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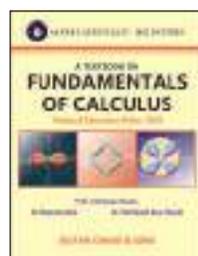
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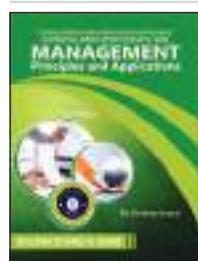
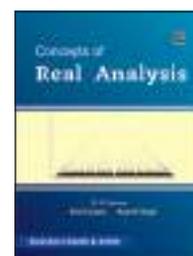


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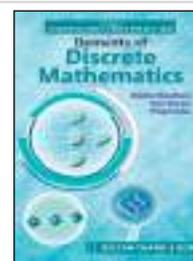


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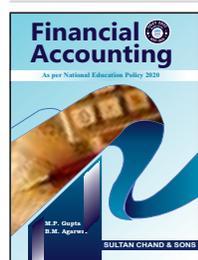


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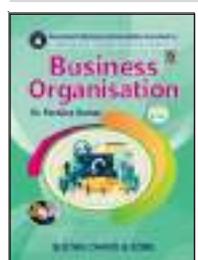
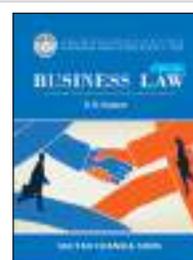


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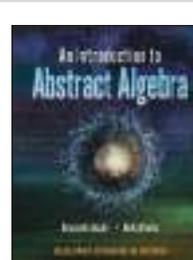


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L.M. Prasad

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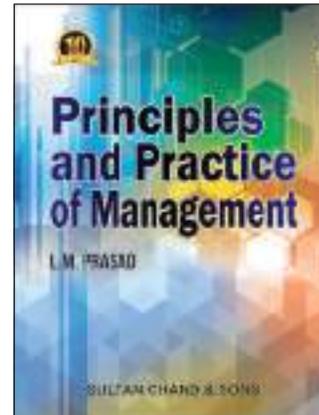
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MRP: ₹ 550.00

Organizational Behaviour

L.M. Prasad

Contents

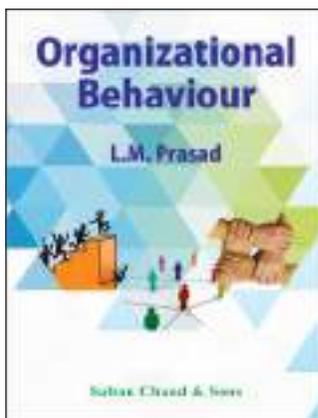
Part I: Conceptual Framework for Organizational Behaviour – Introduction to Organizational Behaviour.

Part II: Foundations of Individual Behaviour – Nature of Human Behaviour • Personality • Perception • Learning • Attitudes and Values • Emotional Intelligence • Motivation: Concepts and Theories • Motivation: Applications • Individual Decision Making.

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Part IV: Organization Systems – Design of Organization Structure • Organizational Culture • Organizational Change and Stress Management.

Appendix 1 • **Appendix 2** • Glossary • Index.



Edition: 6th, 2019

Pages: xviii + 550

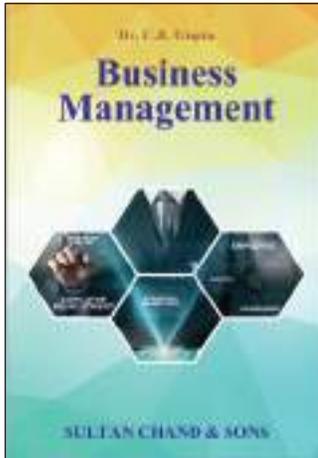
ISBN: 978-93-5161-146-2 (TC 211)

MRP: ₹ 500.00

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.

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

Edition: 15th, 2018

Pages: xxxii + 574

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

MRP: ₹ 495.00

Entrepreneurial Development

Dr. C.B. Gupta • Dr. N.P. Srinivasan

Contents

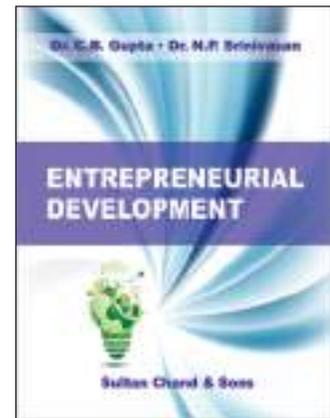
Part I – Entrepreneurial Culture and Structure • Competing Theories of Entrepreneurship • Entrepreneurial Traits and Types • Entrepreneurial Motivation • Establishing Entrepreneurial Systems.

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Part V – Appendix I: Case Studies of Start Up Entrepreneurs • Appendix II: Objective Type Questions.



Edition: 2020

Pages: xxxii + 424

ISBN: 978-93-5161-132-5 (TC 174)

MRP: ₹ 350.00

Human Resource Management (Text & Cases)

C.B. Gupta

Contents

Part I: Introduction to HRM – Nature and Scope of HRM • Organising the HRF • Strategic HRM • Human Resource Policies.

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Part III: Developing Human Resources – Employee Training • Executive Development • Career Planning and Development • Human Resource Development • Employee Empowerment.

Part IV: Managing Performance & Compensation – Performance Appraisal • Job Evaluation • Wage and Salary Administration • Incentive Compensation.

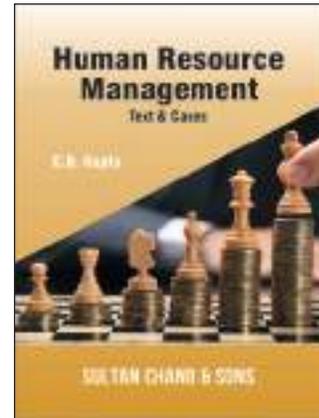
Part V: Maintaining & Retaining Human Resources – Job Changes – Transfers, Promotions and Separations • Absenteeism and Labour Turnover • Employee Health & Safety • Employee Welfare (Employee Benefits & Engagement) • Social Security • Work Environment • Discipline and Grievance.

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Part VII: Human Resource Control – Human Resources Records, Research and Audit • Human Resource Accounting and Information System.

Part VIII: Emerging Horizons in HRM – Human Resource Management in Virtual Organisation • International HRM • HRM in a Changing Environment.

Appendix: Some Syllabi on HRM • Bibliography • Index.



Edition: 19th, 2018

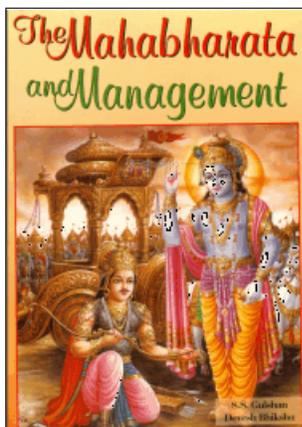
Pages: xxiv + 840

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

MRP: ₹ 695.00

The Mahabharata and Management

S.S. Gulshan • Mahatma Devesh Bhikshu



Contents

Part 1: Adi Parva • Sabha Parva

Part 2: Vana Parva

Part 3: Virata Parva • Udyoga Parva

Part 4: Bheeshma Parva

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Part 9: Infinite Existence- Consciousness-Bliss

Part 10: Business and its Management

Edition: 1st, 2013

Pages: xvi + 572

ISBN: 978-81-8054-179-7 (TC 790)

MRP: ₹ 450.00

Essentials of Business Communication

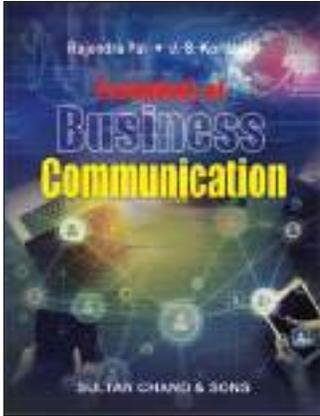
Rajendra Pal • J.S. Korlahalli

Contents

- Essentials of Communication
- English for Effective Business Communication
- Business Correspondence
- Employment Related Communication
- Interdepartmental Communication
- Other Forms of Written Communication
- Precis Writing
- Electronic Communication
- Intercultural Communication
- Oral and Other Forms of Communication
- Essay Writing.

Appendix 1

Appendix 2



Edition: 13th, 2011

Pages: xxiv + 848

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

MRP: ₹ 595.00

Basic Financial Management

Dr. R.P. Rustagi

Contents

Part One – Financial Management – An Introduction • Time Value of Money.

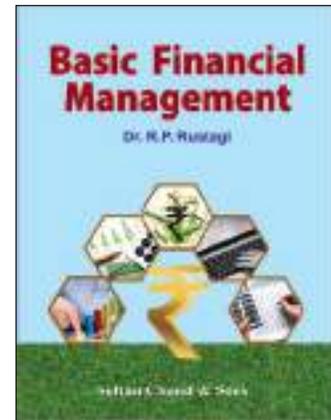
Part Two – Capital Budgeting – An Introduction • Capital Budgeting – Techniques of Evaluation.

Part Three – Cost of Capital • Leverage Analysis • EBIT – EPS Analysis • Leverage, Cost of Capital and Value of the Firm • Factors of Capital Structure.

Part Four – Dividend Decision and Valuation of the Firm • Dividend Policy : Determinants and Constraints.

Part Five – Introduction to Working Capital • Working Capital : Estimation and Calculations • Management of Cash • Receivables Management • Inventory Management.

Appendix I • Appendix II.



Edition: 9th, 2019

Pages: xvi + 432

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

MRP: ₹ 350.00

Marketing Management

Text & Cases

Dr. C.B. Gupta • Dr. N. Rajan Nair

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Part I: Introduction (Identifying and Understanding the Market) – Nature, Scope and Importance of Marketing • Modern Marketing Concept • Marketing Environment and Marketing System • Consumer or Buyer Behaviour • Market Segmentation and Marketing Mix • Marketing Research and Marketing Information System.

Part II: Product Mix (Creating Value) – Product Planning and Product Mix • New Product Development.

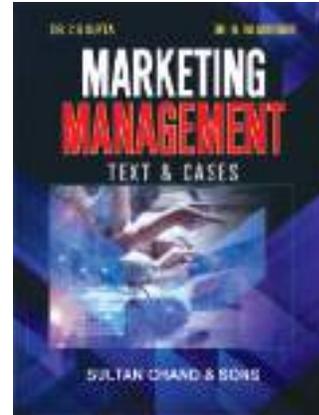
Part III: Pricing (Capturing Value) – Price Mix.

Part IV: Distribution (Delivering Value) – Channels of Distribution • Physical Distribution of Goods.

Part V: Promotion (Communicating Value) – Promotion Mix • Advertising • Personal Selling • Sales Promotion, Publicity and Public Relations.

Part VI: Marketing and Society – Consumer Protection in India • Marketing of Services • Rural Marketing • Strategic Marketing • Recent Issues and Developments in Marketing.

Appendix • Syllabi on Marketing Management • Select Bibliography • Index.



Edition: 19th, 2018

Pages: xvi + 584

ISBN: 978-93-5161-121-9 (TC 187)

MRP: ₹ 450.00

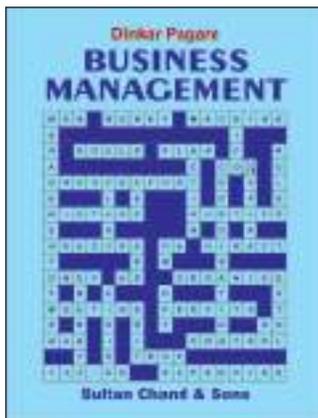
Business Management

Dinkar Pagare

Contents

Introductory • Evolution of Management Thought and Practice • School 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

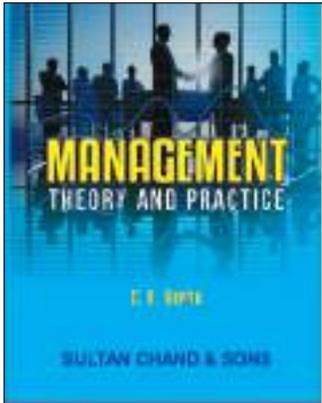
Pages: xx + 412

ISBN: 978-93-5161-119-6 (TC 198)

MRP: ₹ 300.00

Management: Theory and Practice

C.B. Gupta



Contents

Part I: Introduction to Management – Concept, Nature and Scope of Management • Management Process – Functions and Principles • Coordination – The Essence of Managing • Evolution of Management Thought • Modern Management Gurus • Management and Environment.

Part II: Planning and Decision-Making – Nature, Process and Types of Planning • Forecasting • Management by Objectives • Decision-making • Strategic Management Process • Problem Solving.

Part III: Organising – Nature and Principles of Organisation • Departmentation • Span of Management • Authority and Responsibility • Delegation and Decentralisation • Forms of Organisation Structure • Line and Staff Relations • Theories of Organisation • Management of Change • Organisation Development • Organisation Charts and Manuals • Organisational Climate and Culture • Organisational Conflicts • Organisational Politics.

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Part V: Directing – Nature and Scope of Directing • Motivation and Morale • Communication • Leadership • Supervision • Team Building • Crisis Management • Corporate Governance.

Part VI: Controlling – Nature and Process of Controlling • Techniques of Control.

Part VII: Management and Society – Management of Public Undertakings • Social Responsibilities of Business • Business Ethics • Japanese Management • International Management • Excellence in Management • Management of Time • Management of Family Business • Management of Non-profit Organisation • Management in Future • Modern Management Techniques • The Entrepreneurship Development.

Some Syllabi on Management • Select Bibliography • Subject Index.

Edition: 21st, 2022

Pages: xxxii + 896

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

MRP: ₹ 595.00

Human Resource Development

P.C. Tripathi

Contents

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Edition: 7th, 2013

Pages: xx + 532

ISBN: 978-81-8054-885-7 (TC 233)

MRP: ₹ 450.00

Business Organisation and Management

C.B. Gupta

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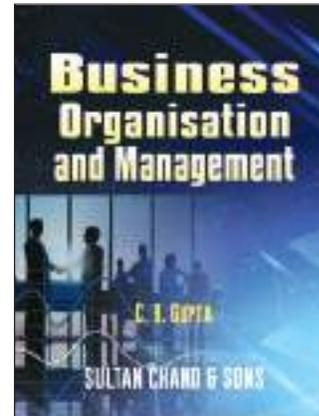
Section III: Marketing of Products – Nature and Functions of marketing • Channels of Distribution (Home Trade) • Exports and Imports (Foreign Trade) • Advertising, Salesmanship and Sales Promotion • Business Risks • Elements of Insurance.

Section IV: Financing the Business – Financial Planning (Capitalisation and Capital Structure) • Source of Corporate Finance • Special Financial Institutions • Stock Exchange and SEBI.

Section V: Business Horizons – Public Enterprises and Public Utilities • Small Business in India.

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Edition: 17th, 2019

Pages: xxiv + 696

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

MRP: ₹ 495.00

Investment Management (Theory & Practice)

Dr. R.P. Rustagi

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

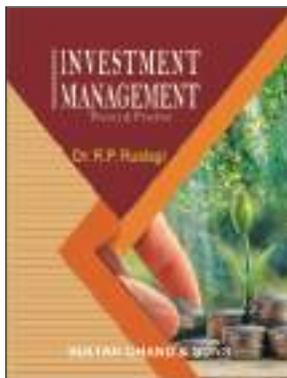
Part II: Risk-return Relationship and Portfolio Management – Risk and Return • Portfolio Selection and Management.

Part III: Securities Analysis and Valuation – Fixed Income Securities: Yield and Valuation • Equity Shares: Fundamental and Technical Analysis • Valuation of Equity Share.

Part IV: Mutual Funds and Financial Derivatives – Mutual Funds • Financial Derivatives.

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

Appendices.



Edition: 11th, 2021

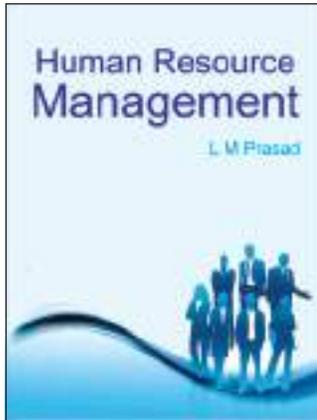
Pages: xvi + 416

ISBN: 978-93-5161-168-4 (TC 1058)

MRP: ₹ 395.00

Human Resource Management

L.M. Prasad



Contents

Part I: Framework of Human Resource Management – Introduction to Human Resource Management • Human Resource Management Environment • Strategic HRM • Human Resource Information System, Accounting and Audit.

Part II: Acquiring Human Resources – Human Resource Planning • Job Design and Job Analysis • Recruitment • Selection • Induction & Placement.

Part III: Human Resource Development – Human Resource Development System • Career Planning & Development • Training and Development.

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

Edition: 4th, 2017

Pages: xiv + 592

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

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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

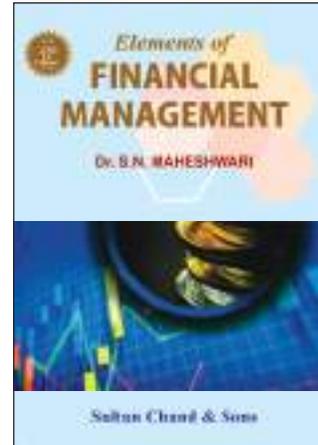
Section A: Foundations of Finance – Financial Management – Meaning and Scope • Concepts in Valuation • Valuation of Securities • Risk and Return.

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Edition: 12th, 2019

Pages: xx + 614

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

MRP: ₹ 350.00

Marketing

Dr. N. Rajan Nair • Sanjith R. Nair

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

Edition: 7th, 2010

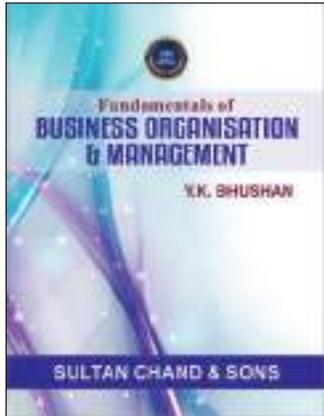
Pages: viii + 472

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

MRP: ₹ 295.00

Fundamentals of Business Organisation & Management

Y.K. Bhushan



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- Part One:** Business System
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- Part Five:** Production Function of Management
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- Part Seven:** Marketing Function of Management
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- Part Nine:** Business and its Environment
- Supplement

Edition: 20th, 2016

Pages: xvi + 1040

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

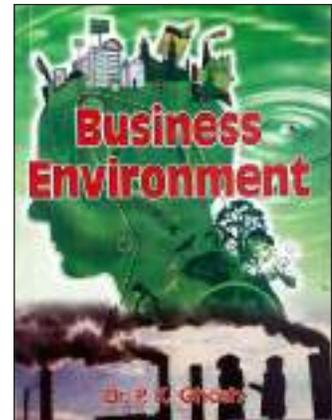
MRP: ₹ 600.00

Business Environment

Dr. P.K. Ghosh

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- Emerging Dimensions of Business Environment
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- Appendix: Cases



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

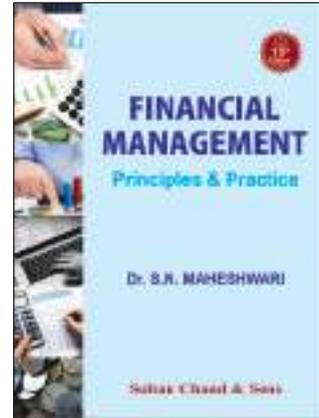
Section C: Cost Analysis – Basic Cost Concepts • Marginal Costing and Profit Planning • Decisions Involving Alternative Choices • Budgetary Control.

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Section F: Advanced Solved Problems.

Section G: Advanced Unsolved Problems and Appendices.



Edition: 15th, 2019

Pages: xxiv + 1,604

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

MRP: ₹ 750.00

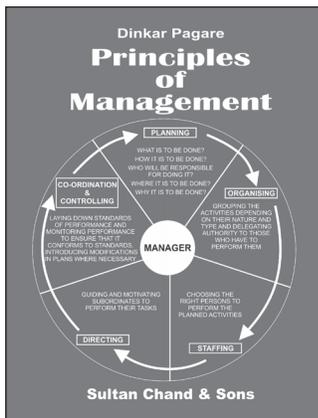
Principles of Management

Dinkar Pagare

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Case Study • Review Questions



Edition: 6th, 2018

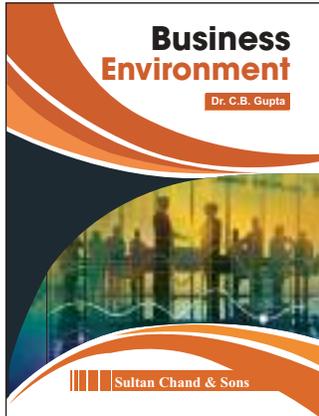
Pages: xx + 412

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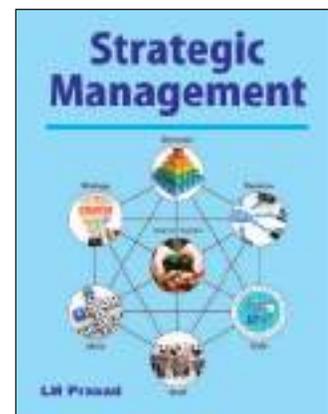
Part I: Conceptual Framework of Strategic Management – Introduction to Strategic Management • Strategic Management Process.

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.

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Edition: 7th, 2018

Pages: xiv + 506

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

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Foreign Exchange

Practice, Concepts and Control

C. Jeevanandam

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Edition: 17th, 2020

Pages: xxxii + 704

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

MRP: ₹ 560.00

Principles of Marketing

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.

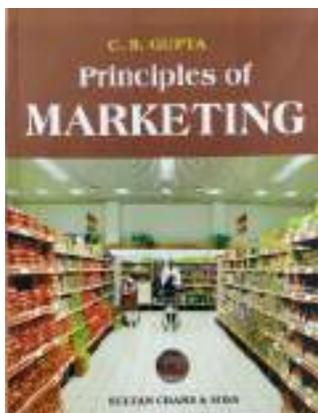
Unit II: Market Selection and Product – Market Segmentation Targeting and Product Positioning • Product Decisions • New Product Development.

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

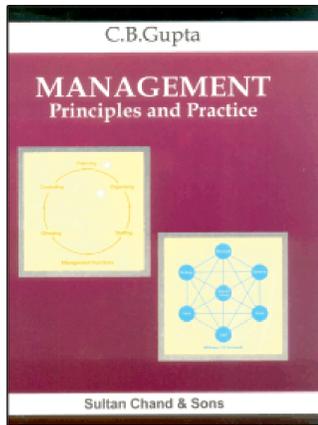
Unit – I: Nature and Scope of management • Evolution of Management Thought • Business Ethics and Social Responsibility.

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

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Appendix: Cases in Management.



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Foreign Exchange & Risk Management

C. Jeevanandam

Contents

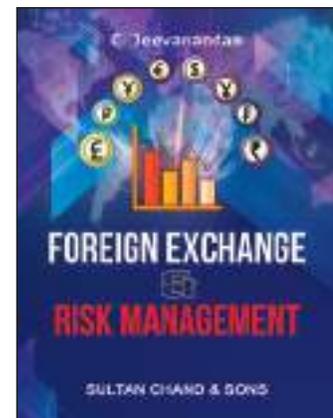
Section A: Framework of Foreign Exchange – Introduction • Foreign Exchange Regulations • Balance of Payments • International Monetary Systems • Exchange Rate Determination • International Monetary Fund.

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.

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Pages: xxiv + 588

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Management Information Systems

L.M. Prasad • Usha Prasad

Contents

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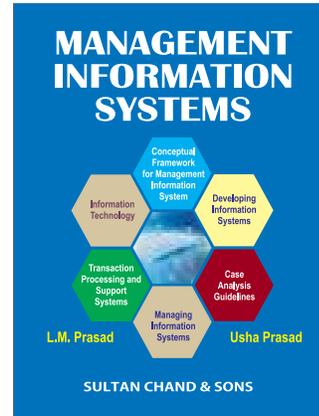
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Part III: Developing Information Systems – Planning for Information Systems • Approaches for System Development • System Analysis and Design • System Implementation and Maintenance • System Acquisition and Testing.

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: 2nd, 2010

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Entrepreneurship and Small Business Management

Dr. S.S. Khanka • Dr. C.B. Gupta

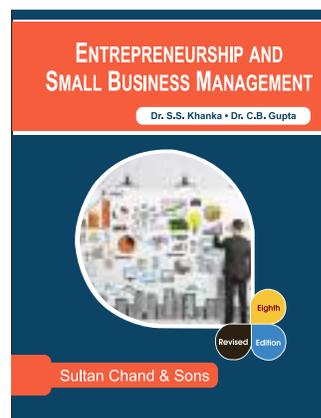
Contents

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

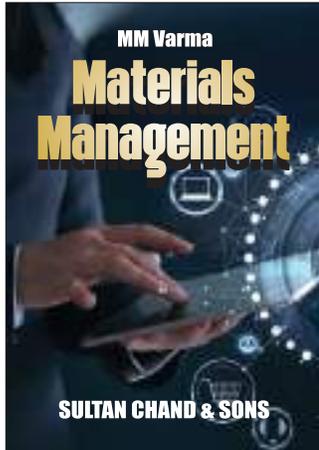
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M.M. Varma



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.

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Dr. C.B. Gupta

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Unit II: Planning and Decision-making – Nature, Scope and Objectives of Planning • Decision-making • Management by Objectives • Corporate Planning and Environment • Business Forecasting.

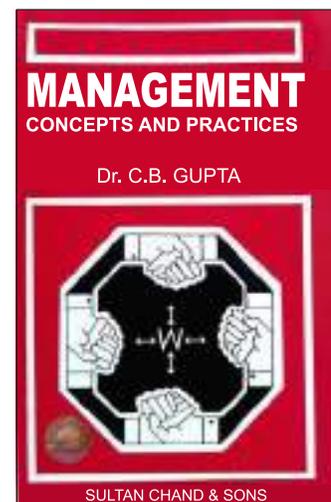
Unit III: Organising and Staffing – Nature and Process of Organising • Authority and Responsibility Relationships • Delegation and Decentralisation • Departmentation • Formal and Informal Organisations • Span of Control • Types of Organisation • Concept, nature and Importance of Staffing.

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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 Papers of BBA Examinations of GGS Indraprastha University.



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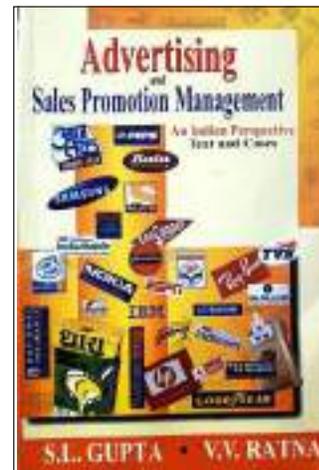
Advertising and Sales Promotion Management

An Indian Perspective: Text and Cases
S.L. Gupta • V.V. Ratna

Contents

Section I: Advertising – Introduction • Historical Perspective of Advertising • Types of Advertising • The Advertising Agency • Types of Media • Markets Analysis: Segmentation and Targeting • Market Analysis: Family Life Cycle and Life Style Marketing • Perception, Learning and Diffusion Process of Communication • Creative Execution • Media Selection, Planning and Scheduling • Creativity in Advertising • Advertising Budget • Direct Marketing and Customer Satisfaction • Role of Strategies in Marketing Communication Process • Internet as an Emerging Advertising Medium • Publicity and Public Relations • Advertising Research.

Section II: Sales Promotion Management – An Introduction to Sale Promotion • Sales Promotion Planning, Budget and Evaluation • Types and Techniques of Sales Promotion • Personal Selling • Sales Display, sales Forecasting, Sales Budgeting and Control • Sales Promotion through Selling Skills • Sales Meeting, Sales Training and Sales Presentation • Promotion of Services • Relationship Marketing.



Edition: 1st, 2004

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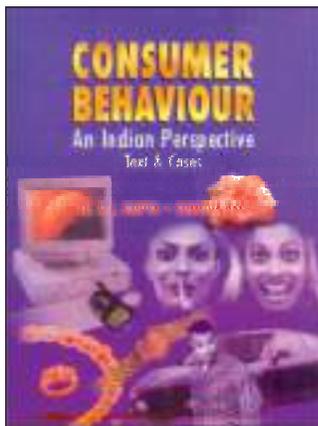
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Consumer Behaviour

An Indian Perspective: 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

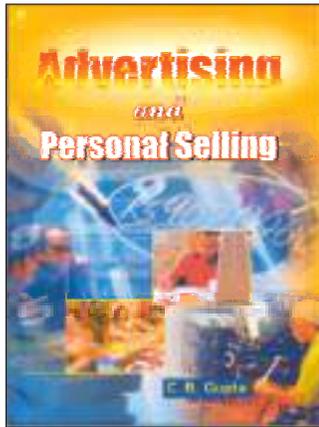
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ISBN: 978-81-8054-860-4 (TC 849)

MRP: ₹ 500.00

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C.B. Gupta



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Section B: Personal Selling

Introduction to Personal Selling • Process of Effective Selling • Sales Planning and Control • Management of Sales Force.

Appendix

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Edition: 9th, 2017

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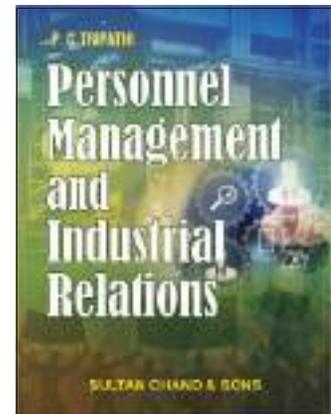
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Personnel Management and Industrial Relations

P.C. Tripathi

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- Introduction
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- Planning the Personnel Function
- Organising the Personnel Function
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- Motivation
- Job Satisfaction and Morale
- Employee Communication
- Control and Audit
- Procurement of Personnel
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- Test Yourself (Objective Type Questions)
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Edition: 21st, 2013

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

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A Brief Course on Foreign Exchange Arithmetic and Risk Management

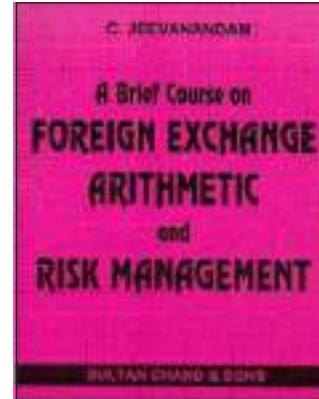
C. Jeevanandam

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

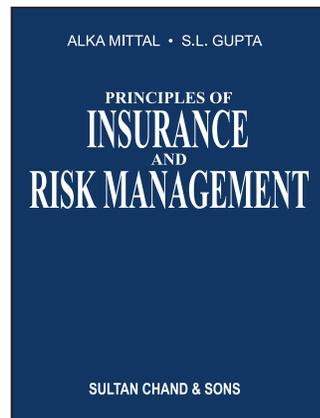
ISBN: 978-93-5161-090-8 (TC 405)

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.

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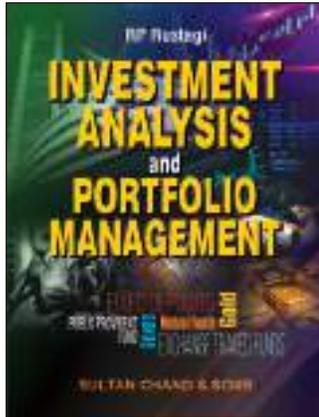
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Investment Analysis and Portfolio Management

R.P. Rustagi



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

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

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MRP: ₹ 695.00

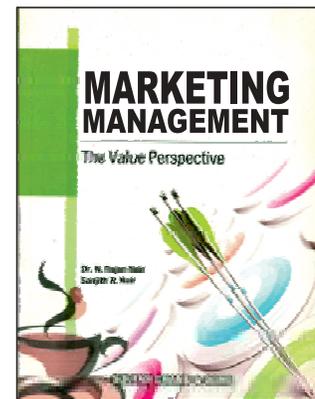
Marketing Management The Value Perspective

Dr. N. Rajan Nair • R. Sanjith Nair

Contents

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• Creating Value for Services (Marketing of Services) • Value Creation for Rural Markets • Global Marketing • Value Sustenances – Customer Relationship Management.



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Creativity and Innovation in Entrepreneurship

S.S. Khanka

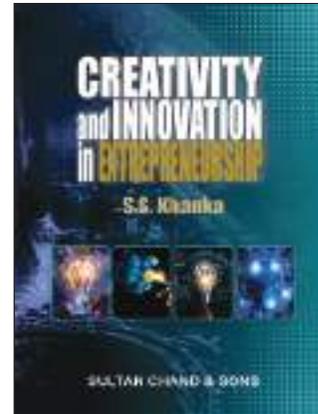
Contents

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

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Section III: Innovation – Introduction to Innovation • Moving Innovation to Market • Management of Technology • Asset Protection • Technology Maturity, Obsolescence and Discontinuities.

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.



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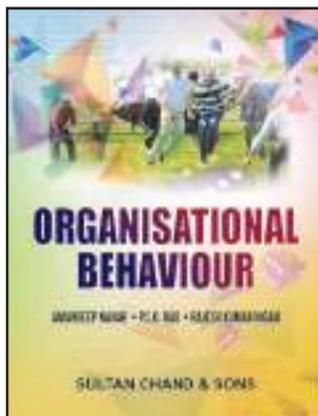
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Organisational Behaviour

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



Contents

Unit I – OB: An Overview • Evolution of Management.

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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.

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Project Management & Control

P.C.K. Rao



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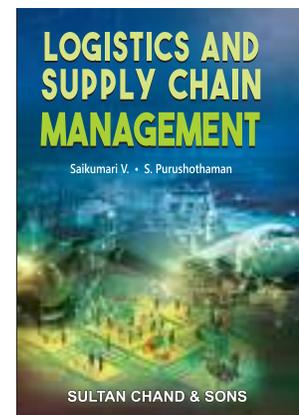
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Logistics and Supply Chain Management

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
- Supply Chain Management Concepts
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ISBN: 978-93-91820-11-4 (TC 1254)

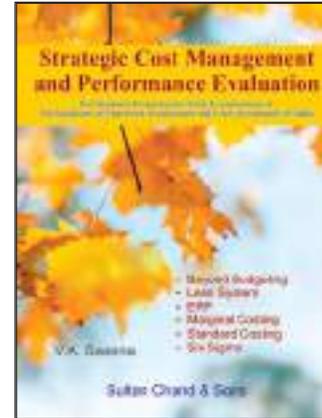
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Strategic Cost Management and Performance Evaluation

V.K. Saxena

Contents

- Relevant Points / Formulae / Formats
- Cost Volume Profit Analysis and Decision-Making
- Budgetary Control
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- Network Analysis – CPM & PERT
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Edition: 1st, 2020

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Marketing Research

Principles, Applications and Cases

Dr. D.D. Sharma

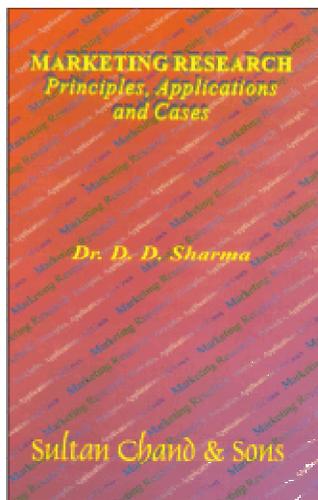
Contents

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

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

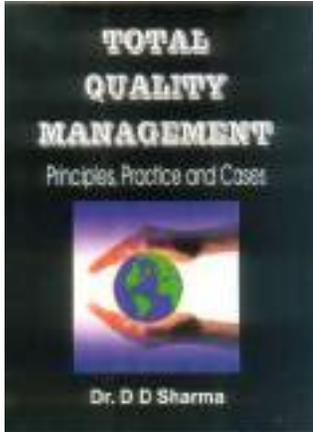
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Total Quality Management

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
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 • 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
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 • 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)

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Securities Law & Market Operation

Dr. P. Sudha

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- Financial Instruments
- Debt Instruments
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Edition: 1st, 2022

Pages: xvi + 184

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

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Financial Administration of India

M.J.K. Thavaraj

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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)

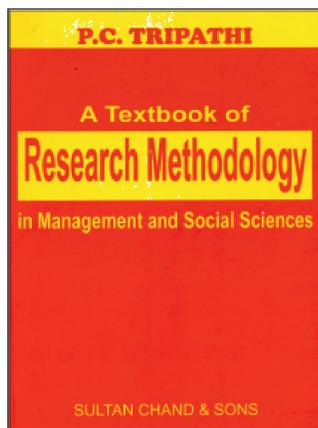
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A Textbook of Research Methodology in Management and Social Sciences

P.C. Tripathi

Contents

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

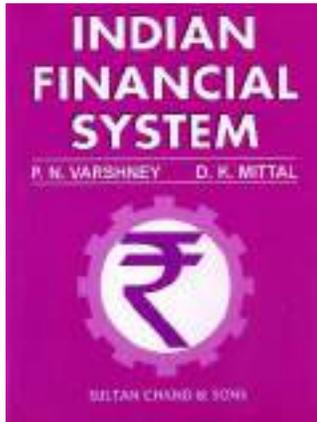
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Indian Financial System

P.N. Varshney • D.K. Mittal

Contents



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Marketing Management

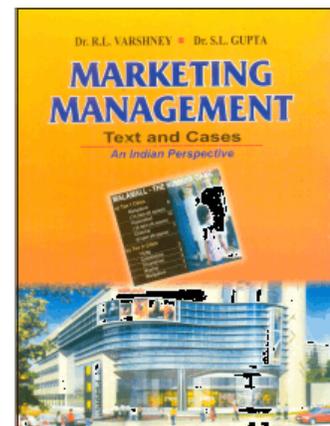
Text and Cases – An Indian Perspective

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



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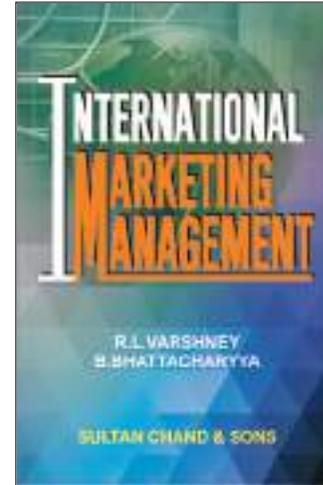
R.L. Varshney • B. Bhattacharya

Contents

- Part I** – International Trading Environment
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- Part IV** – Issues Relating to Globalisation
- Part V** – International Marketing in Action Modules.

Appendices

Question Papers.



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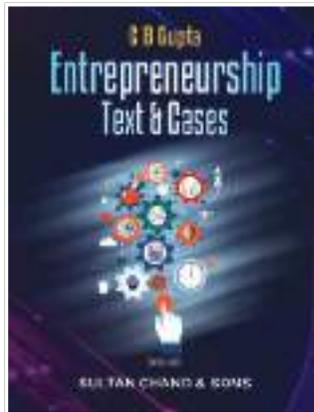
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C.B. Gupta



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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.
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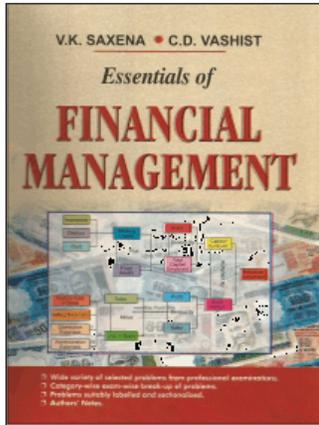
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V.K. Saxena • C.D. Vashist



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- Funds Flow Analysis
- Cash Flow Analysis
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- Capital Budgeting Decisions
- Sources of Finance
- Risk and Return Relationship, Portfolio Management and CAPM
- Multiple Choice Questions
- Time Value of Money

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Pages: xvi + 656

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

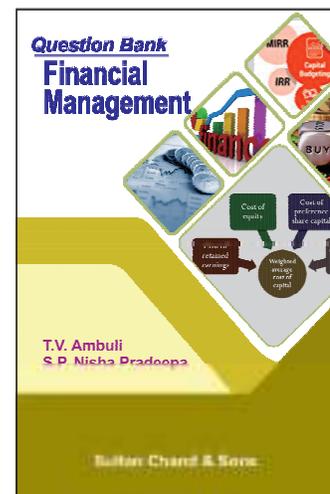
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T.V. Ambuli • S.P. Nisha Pradeepa

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

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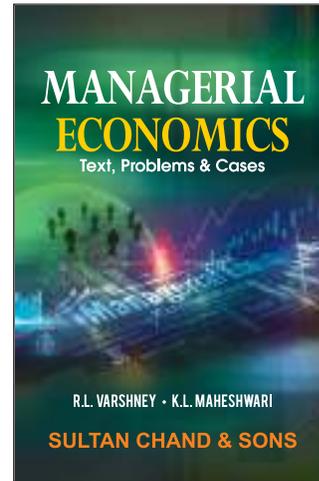
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R.L. Varshney • K.L. Maheshwari

Contents

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Section III : Cost Analysis.
Section IV : Production and Supply Analysis .
Section V : Price and Output Decisions under Different Market Structures.
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Section XIV : Government & Business – Indian Perspective.
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Section XVIII : Economic Theories of Consumer Behaviour.
Annexures : Numericals.
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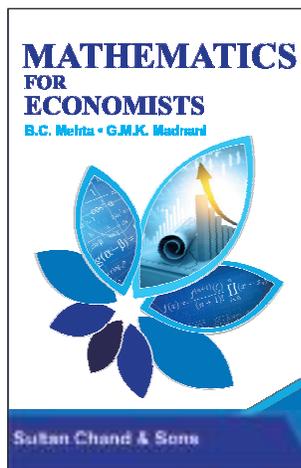
B.C. Mehta • G.M.K. Madnani

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.

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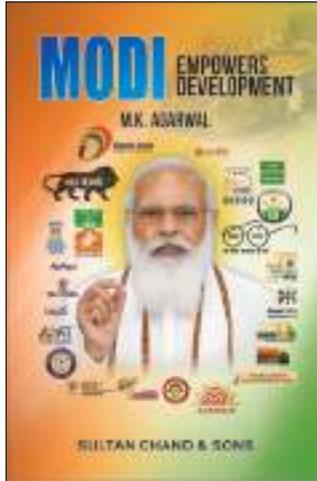
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M.K. Agarwal

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Edition: 1st, 2022

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M. Adhikary

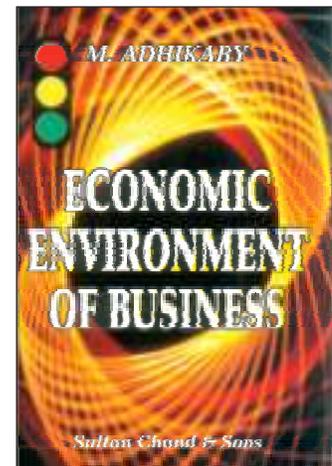
Contents

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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.

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



Edition: 13th, 2012

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P.L. Mehta

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Section III: Production and Cost.

Section IV: Pricing and Output Decisions.

Section V: The Profit.

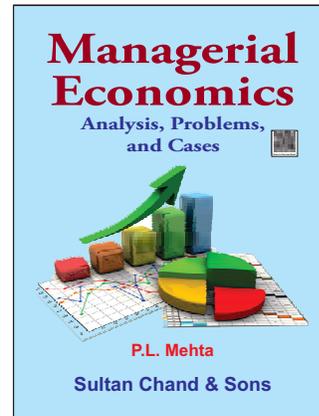
Section VI: Capital Budgeting: Long Term Investment Decisions.

Section VII: Economic Activity and the Role of Government.

Section VIII: The External Sector.

Section IX: Quantitative Techniques of Economic Analysis.

Appendices



Economics

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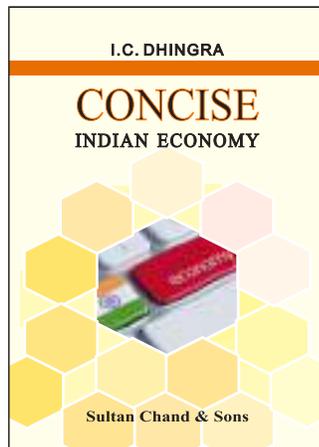
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I.C. Dhingra

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Edition: 1st, 2019

Pages: xvi + 400

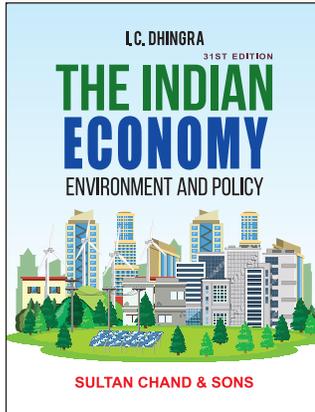
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I.C. Dhingra

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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I.C. Dhingra

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Unit I: Growth and Development – Economic Growth and Development.

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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.

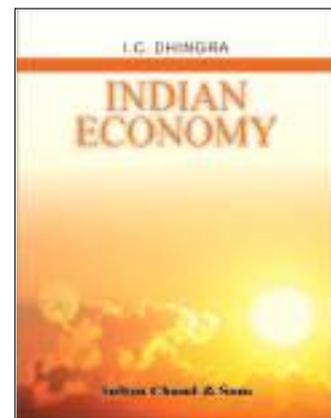
Unit V: Infrastructure for Development Unit – Physical Infrastructure in India • Social Infrastructure in India.

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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.

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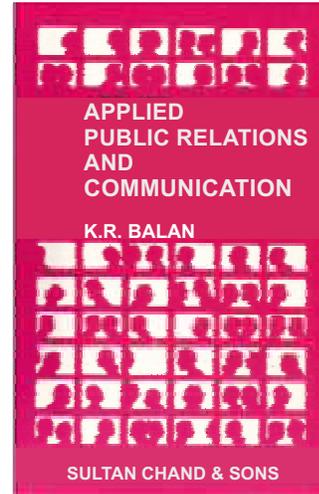
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Edition: 3rd, 1993

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

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- Hire Purchase
- Factoring
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- Housing Finance
- Securitization
- Credit Rating
- Consumer Finance
- Credit Card
- Derivatives.



Edition: 3rd, 2007

Pages: viii + 456

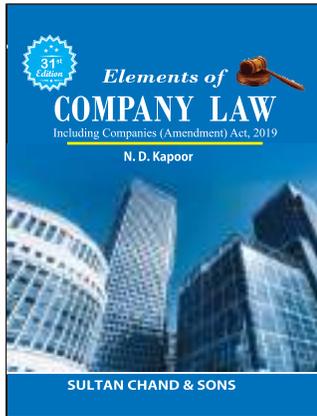
ISBN: 978-81-8054-791-1 (TC 963)

MRP: ₹ 295.00

Elements of Company Law

Including Companies (Amendment) Act, 2019

N.D. Kapoor



Contents

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Legal Systems in Business

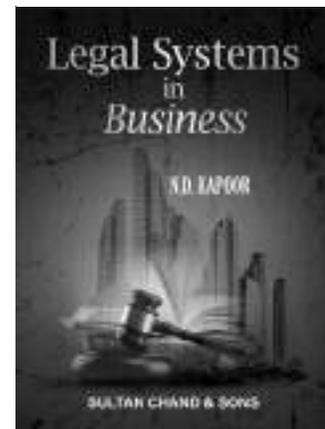
N.D. Kapoor

Contents

Volume I – Law of Contract – Introductory – *Part One – General Principles of Law of Contract*: Nature of Contract • Offer and Acceptance • Consideration • Capacity to Contract • Free Consent • Legality of Object • Void Agreements • Contingent Contracts • Performance of Contract • Discharge of Contract • Remedies for Breach of Contract • Quasi-Contracts • *Part Two – Special Contracts*: Indemnity and Guarantee • Bailment and Pledge • Contract of Agency • Sale of Goods • Conditions and Warranties • Transfer of Property • Performance of Contract • Rights of an Unpaid Seller • Partnership Act • Negotiable Instruments.

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Edition: 2nd, 2021

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N.D. Kapoor

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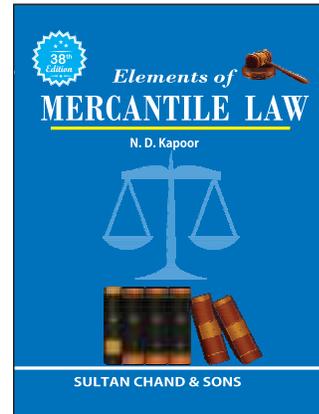
- Introductory
- Part One** – General Principles of Law of Contract
- Part Two** – Special Contracts
- Part Three** – Law of Insolvency
- Part Four** – Other Laws

Volume II – COMPANY LAW

Volume III – INDUSTRIAL LAW

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Law

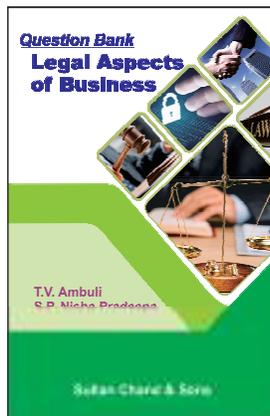
Question Bank

Legal Aspects of Business

T.V. Ambuli • S.P. Nisha Pradeepa

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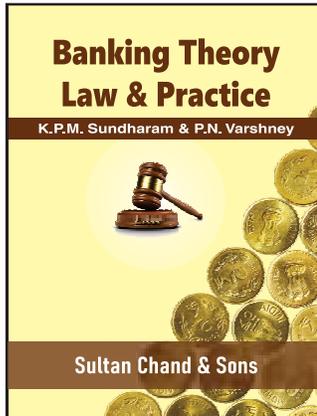
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K.P.M. Sundharam • P.N. Varshney



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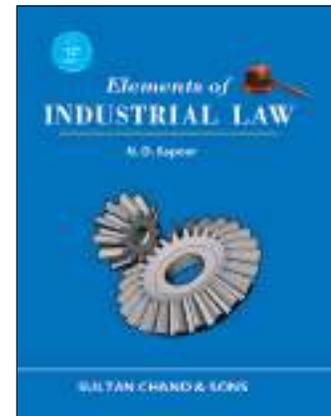
Part IV: Standing Order – The Industrial Employment (Standing Orders) Act, 1946.

Part V: Worker's Organisations – The Trade Union Act, 1926.

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

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

Part VIII: Compliances – Compliances Under Employees State Insurance (ESI) • Compliances Under Employees Provident Funds and Miscellaneous Provisions Act, 1952 • Compliances Under The Payment Gratuity Act 1972 • Compliances under the Industrial Disputes Act, 1947 • University Question Papers.



Edition: 12th, 2020

Pages: viii + 352

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P.N. Varshney

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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

Contents

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Unit III: The Companies Act, 2013 (Amended Upto 2019) – Nature of Company • Kinds of Companies • Formation of Company • Memorandum of Association • Articles of Association • Prospectus • Share Capital and Debentures • Acceptance of Deposits by Companies • Registration of Charges • Management and Administration • Declaration and Payment of Dividend

• Accounts of Companies • Audit and Auditors • Appointment of Directors • Meeting of Board and its Powers • Appointment and Remuneration of Managerial Personnel • Prevention of Oppression and Mismanagement.

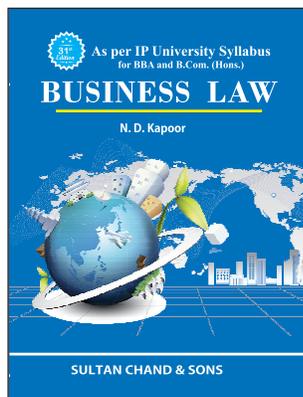
Unit IV: The Negotiable Instruments Act, 1881 – Negotiable Instruments • Notes, Bills and Cheques • Parties to a Negotiable Instrument • Negotiation • Presentment of a Negotiable Instrument • Dishonour of a Negotiable Instrument • Discharge of a Negotiable Instrument • Rules of Evidence Estoppel and International Law • *Hundis* • Banker and Customer.

Edition: 31st, 2020

Pages: viii + 560

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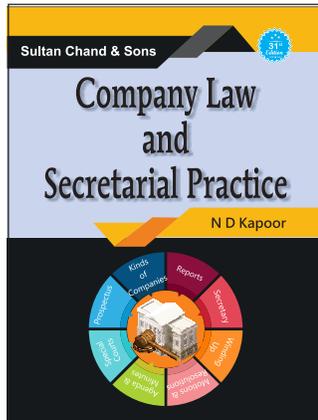
MRP: ₹ 350.00



Company Law and Secretarial Practice

N.D. Kapoor

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Edition: 31st, 2020

Pages: xiv + 546

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MRP: ₹ 495.00

Law

Handbook of Industrial Law

N.D. Kapoor

Contents

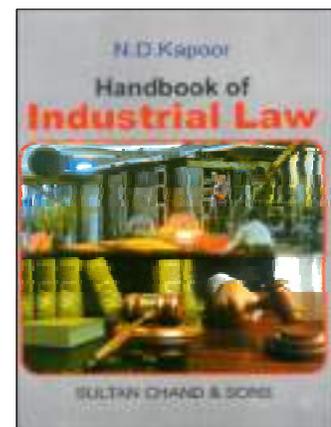
Part I: Working Conditions – The Factories Act, 1948.

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N.D. Kapoor

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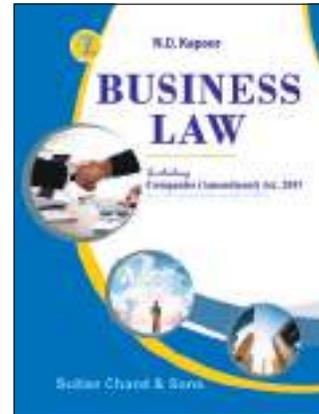
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Industrial Relations and Labour Laws

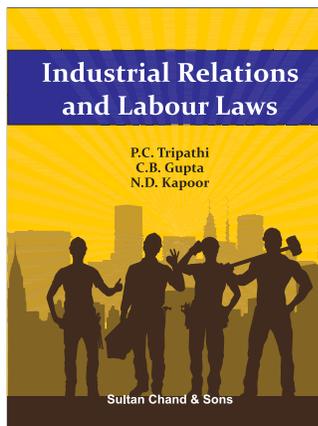
P.C. Tripathi • C.B. Gupta • N.D. Kapoor

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University Question Papers.



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Goods and Services Tax and Customs Law

V. Balachandran

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An Outline of Company Secretarial Practice

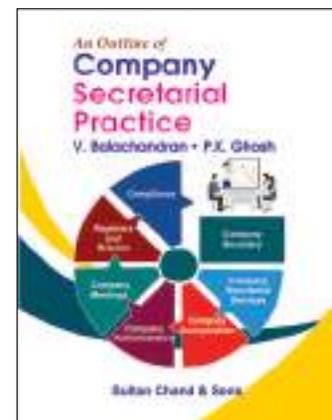
V. Balachandran • P.K. Ghosh

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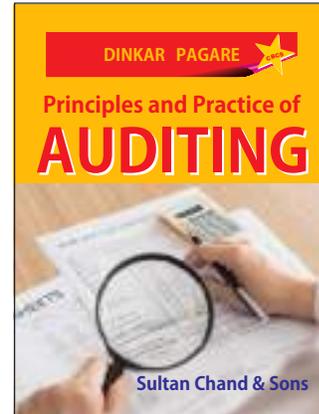
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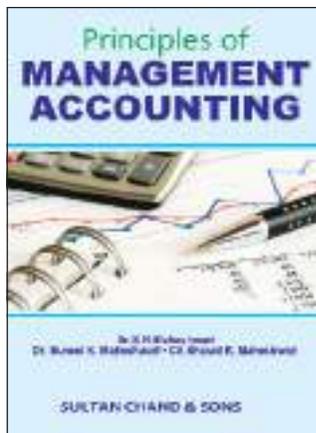
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Principles of Management Accounting

Dr. S.N. Maheshwari

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

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Pages: xxviii + 736

ISBN: 978-93-5161-178-3 (TC 091)

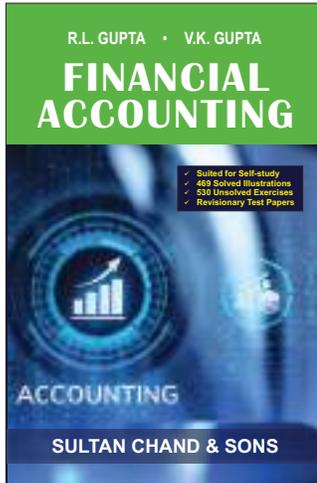
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Financial Accounting

R.L. Gupta • V.K. Gupta

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Vol. I: Text Cum Assignment – Accounting : Introduction • Accounting Concepts and Conventions • Basic Accounting Process (Five Units) • Capital and Revenue Items and Final Accounts • Rectification of Errors • Bank Reconciliation Statement • Depreciation Accounting • Reserves and Provisions • Branch Accounts • Departmental Accounting • Single Entry System • Receipts & Payments Accounts & Income & Expenditure Account • Fire Insurance Claims • Hire-Purchase Accounts • Instalment-Purchase Accounts • Partnership Account: Introduction • Partnership Account: Admission • Partnership Account: Retirement or Death of a Partner • Partnership Account: Dissolution • Partnership Account: Piecemeal Distribution • Partnership Account: Amalgamation and Sale of Firms.

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Advanced Cost and Management Accounting

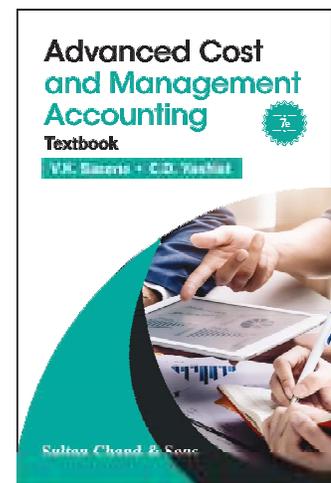
Textbook

V.K. Saxena • C.D. Vashist

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Advanced Accountancy – Vol. I

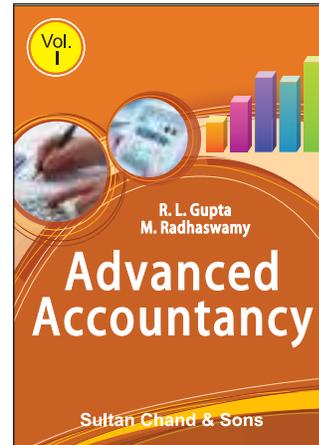
R.L. Gupta • M. Radhaswamy

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Edition: 13th, 2015

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Advanced Accountancy – Vol. II

R.L. Gupta • M. Radhaswamy

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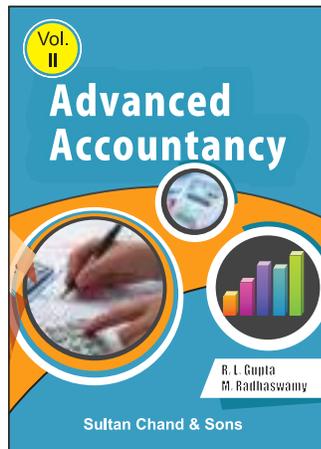
Section IV: Company Accounts – Share Capital • Company Accounts – Redeemable Preference Shares • Debentures – Issue and Redemption • Profit Prior to Incorporation and Statutory Report • Company Financial Statements • Amalgamation, Absorption and External Reconstruction • Alteration of share capital and internal reconstruction • Company Accounts – Liquidation • Valuation of Goodwill and Shares • Corporate Financial Reporting • Consolidated Financial Statements.

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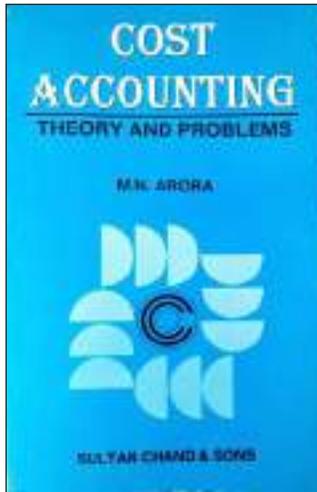
Cost Accounting

Theory and Problems

M.N. Arora

Contents

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 - Labour Cost
 - Overhead Cost
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 - Job and Contract Costing
 - Process Costing
 - Operating Costing
 - Reconciliation of Cost and Financial Accounts
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 - Standard Costing
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- Appendix Model Solutions of Latest Problems.



Edition: 2nd, 1991

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Fundamentals of Cost Accounting

Dr. S.N. Maheshwari

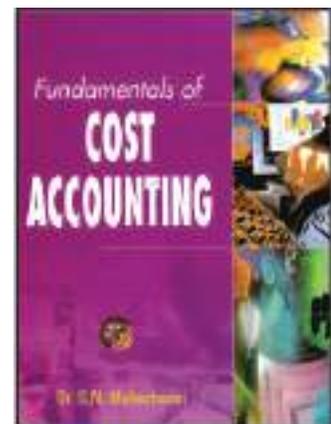
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Latest Examination Question Papers with Solutions.



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Advanced Cost and Management Accounting

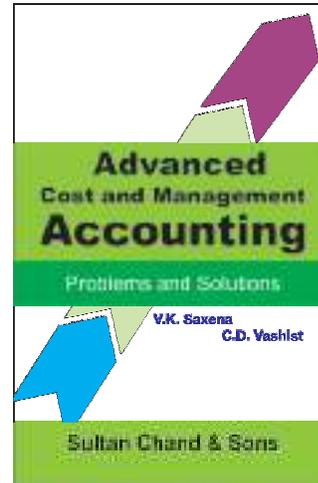
Problems & Solutions

V.K. Saxena • C.D. Vashist

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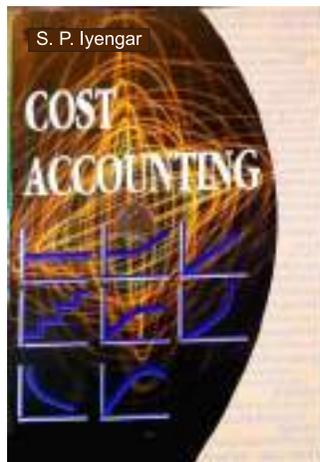
ISBN: 978-81-8054-574-0 (TC 115)

MRP: ₹ 675.00

Cost Accounting

S.P. Iyengar

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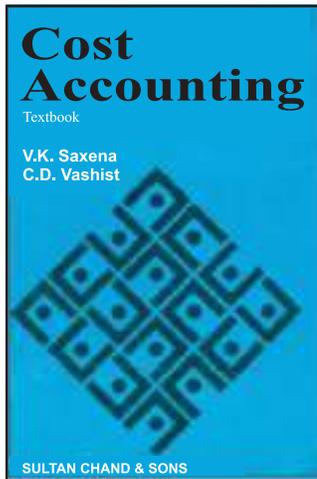
Pages: xxiv + 1,216

ISBN: 978-81-8054-796-6 (TC 063)

MRP: ₹ 350.00

Cost Accounting: Textbook

V.K. Saxena • C.D. Vashist



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Edition: 7th, 2005

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MRP: ₹ 650.00

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R.L. Gupta • V.K. Gupta

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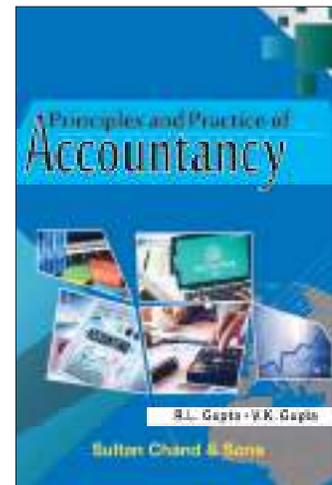
Part VIII: Solved Question Papers – Solved University Question Papers • University of Delhi, B.Com. (2018) Question Paper.

Edition: 14th, 2019

Pages: xvi + 1,334

ISBN: 978-93-5161-147-9 (TC 036)

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Financial and Management Accounting

Dr. S.N. Maheshwari

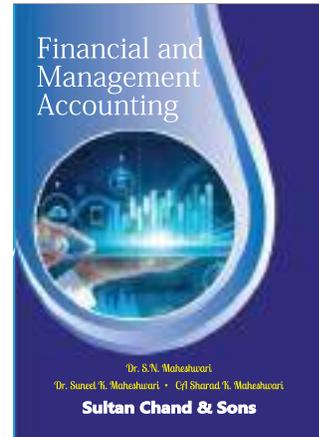
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Accounting for Management

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

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Edition: 3rd, 2012

Pages: xx + 1,158

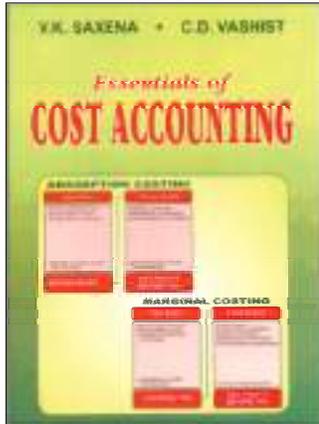
ISBN: 978-81-8054-944-1 (TC 1060)

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Essentials of Cost Accounting

V.K. Saxena • C.D. Vashist

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Cost Accounting

Problems & Solutions

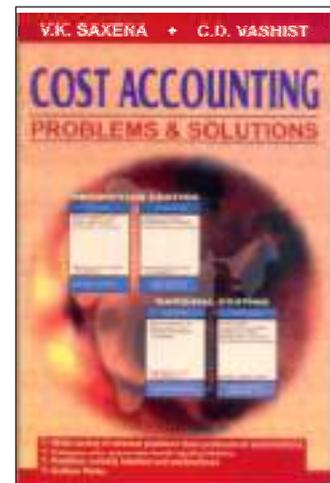
V.K. Saxena • C.D. Vashist

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Appendix A – Problems from Recent Examinations.

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Edition: 11th, 2006

Pages: xxiv + 918

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

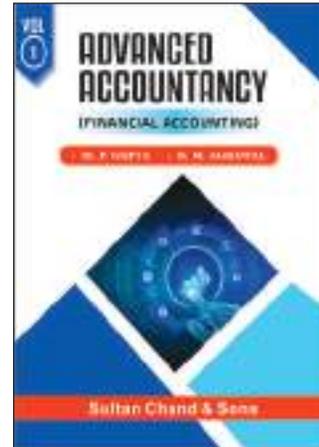
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Dr. S.N. Maheshwari

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Edition: 16th, 2015

Pages: xxiv + 1,842

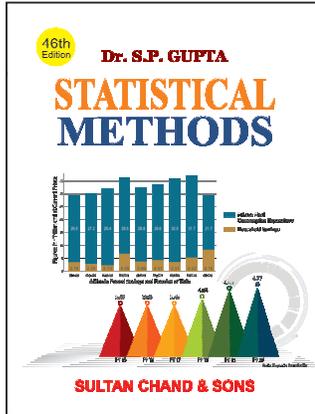
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Edition: 46th, 2021

Pages: xxiv + 1,304

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

MRP: ₹ 795.00

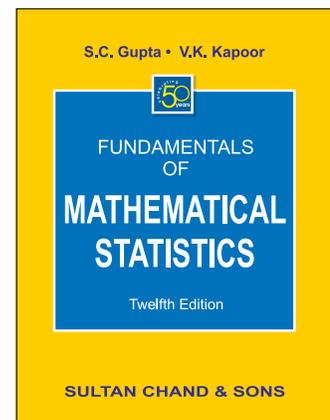
Fundamentals of Mathematical Statistics

S.C. Gupta • V.K. Kapoor

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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)

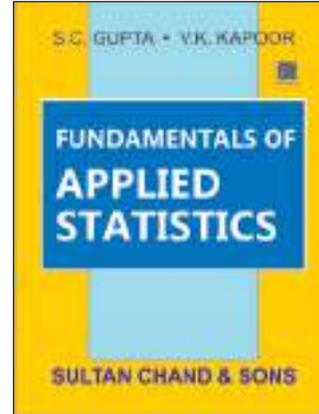
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- Statistical Quality Control
- Analysis of Time Series
- Index Number
- Demand Analysis
- Analysis of Variance
- Design of Experiments
- Design of Sample Surveys
- Statistics in Psychology and Education
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Edition: 4th, 2007

Pages: xvi + 712

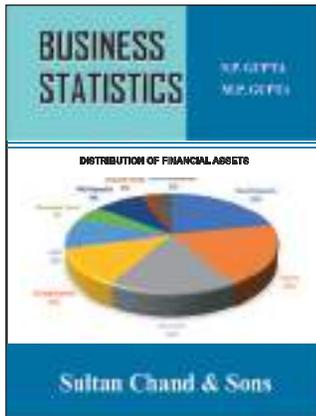
ISBN: 978-81-8054-705-8 (TC 502)

MRP: ₹ 625.00

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S.P. Gupta • M.P. Gupta

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- Business Statistics – What & Why
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 - Measures of Variations
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 - Correlation analysis
 - Regression Analysis
 - Index Numbers: Concepts and Applications
 - Business Forecasting and Time Series Analysis
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 - Probability Distributions
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 - 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

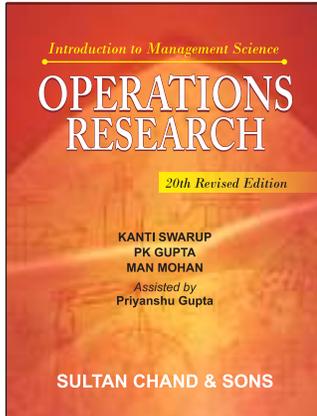
Pages: xxiv + 800

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

MRP: ₹ 595.00

Introduction to Management Science
Operations Research
 Kanti Swarup • P.K. Gupta • Man Mohan

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Edition: 20th, 2022

Pages: xxiv + 1,160

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

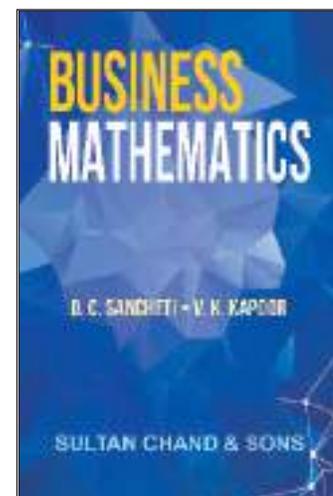
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Edition: 11th, 2011

Pages: xvi + 1,184

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

MRP: ₹ 595.00

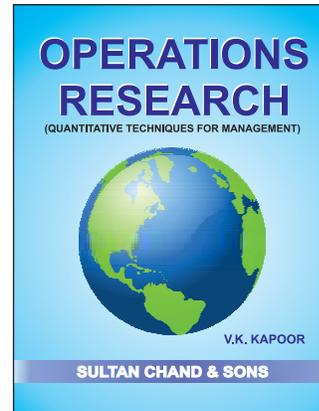
Operations Research

(Quantitative Techniques for Management)

V.K. Kapoor

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- 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)

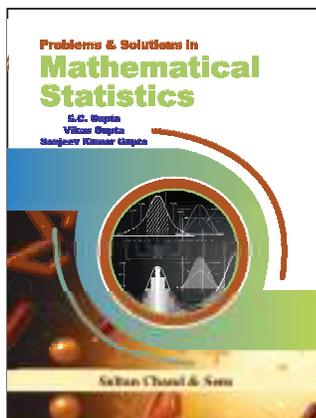
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S.C. Gupta • Vikas Gupta • Sanjeev Kumar Gupta

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- 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

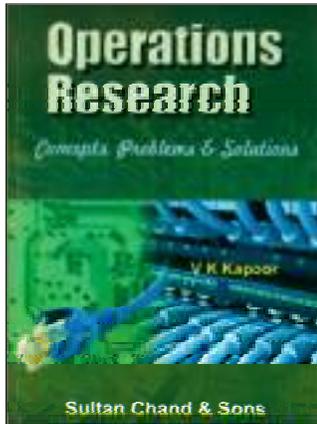
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V.K. Kapoor



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- Linear Programming-III: Simplex Method & Duality
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- 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

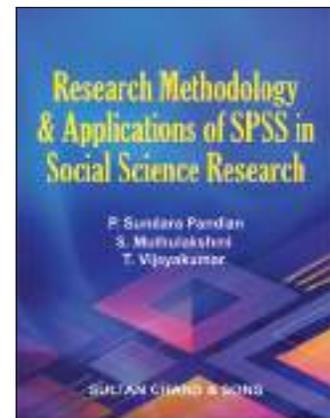
Research Methodology & Applications of SPSS in Social Science Research

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

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 • Identification of Research Problems • Review of Literature • Research Design • Methods of Data Collection • Hypothesis • Sampling Techniques
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 • 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

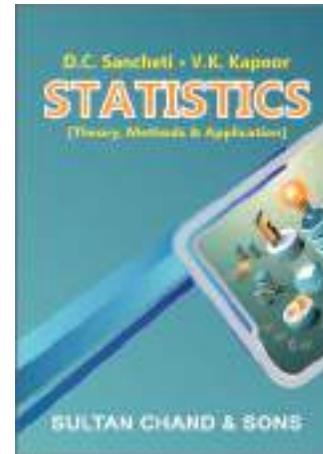
Statistics

(Theory, Methods & Application)

D.C. Sancheti • V.K. Kapoor

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- Meaning and Scope
- Statistical Survey
- Classification and Tabulation
- Diagrammatic and Graphic Presentation
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- Skewness, Moments & Kurtosis
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- Sampling and Designing of a Sample Survey
- Test of Hypothesis
- Chi-Square Test
- F-Test and Analysis of Variance
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- Vital Statistics
- Linear Programming.



Edition: 7th, 2010

Pages: xii + 1447

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

MRP: ₹ 695.00

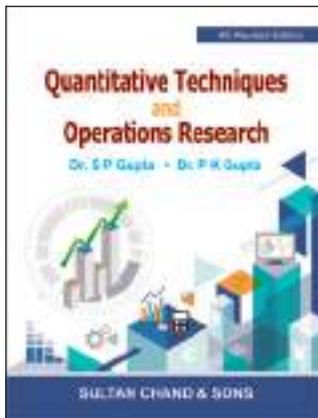
Quantitative Techniques and Operations Research

Dr. S.P. Gupta • Dr. P.K. Gupta

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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.

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Edition: 4th, 2022

Pages: xvi + 600

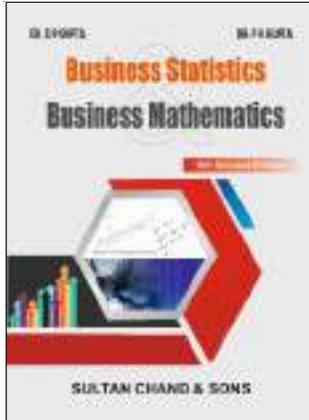
ISBN: 978-93-5161-182-0 (TC 1017)

MRP: ₹ 495.00

Business Statistics & Business Mathematics

Dr. S.P. Gupta • Dr. P.K. Gupta

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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: xxii + 744

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

MRP: ₹ 650.00

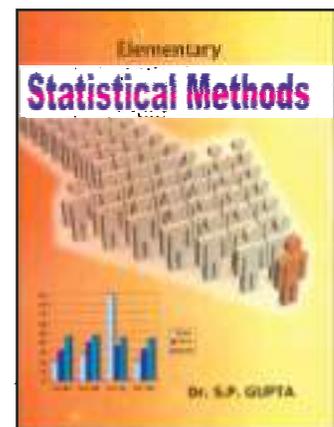
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Dr. S.P. Gupta

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- Introduction
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- Measures of Variation
- Skewness, Moments and Kurtosis
- Correlation Analysis
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- 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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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)

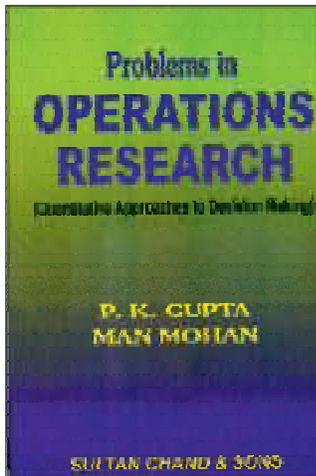
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P.K. Gupta • Man Mohan

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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

Edition: 14th, 2014

Pages: viii + 936

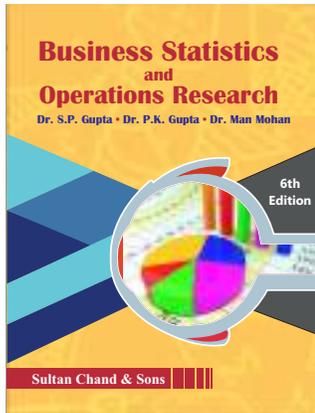
ISBN: 978-93-5161-007-6 (TC 495)

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Business Statistics and Operations Research

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



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Edition: 6th, 2022

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MRP: ₹ 595.00

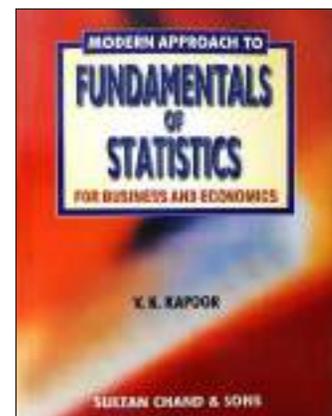
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V.K. Kapoor

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Edition: 1st, 2005

Pages: xii + 876

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

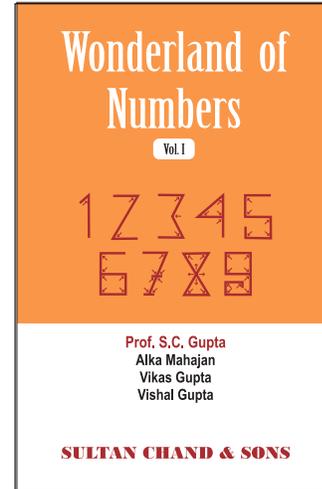
MRP: ₹ 295.00

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- Cube Numbers
- Srinivas Aiyenger Ramanujan (FRS) and His Contributions to Mathematics.



Edition: 1st, 2022

Pages: xvi + 400

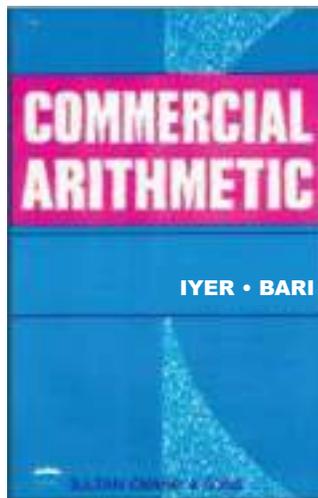
ISBN: 978-93-91820-05-3 (TC 1248)

MRP: ₹ 400.00

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B.G. Iyer • S.A. Bari

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- Answer
- Examination Papers
- Tables.

Edition: 10th, 1984

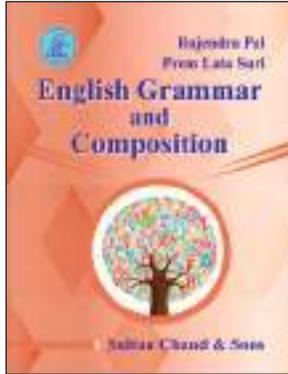
Pages: vi + 366

ISBN: 978-81-8054-827-7 (TC 523)

MRP: ₹ 175.00

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Pages: xii + 844

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

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Effective Business English

Rajendra Pal • J.S. Korlahalli

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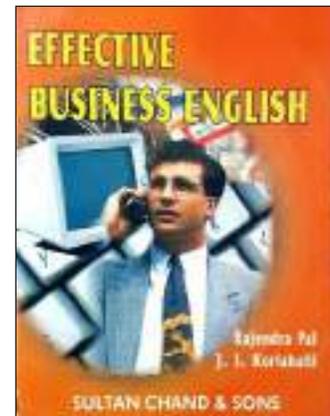
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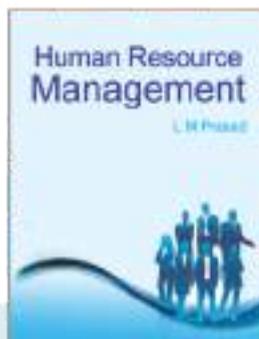
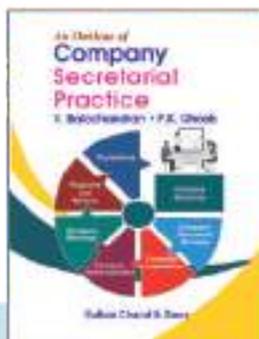
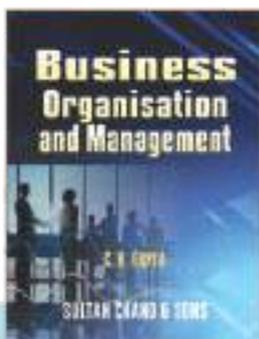
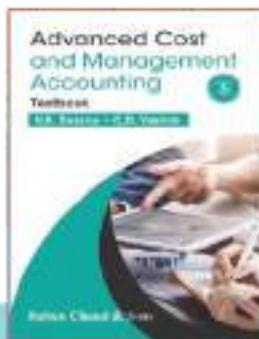
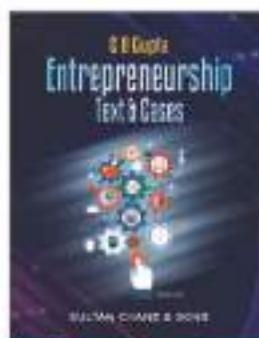
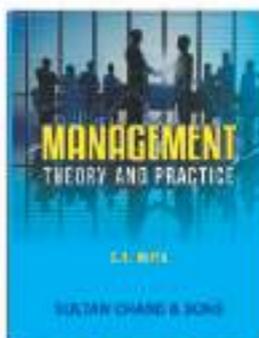
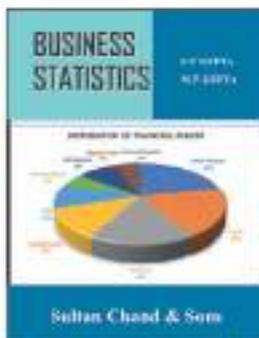
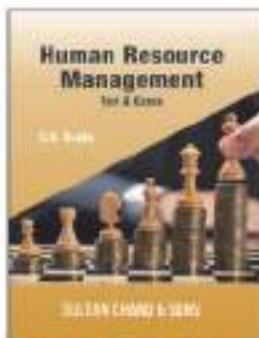
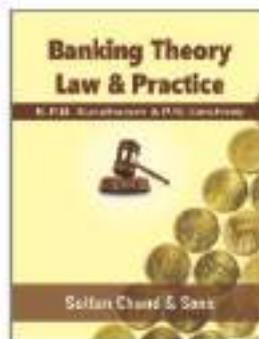
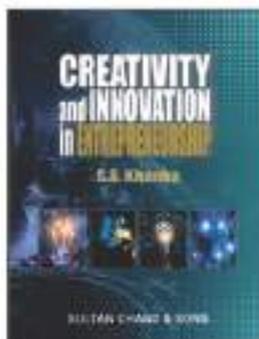
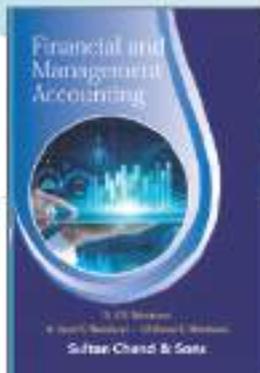
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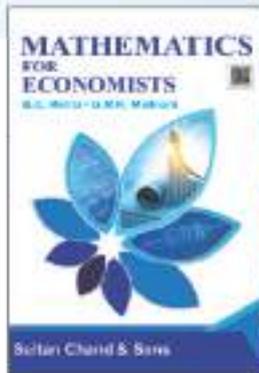
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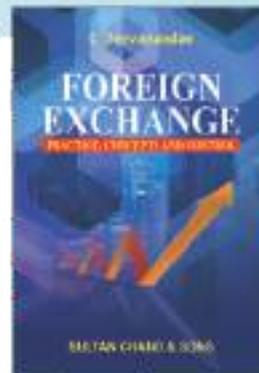
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