP: ₹ 250.00

## Legal Systems in Business

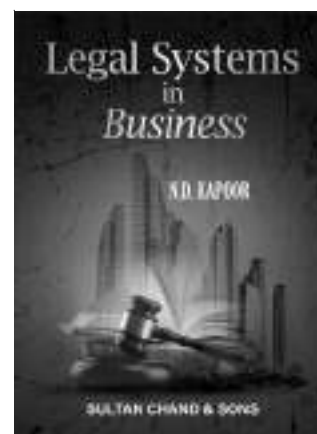
N.D. Kapoor

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**Volume II – Company Law** – Nature of Company • Kinds of Companies • Formation of Company • Memorandum of Association • Articles of Association • Prospectus • Management of the Company • Accounting and Audit • Winding Up of Companies – Different Models of Winding Up.

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Pages: xxxvi + 972

ISBN: 978-93-5161-177-6; (TC 1166)

MRP: ₹ 650.00

## Elements of Mercantile Law

N.D. Kapoor

### Contents

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**Part Four** – Other Laws

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#### Volume III – INDUSTRIAL LAW

**Part One** – Working Conditions

**Part Two** – Social Security

**Part Three** – Disputes

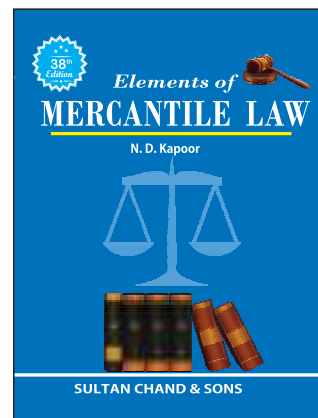
**Part Four** – Standing Order

**Part Five** – Workers' Organisations

**Part Six** – Bonus

**Part Seven** – Miscellaneous.

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Law

Edition: 38th, 2020

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ISBN: 978-93-5161-156-1 (TC 278)

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## Question Bank

### Legal Aspects of Business

T.V. Ambuli • S.P. Nisha Pradeepa

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**Unit I** – General Law of Contracts.

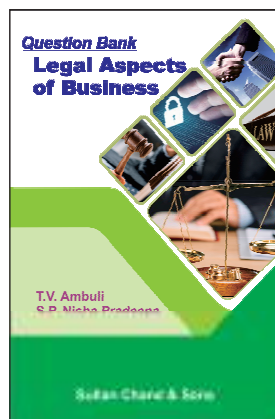
**Unit II** – Special Law of Contracts (Sale of Goods Act, Contract of Agency, Negotiable Instrument Act).

**Unit III** – Company Law, 1956.

**Unit IV** – Industrial Law ( Factories Act, Payment of Wages Act, Payment of Bonus Act, Industrial Disputes Act).

**Unit V** – Consumer Protection Act, Introduction to Cyber Laws, GST.

Cases, Question Papers.



Edition: 1st, 2020

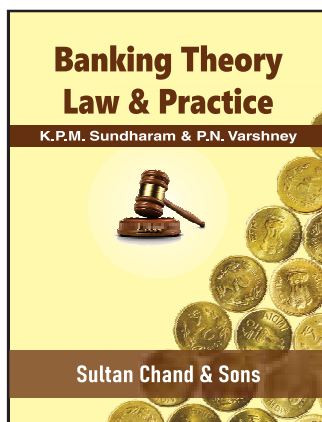
Pages: viii + 144

ISBN: 978- 93-5161-175-2; (TC 011)

MRP: ₹ 150.00

## Banking Theory Law & Practice

K.P.M. Sundharam • P.N. Varshney



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**Part IV: Employment of Bank Funds** – The Liquid Assets • Investment in Securities • Loans and Advances • Assessing Creditworthiness of Borrowers • Appraisal of Term Loan Proposals • Secured Advances – Modes of Creating

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

**Appendix:** Syllabus and Questions Papers.

Edition: 21st, 2019

Pages: xvi + 598

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MRP: ₹ 535.00

## Elements of Industrial Law

N.D. Kapoor

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**Part II: Social Security** – The Employees' Compensation Act, 1923 • The Employees' Sate Insurance Act, 1948 • The Employees' Provident Funds and Miscellaneous Provisions Act, 1952 • The Payment of Gratuity Act, 1972 • The Maternity Benefit Act, 1961 • The Payment of Wages Act, 1936 • The Minimum Wages Act, 1948.

**Part III: Disputes** – The Industrial Disputes Act, 1947.

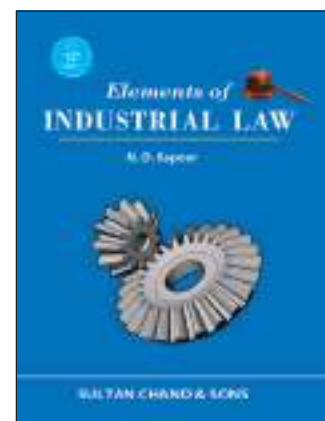
**Part IV: Standing Order** – The Industrial Employment (Standing Orders) Act, 1946.

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**Part VI: Bonus** – The Payment of Bonus Act, 1965.

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Edition: 12th, 2020

Pages: viii + 352

ISBN: 978-93-5161-162-2; (TC 297)

MRP: ₹ 255.00

## Banking Law & Practice

P.N. Varshney

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**Part V – Regulation on Banks:** Credit Policy of Reserve Bank of India • Prudential Regulation over Banks • Customer's Grievances and Redressal • Securitisation and Reconstruction of Financial Assets and Enforcement of Security Interest Act 2002.



Edition: 25th, 2022

Pages: xvi + 638

ISBN: 978-81-8054-994-6 (TC 332)

MRP: ₹ 495.00

## Business Law

As per IP University Syllabus BBA and B.Com. (Hons.)

N.D. Kapoor

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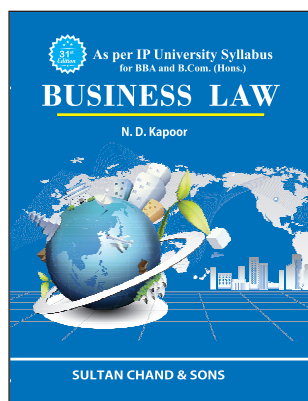
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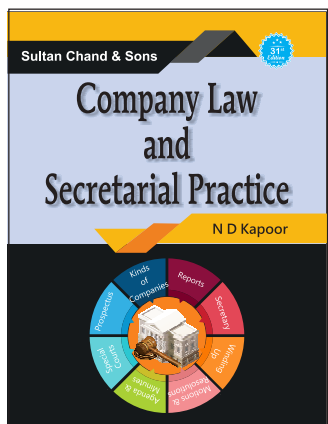




## Company Law and Secretarial Practice

N.D. Kapoor

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*Edition:* 31st, 2020

*Pages:* xiv + 546

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## Handbook of Industrial Law

N.D. Kapoor

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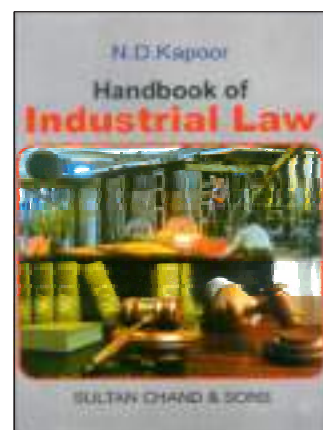
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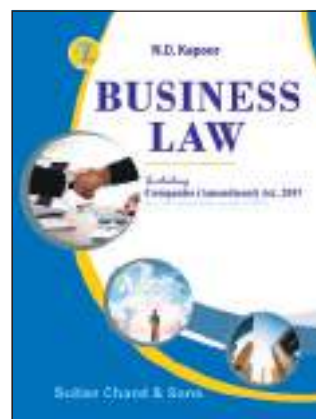
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## Industrial Relations and Labour Laws

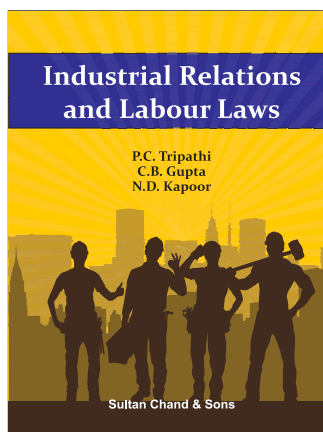
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V. Balachandran

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V. Balachandran • P.K. Ghosh

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ISBN: 978-81-951043-8-3 (TC 141)

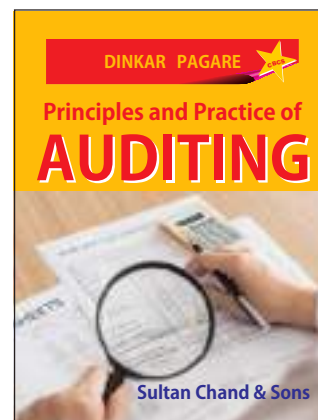
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Dinkar Pagare

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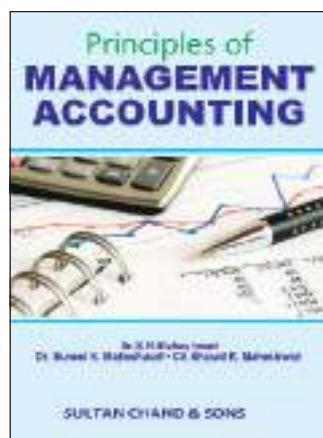
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Dr. S.N. Maheshwari

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

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Edition: 18th, 2021

Pages: xxviii + 736

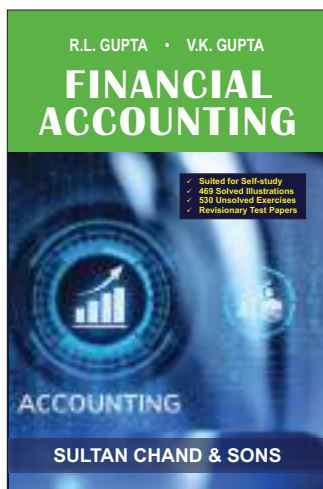
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R.L. Gupta • V.K. Gupta

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**Vol. II: Revisionary Text Paper Cum-Short Questions & Problems-cum-Scanner** – Revisionary Text Paper • Theory Questions • Problems • Scanner: Madras University B.Com. 83 Problems with Solutions • University Question Papers.

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## Advanced Cost and Management Accounting

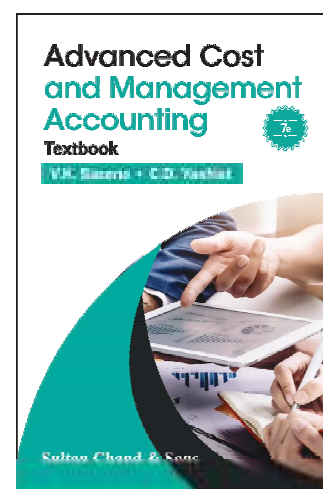
Textbook

V.K. Saxena • C.D. Vashist

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Edition: 7th, 2006

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R.L. Gupta • M. Radhaswamy

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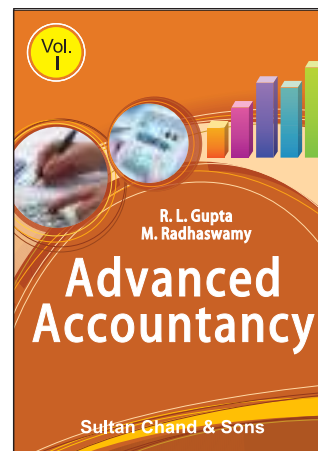
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**Section VII:** Human Resource Accounting • Inflation Accounting • Value Added Statement • Corporate Social Reporting • Segment Reporting • Valuation of Business.

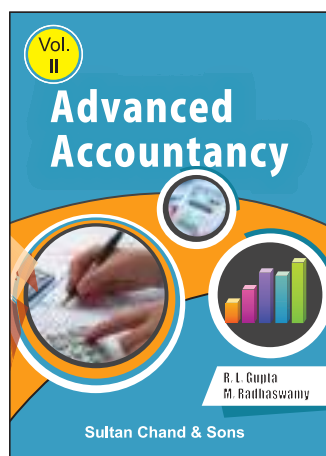
Assignment Material • Question Paper.

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ISBN: 978-81-8054-988-5 (TC 041)

MRP: ₹ 795.00





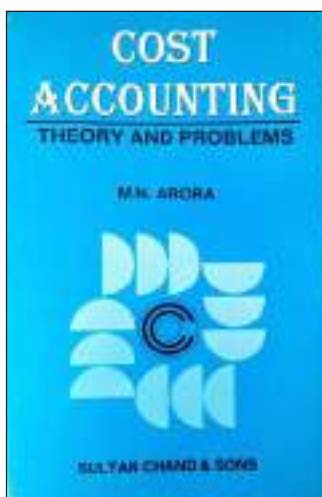
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### Theory and Problems

M.N. Arora

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  - Material Cost
  - Labour Cost
  - Overhead Cost
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  - Marginal Costing and Break-even Analysis
  - Standard Costing
  - Budgetary Control
- Appendix Model Solutions of Latest Problems.



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## Fundamentals of Cost Accounting

Dr. S.N. Maheshwari

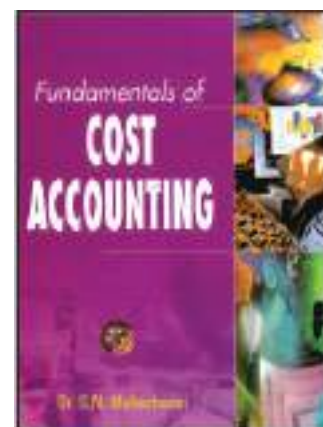
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Latest Examination Question Papers with Solutions.



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## Advanced Cost and Management Accounting

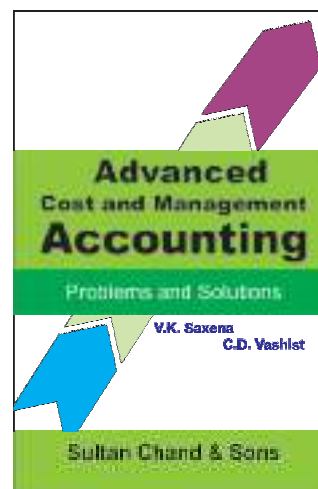
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V.K. Saxena • C.D. Vashist

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ISBN: 978-81-8054-574-0 (TC 115)

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**Section G – Information for Profit Planning and Decision-Making:** Marginal Costing • Cost – Volume – Profit Analysis • Managerial Decision-making.

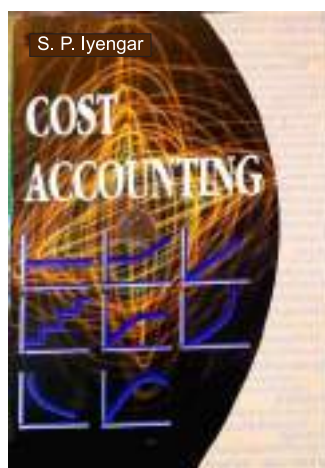
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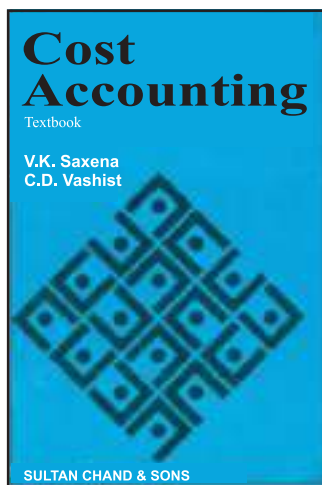
MRP: ₹ 350.00





## Cost Accounting: Textbook

V.K. Saxena • C.D. Vashist



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R.L. Gupta • V.K. Gupta

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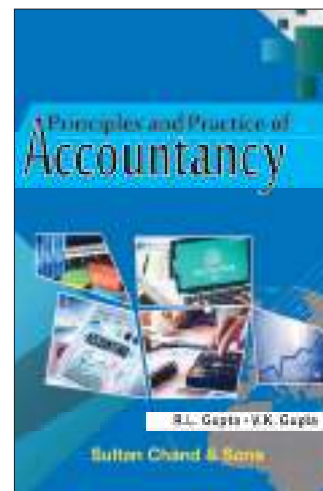
**Part VIII: Solved Question Papers** – Solved University Question Papers • University of Delhi, B.Com. (2018) Question Paper.

Edition: 14th, 2019

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# Financial and Management Accounting

Dr. S.N. Maheshwari

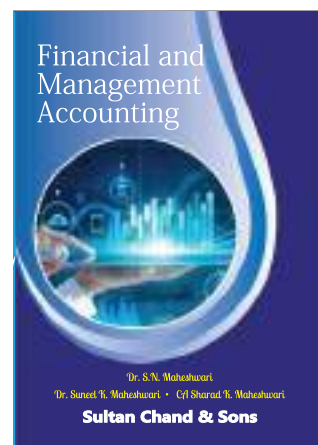
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Dr. S.N. Maheshwari • CA Sharad K. Maheshwari

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Part – IV: Suggested Answers

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Pages: xx + 1,158

ISBN: 978-81-8054-944-1 (TC 1060)

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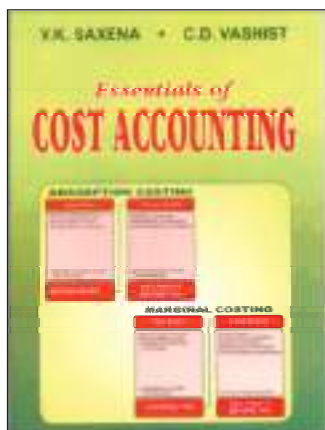
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V.K. Saxena • C.D. Vashist

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Overview of Cost Accounting Concepts and Practices • Materials • Labour • Direct Expenses • Overheads • Job Costing and Batch Costing • Single or Output Costing • Contract Costing • Process Costing • Service Costing • Joint Products and By-Products • Cost Book-keeping • Reconciliation of Cost & Financial Accounts • Uniform Costing inter-firm Comparison • Marginal/Variable Costing and Cost-Volume-Profit Analysis • Budgetary Control • Standard Costing • Multiple-Choice Questions • Short Questions.

**Appendix** – Appendix-A • Appendix-B.  
Index.



Edition: 2nd, 2011

Pages: xxiv + 940

ISBN: 978-81-8054-845-1 (TC 1098)

MRP: ₹ 350.00

## Cost Accounting

Problems & Solutions

V.K. Saxena • C.D. Vashist

### Contents

- Materials
- Labour
- Overheads
- Cost Book-Keeping
- Reconciliation of Cost and Financial Accounts
- Job Costing and Contract Costing
- Single or Output Costing
- Contract Costing
- Process Costing
- Service Costing
- Joint Product and By-Products

- Marginal Costing and Cost-Volume-Profit Analysis
- Short-Term Decision Making
- Budgetary Control
- Standard Costing – Variance Analysis.

**Appendix A** – Problems from Recent Examinations.

**Appendix B** – Preparing for Professional Examinations.



Edition: 11th, 2006

Pages: xxiv + 918

ISBN: 978-81-8054-571-9 (TC 112)

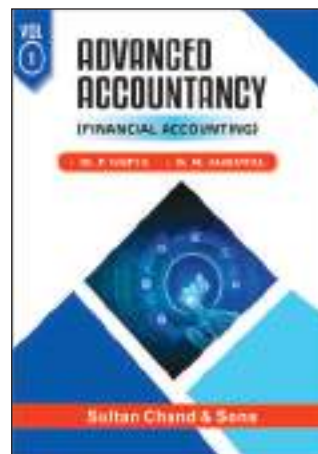
MRP: ₹ 450.00

## Advanced Accountancy – Vol. 1 (Financial Accounting)

M.P. Gupta • B.M. Aggarwal

### Contents

Theoretical Framework – Accounting Theory and Philosophy • Rules of Accounting and the Journal • Ledger • Cash Book • Subsidiary Books • Trial Balance and Rectification of Errors • Capital and Revenue (Expenditure and Receipts) • Accounting for Bills of Exchange • Bank Reconciliation Statement • Average Due Date and Account Current • Depreciation Accounting • Inventory Valuation • Final Accounts for Sole Proprietors • Accounting for Consignment • Accounting for Joint Venture • Financial Statements of Non-Trading Organisations • Self-Balancing and Sectional Balancing System • Sale of Goods on Approval or Return Basis • Insolvency Accounts of Non-Corporate Entities • Royalty Accounts • Hire-Purchase and Instalment Payments System • Accounting for Branches Including Foreign Branches • Departmental Accounting • Accounting for Agricultural Farms • Voyage Accounts • Investment Accounts • Insurance Claims for Loss of Stock and Loss of Profit • Accounting for Packages & Containers • Lease Accounting • Inflation Accounting • Single Entry System (Accounts from Incomplete Records) • Contract Accounts • Miscellaneous Accounts • Partnership-I – Fundamentals and Valuation of Goodwill in Partnership • Partnership-II – Admission of a Partner • Partnership-III – Retirement/Death of a Partner • Dissolution of Partnership Firms Including Piecemeal Distribution of Assets • Conversion of Partnership Firm into a Company or Sale to a Company and Amalgamation of Firms.



Edition: 1st, 2022

Pages: xxiv + 1,734

ISBN: 978-81-954071-3-2; (TC 1241)

MRP: ₹ 995.00

## Management Accounting and Financial Control

Dr. S.N. Maheshwari

### Contents

**Section A – Fundamentals:** Management Accounting – Nature & Scope • Accounting Principles and Standards • Basic Cost Concepts • Activity Based Costing.

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

**Section C – Planning and Control:** Budgetary Control • Standard Costing • Variance Analysis • Marginal Costing and Profit Planning • Decisions involving Alternative Choices • Pricing Decisions & Divisional Performance • Basics of Capital Budgeting • Risk Analysis in Capital Budgeting • Management Reporting.

**Section D – Funds Management:** Financial Planning; meaning & Scope • Capital Structure • Sources of Finance • Project Management • Working Capital Management • Working Capital Control and Banking Policy • Cost of Capital • Leverages • Dividends, Bonus and Rights • Lease Financing • Investment Portfolio Management • International Financial Management.

**Section E – Miscellaneous:** Inventory Valuation • Fixed Assets and Depreciation Accounting • Accounting Concept of Income • Inflation and

Financial Management • Corporate Restructuring : Amalgamations and Acquisitions • Mergers Amalgamations and Acquisitions • Human Resource Accounting • Social Cost Benefit Analysis • Computer and Data Processing • Business Risks and Insurance Coverage • Tax Implications and Financial Planning.

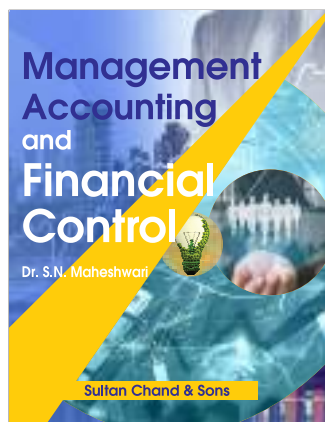
**Section F** – Advanced Solved Problems; **Section G** – **Advanced Unsolved Problems:** Unsolved Problems • Appendices.

Edition: 16th, 2015

Pages: xxiv + 1,842

ISBN: 978-93-5161-032-8; (TC 082)

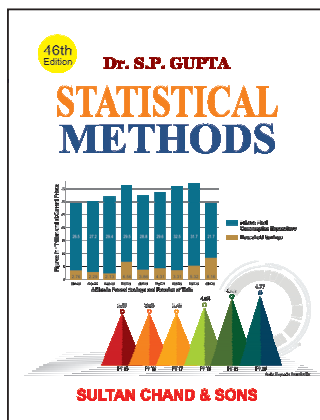
MRP: ₹ 700.00



## 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 •  $X^2$  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

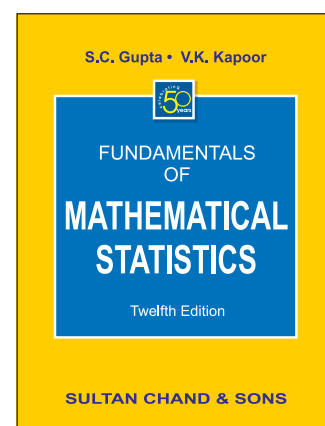
## Fundamentals of Mathematical Statistics

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 ( $\chi^2$ ) 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)

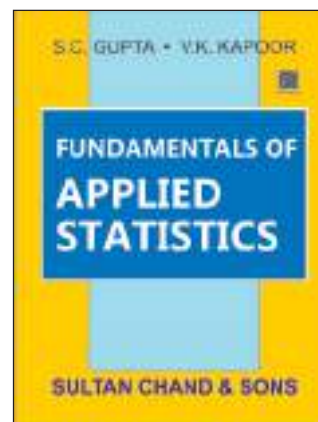
MRP: ₹ 695.00

## Fundamentals of Applied Statistics

S.C. Gupta • V.K. Kapoor

### Contents

- Statistical Quality Control
- Analysis of Time Series
- Index Number
- Demand Analysis
- Analysis of Variance
- Design of Experiments
- Design of Sample Surveys
- Statistics in Psychology and Education
- Vital Statistics.



Edition: 4th, 2007

Pages: xvi + 712

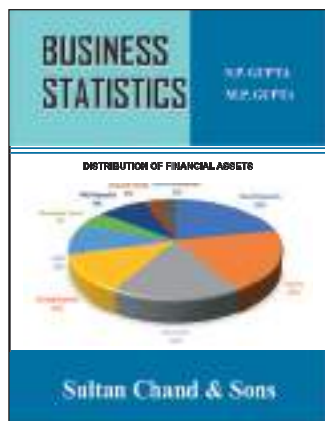
ISBN: 978-81-8054-705-8 (TC 502)

MRP: ₹ 625.00

## Business Statistics

S.P. Gupta • M.P. Gupta

### Contents



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

Edition: 19th, 2017

Pages: xxiv + 800

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

MRP: ₹ 595.00

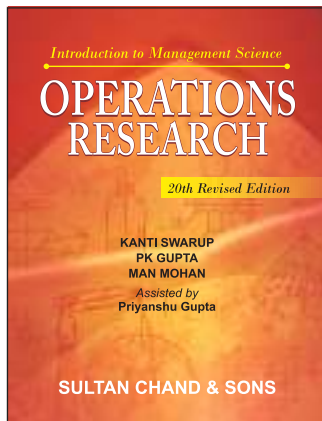


## Introduction to Management Science

# 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)

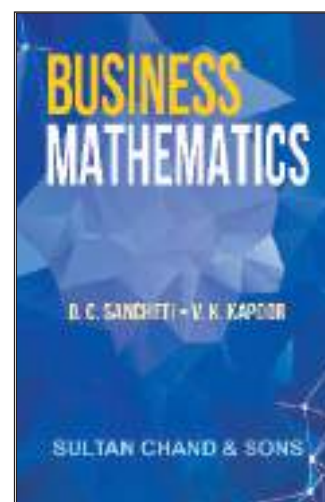
MRP: ₹ 695.00

## 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



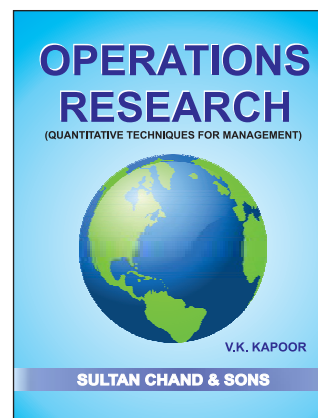
## Operations Research

(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

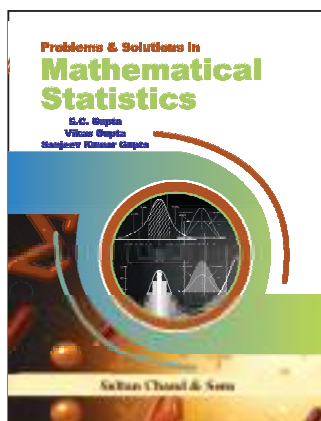
S.C. Gupta • Vikas Gupta • Sanjeev Kumar Gupta

### 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)

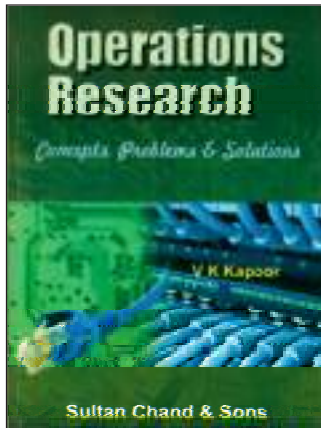
MRP: ₹ 495.00



## 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 + 324

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

MRP: ₹ 475.00

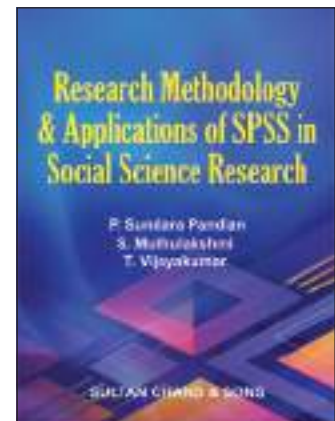
## Research Methodology & Applications of SPSS in Social Science Research

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: ₹ 275.00

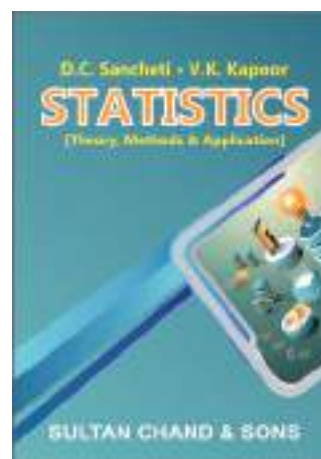
## Statistics

(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: xii + 1447

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

MRP: ₹ 695.00

## Quantitative Techniques and Operations Research

Dr. S.P. Gupta • Dr. P.K. Gupta

### Contents

**Part I: Quantitative Techniques** – Quantitative Techniques – Introduction • Introduction to Statistics • Classification and Tabulation • Diagrammatic and Graphic Presentations • Measures of Central Tendency • Measures of Variation • Skewness Moments and Kurtosis • Correlations Analysis • Regression Analysis Questions Papers • Appendix.

**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: xvi + 600

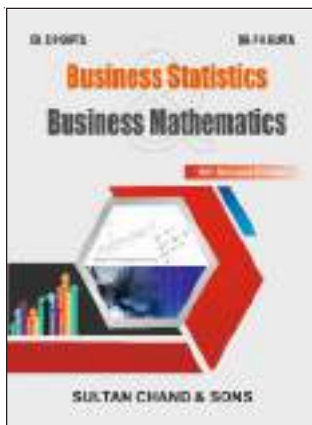
ISBN: 978-93-5161-182-0 (TC 1017)

MRP: ₹ 495.00

## Business Statistics & Business Mathematics

Dr. S.P. Gupta • Dr. P.K. Gupta

### Contents



**Part I: Business Statistics** – Introduction to Statistics • Classification and Tabulation • Diagrammatic Graphic Presentation • Measures of Central Tendency • Measures of Variation • Correlation Analysis • Regression Analysis • Index Numbers • Analysis of Time Series • Interpretation of Data • Appendix.

**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

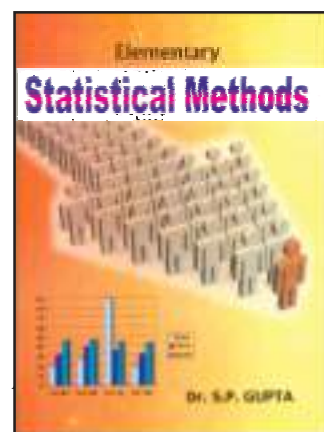
## Elementary Statistical Methods

Dr. S.P. Gupta

### 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
- Probability Theory
- 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 • उषा गुप्ता

### विषय-सूची

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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 • अपकरण के माप • विषमता, परिघात तथा पृथुशीर्षत्व • सहसम्बन्ध • सूचकांक • काल श्रेणी का विश्लेषण • समकों का निर्वचन • प्रतीपगमन विश्लेषण • गुण-साहचर्य • आन्तरगणन तथा बाह्यगणन • जीवन सम्बन्धी समंक ।

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### सांख्यिकी के सिद्धान्त

डॉ. एस.पी. गुप्ता  
उषा गुप्ता

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

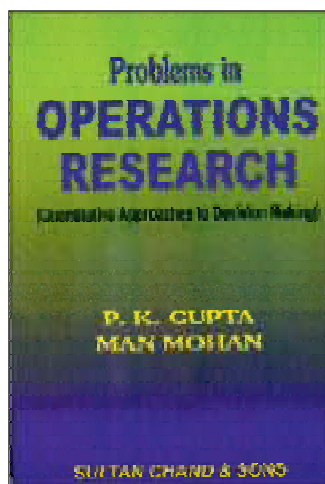
(Quantitative Approaches to Decision Making)

P.K. Gupta • Man Mohan

### 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 • Queueing 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



Mathematical Science

Edition: 14th, 2014

Pages: viii + 936

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

MRP: ₹ 550.00

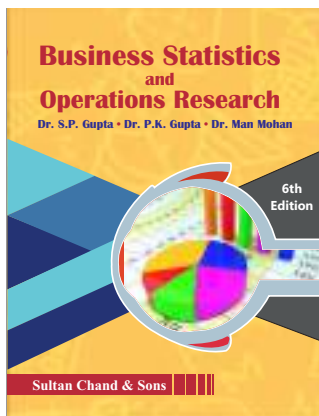




## Business Statistics and Operations Research

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

### Contents



**Business Statistics** – 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 • Tests of Hypotheses • Chi-Square Test • Analysis of Variance • Statistical Quality Control.

### 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

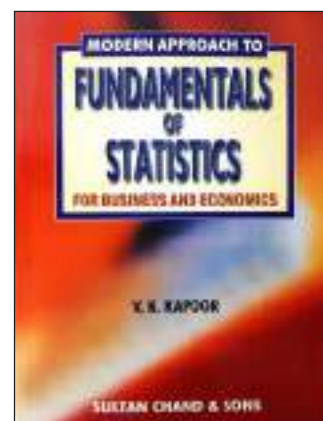
## Modern Approaches to Fundamentals of Statistics

For Business and Economics

V.K. Kapoor

### Contents

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)

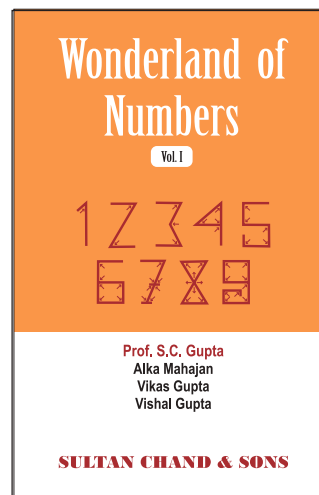
MRP: ₹ 295.00

## 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

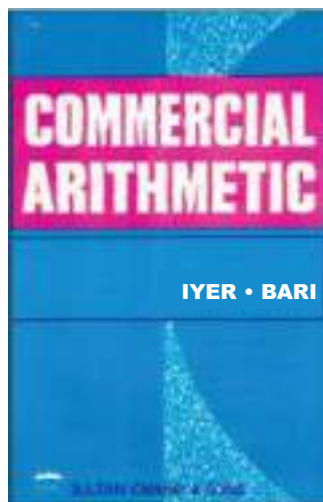
ISBN: 978-93-91820-05-3 (TC 1248)

MRP: ₹ 400.00

## Commercial Arithmetic

B.G. Iyer • S.A. Bari

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- |                                      |                              |
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| • Rapid Methods of Calculations      | • Simple Annuities           |
| • Ratio, Proportion and Percentage   | • Present Worth and Discount |
| • Commission, Brokerage and Discount | • Profit and Loss            |
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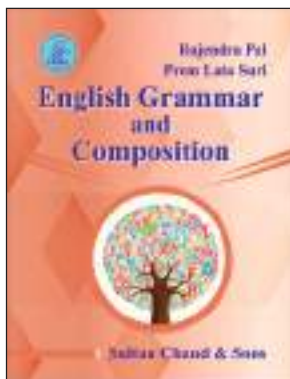
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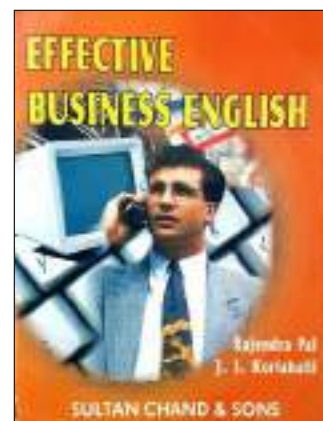
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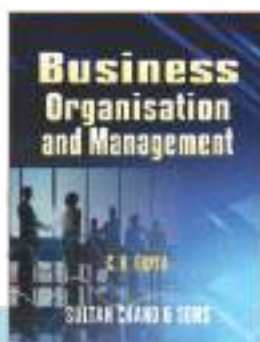
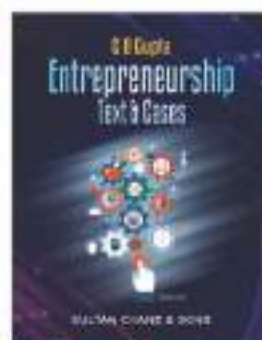
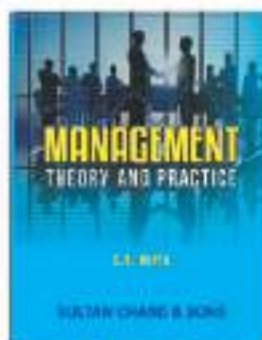
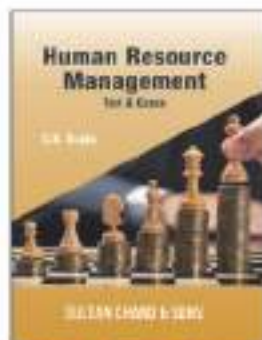
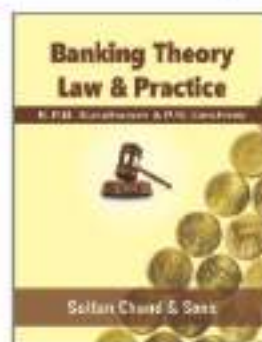
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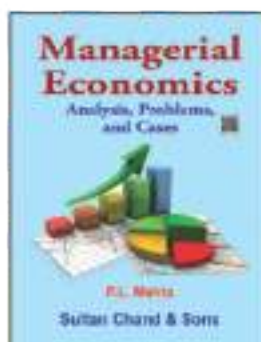
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