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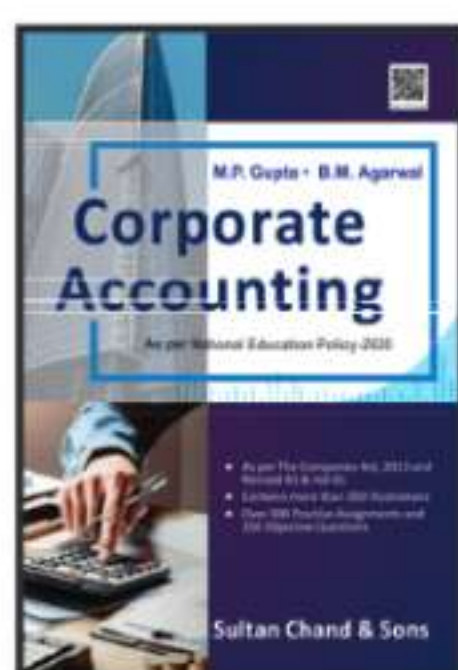
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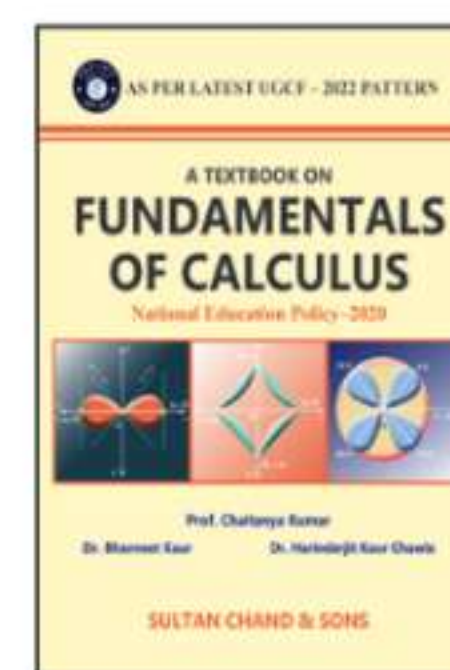
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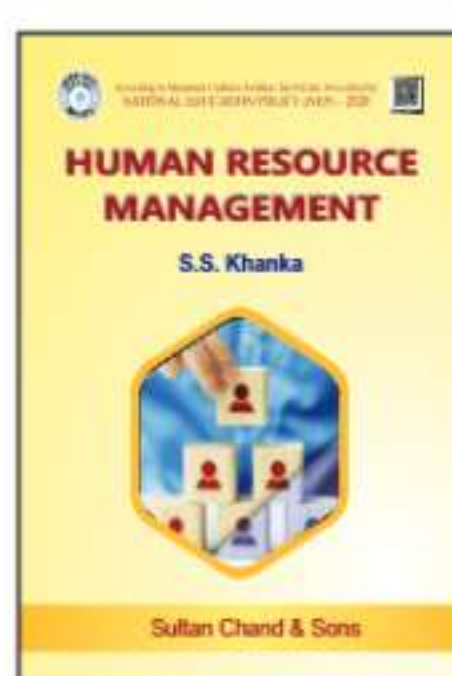
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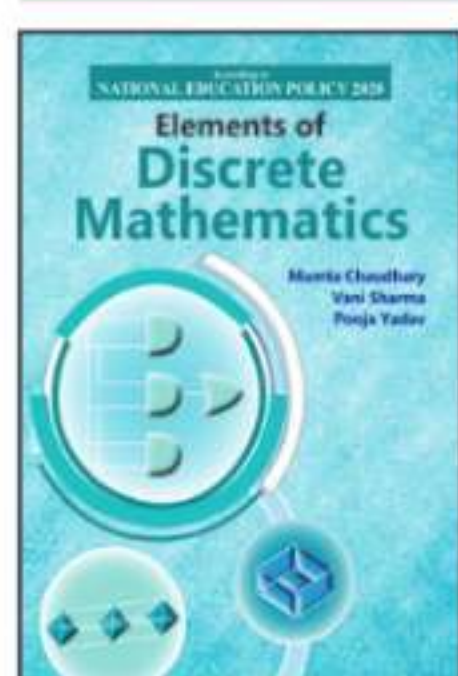
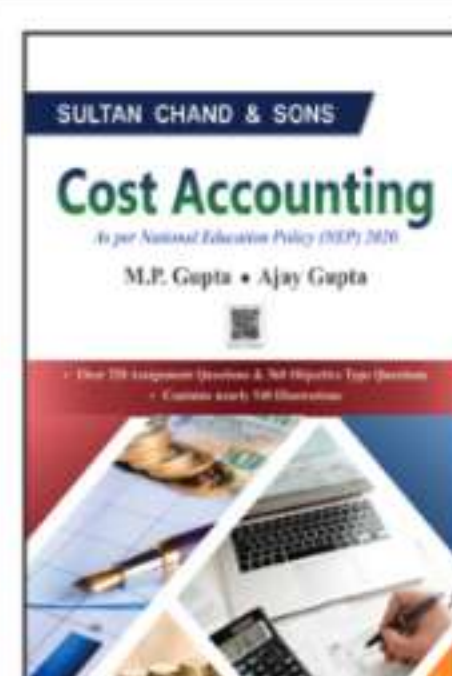
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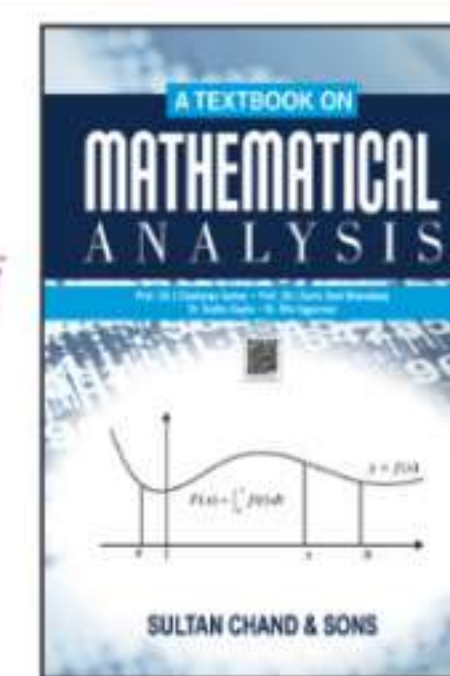
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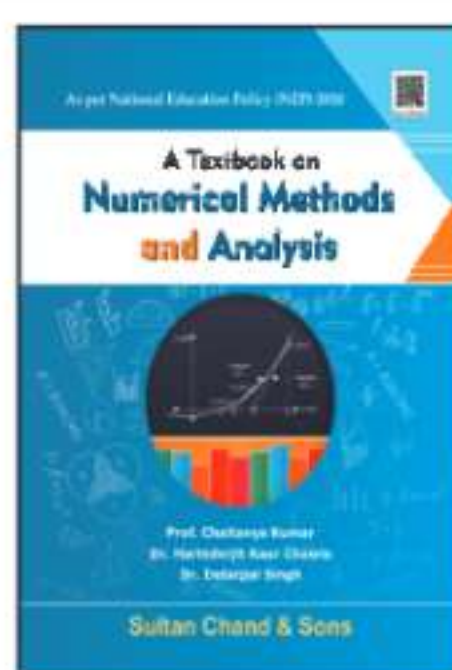
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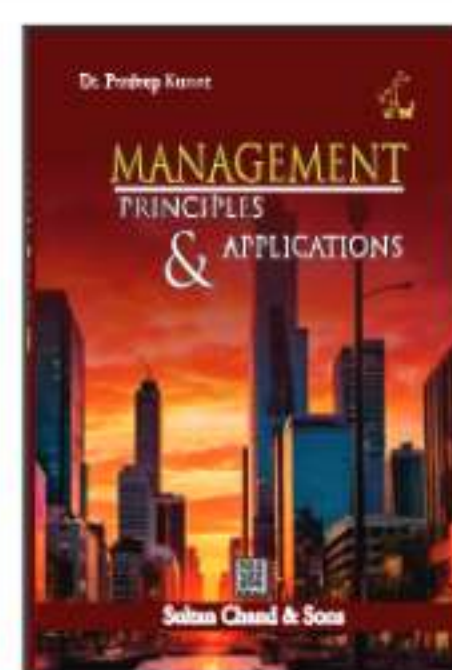
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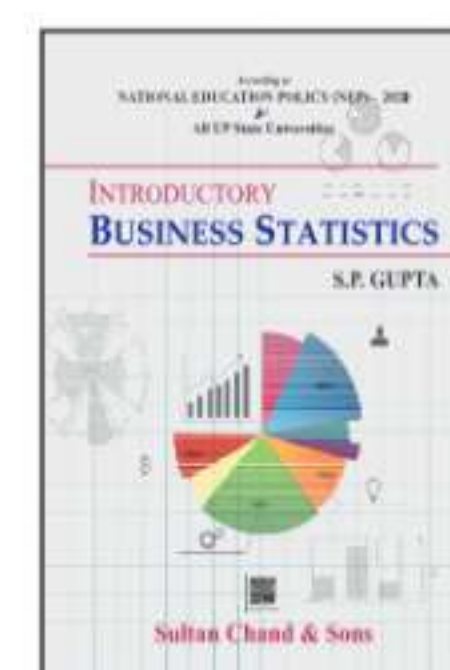
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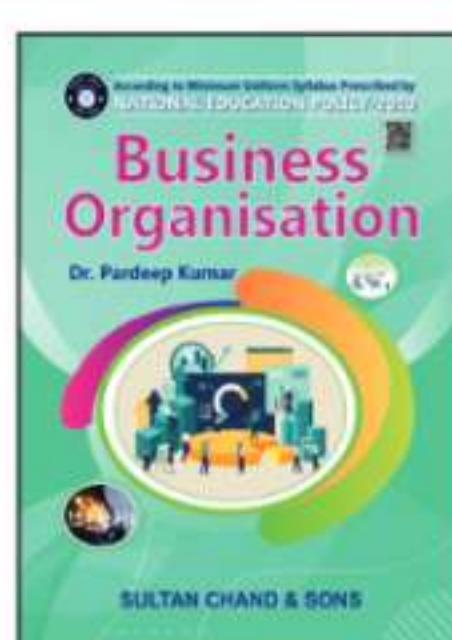
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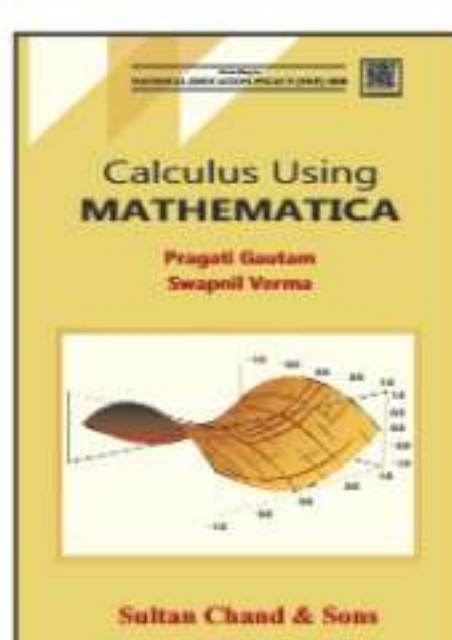
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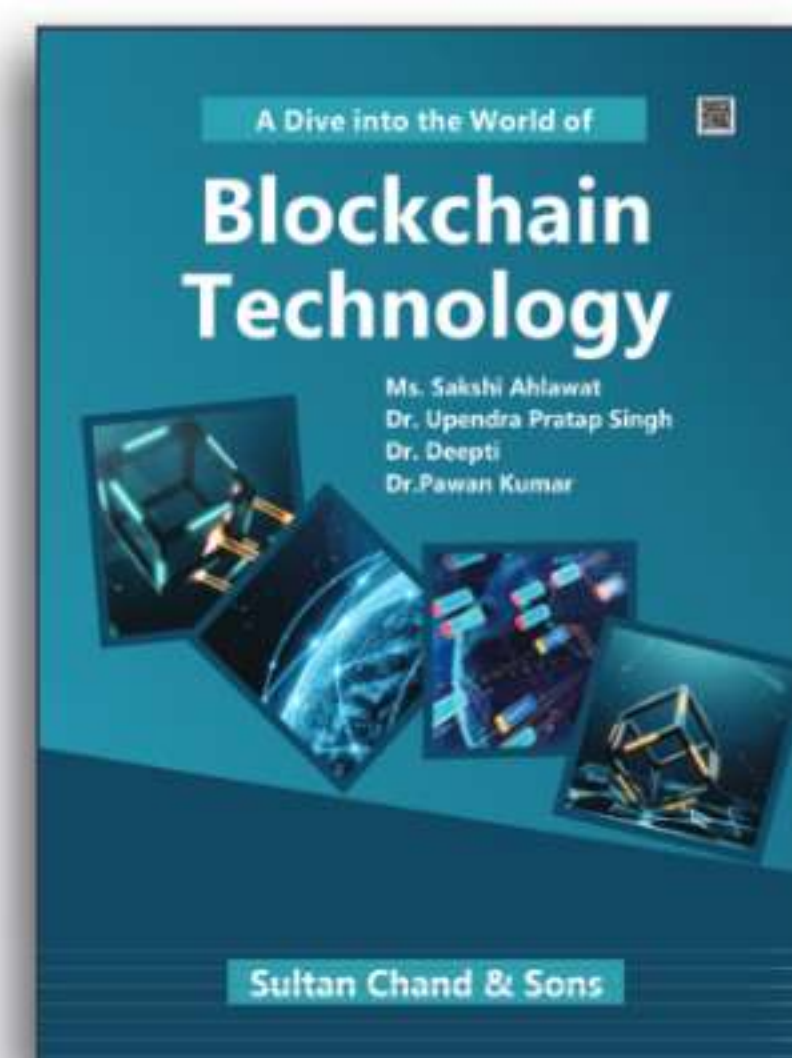


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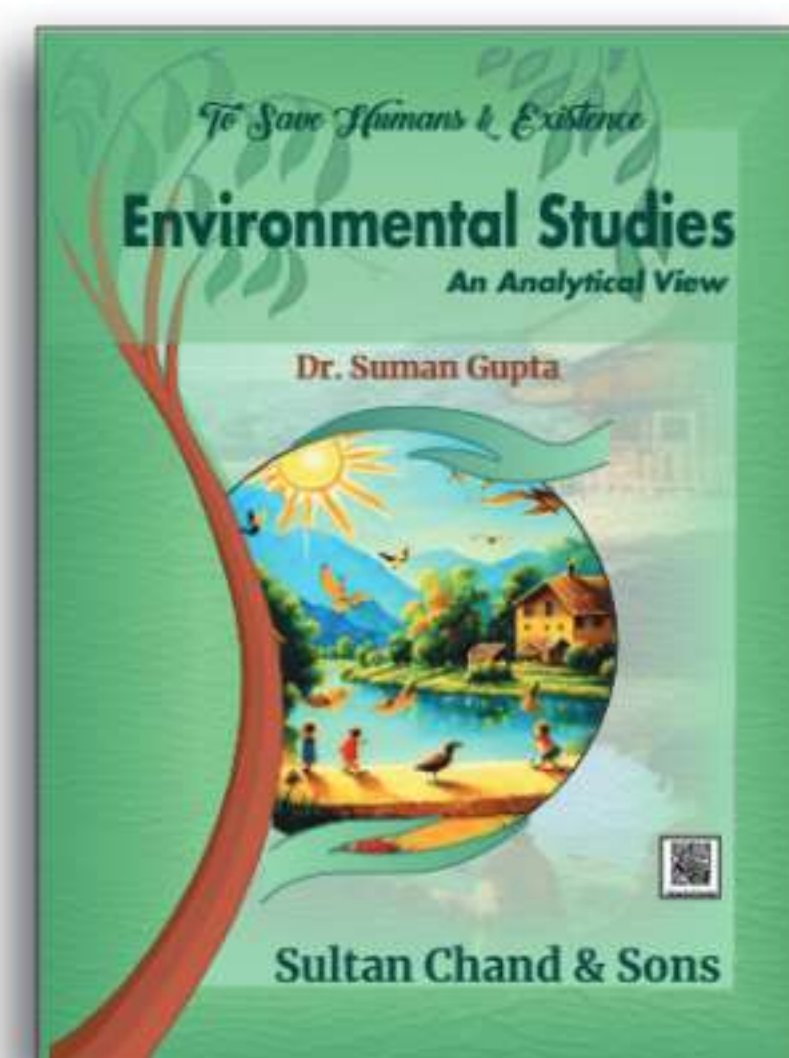
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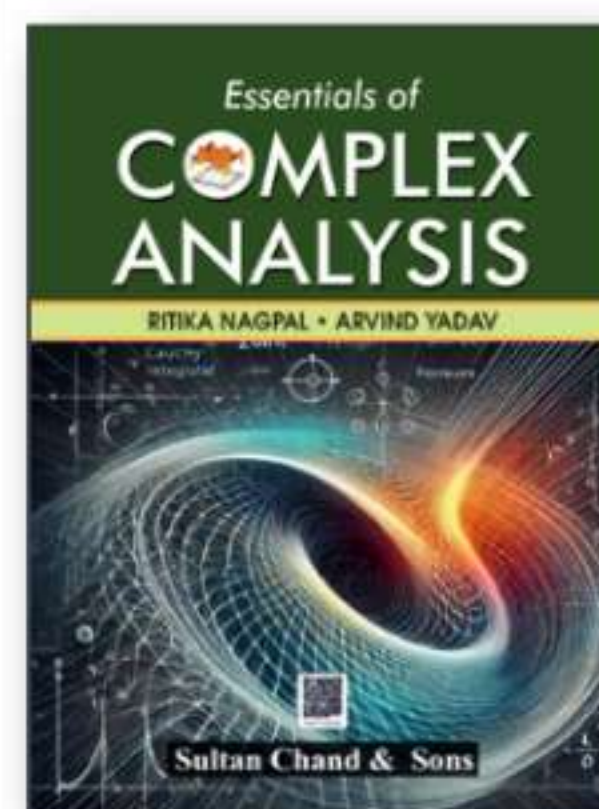
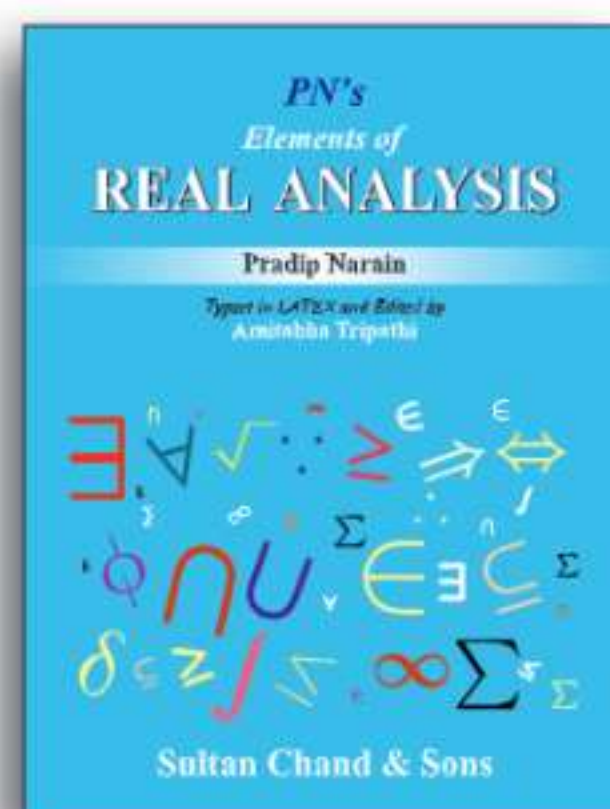
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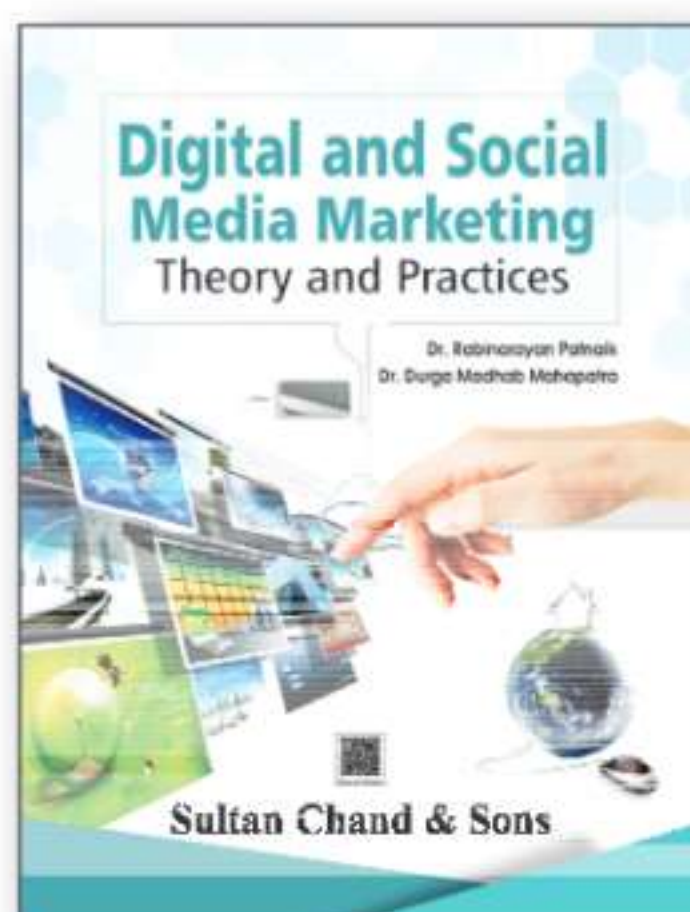
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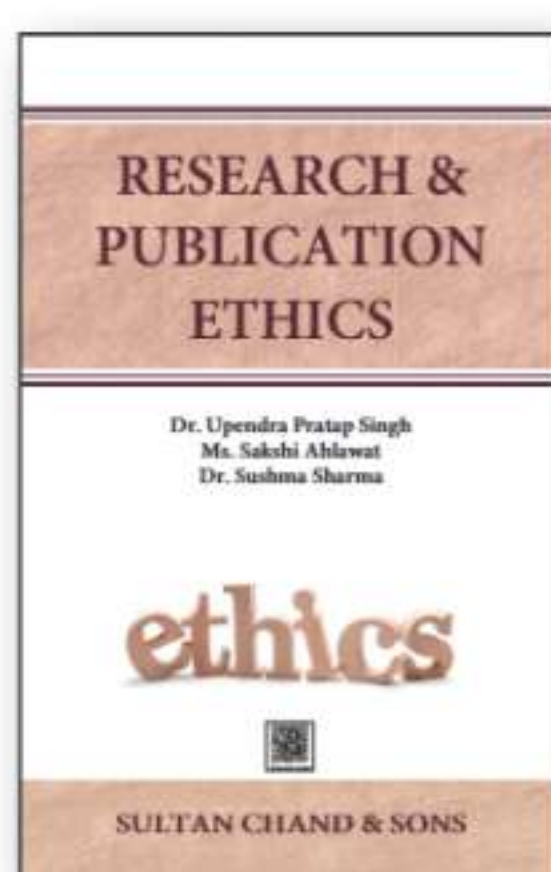
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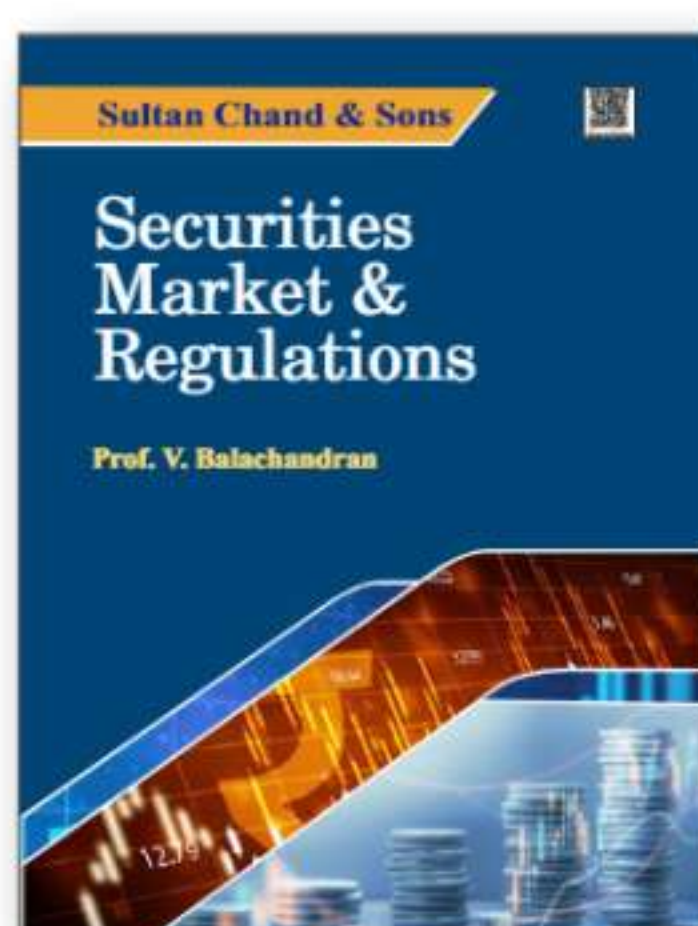
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# Sustainable Development and Corporate Social Responsibility

Vikram Bansal

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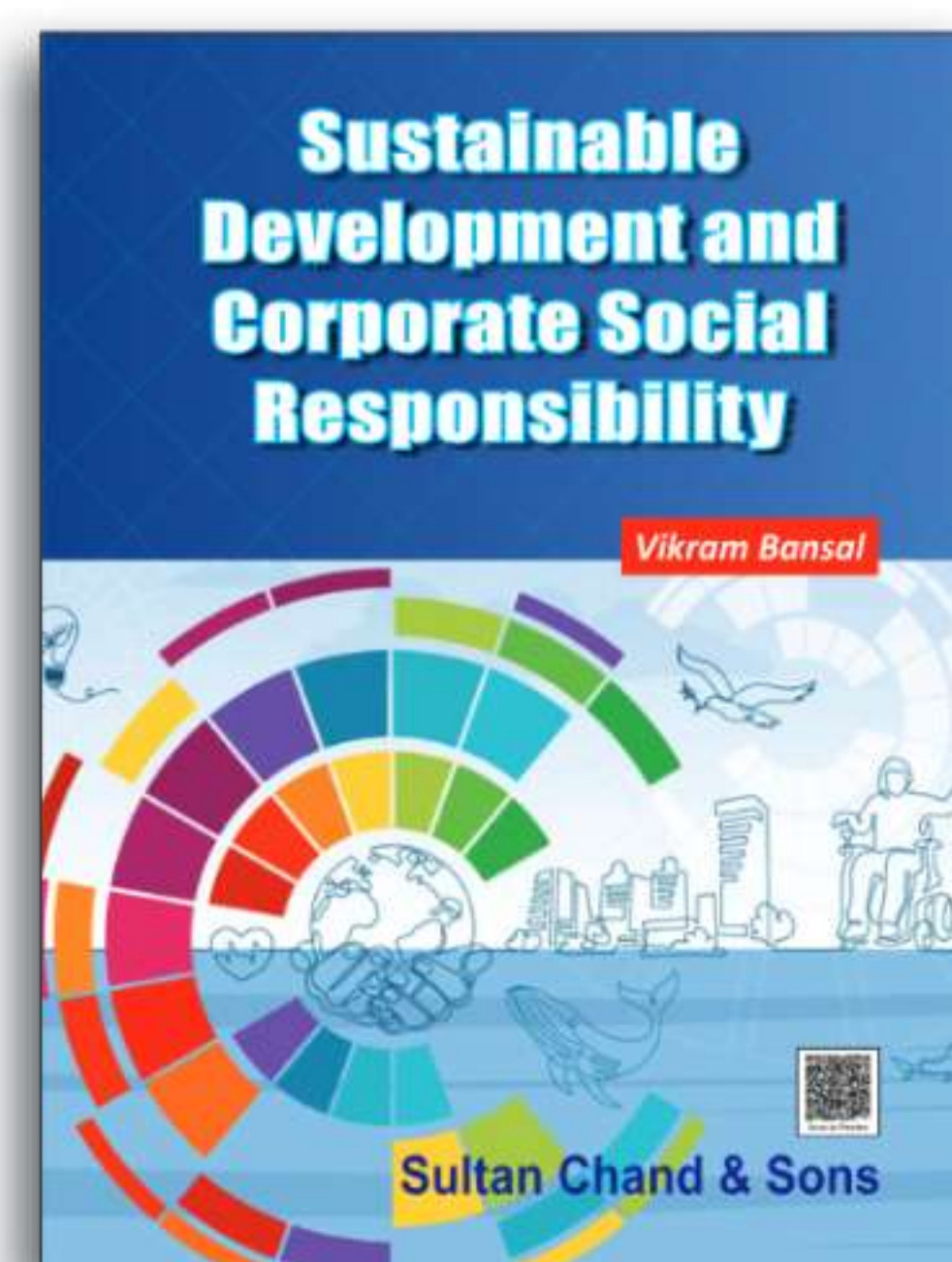
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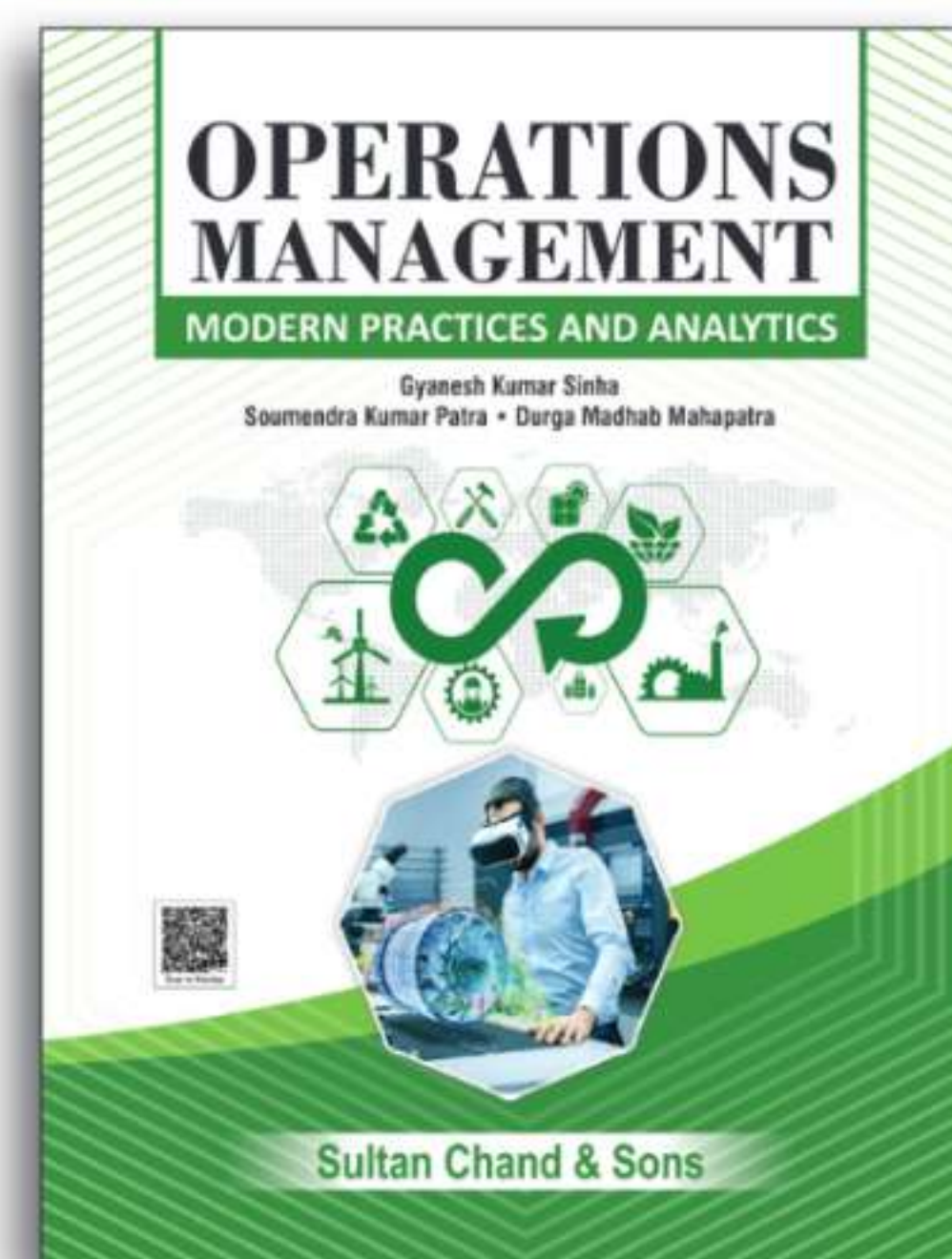
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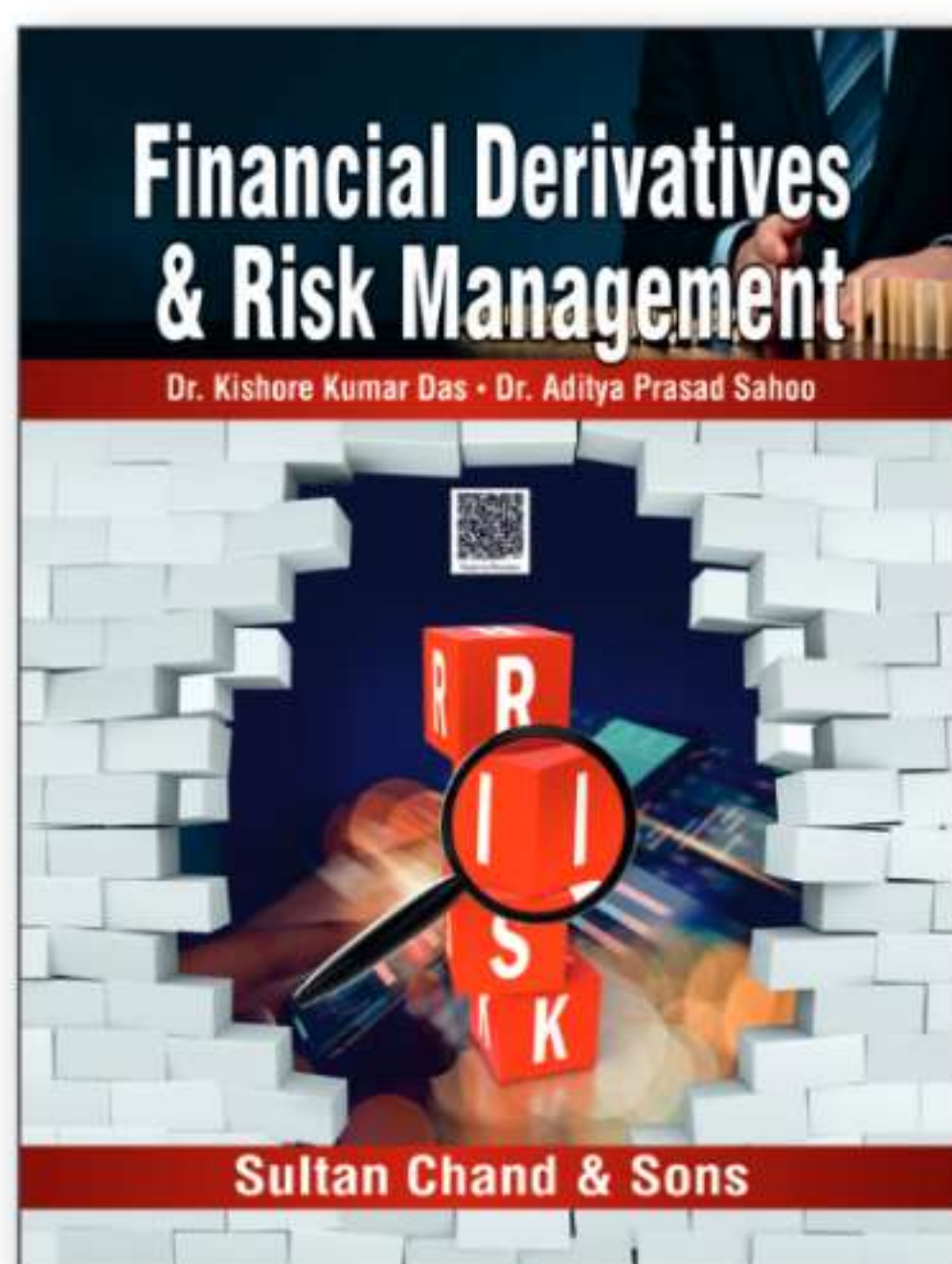
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Dr. Kishore Kumar Das • Dr. Aditya Prasad Sahoo



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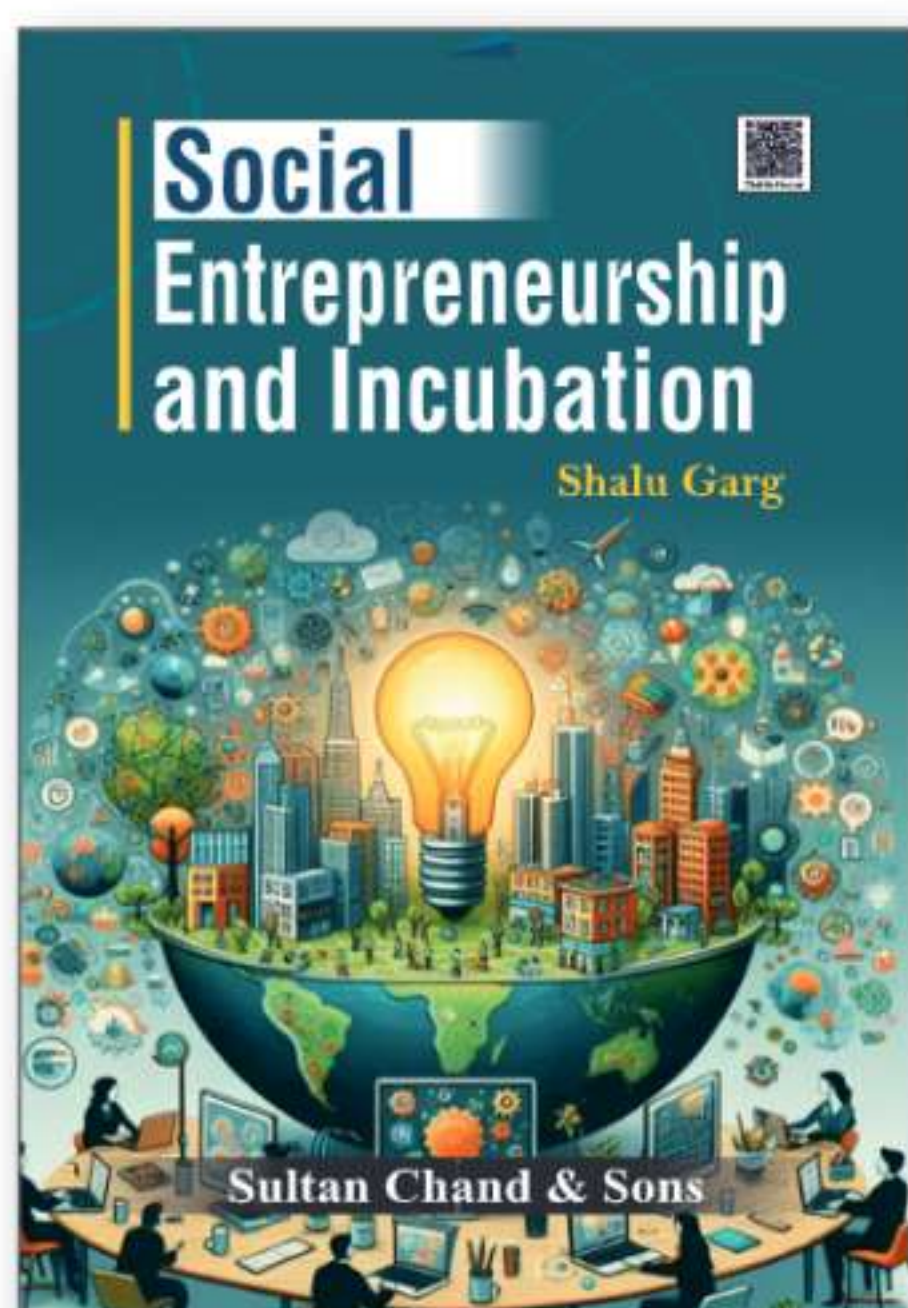
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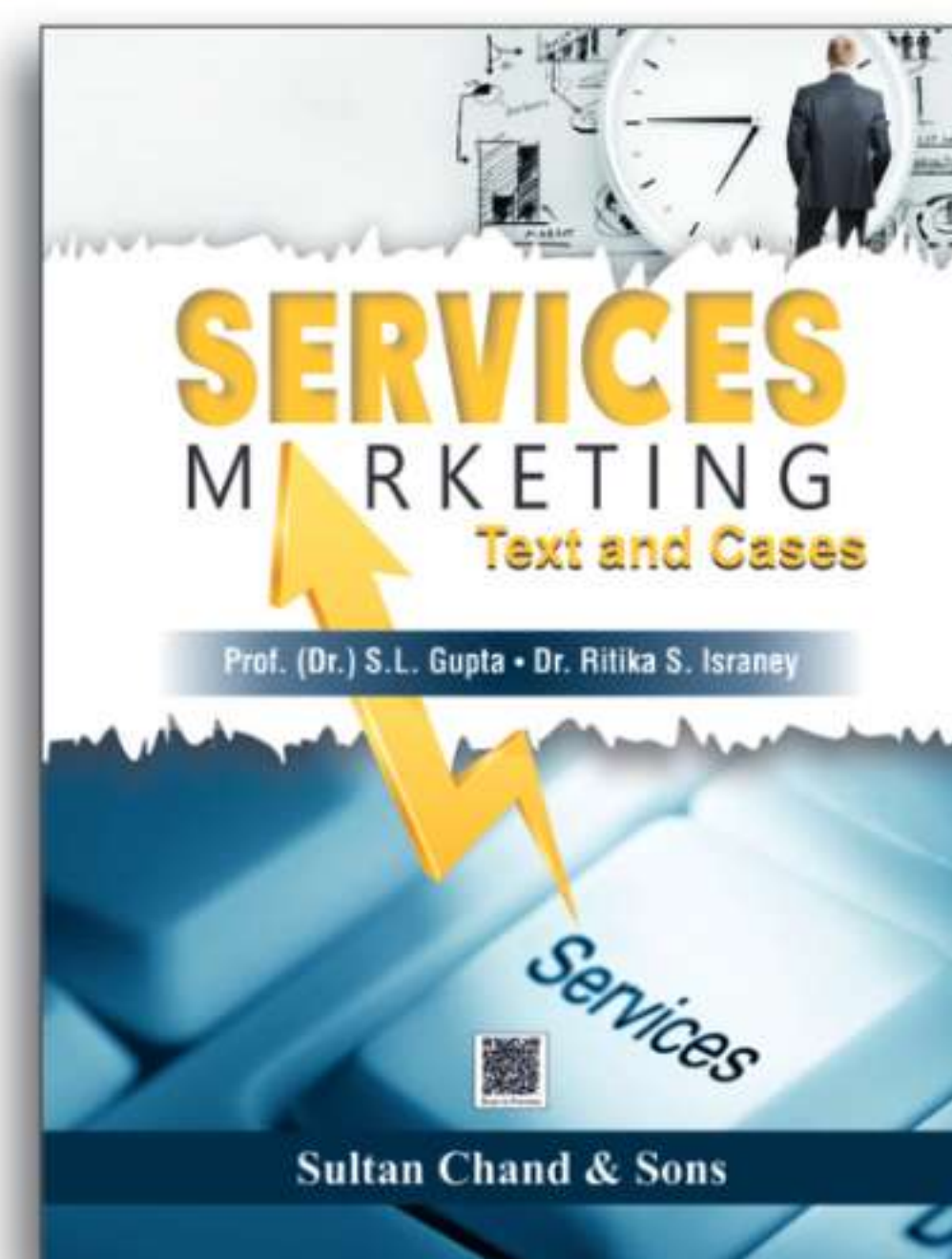
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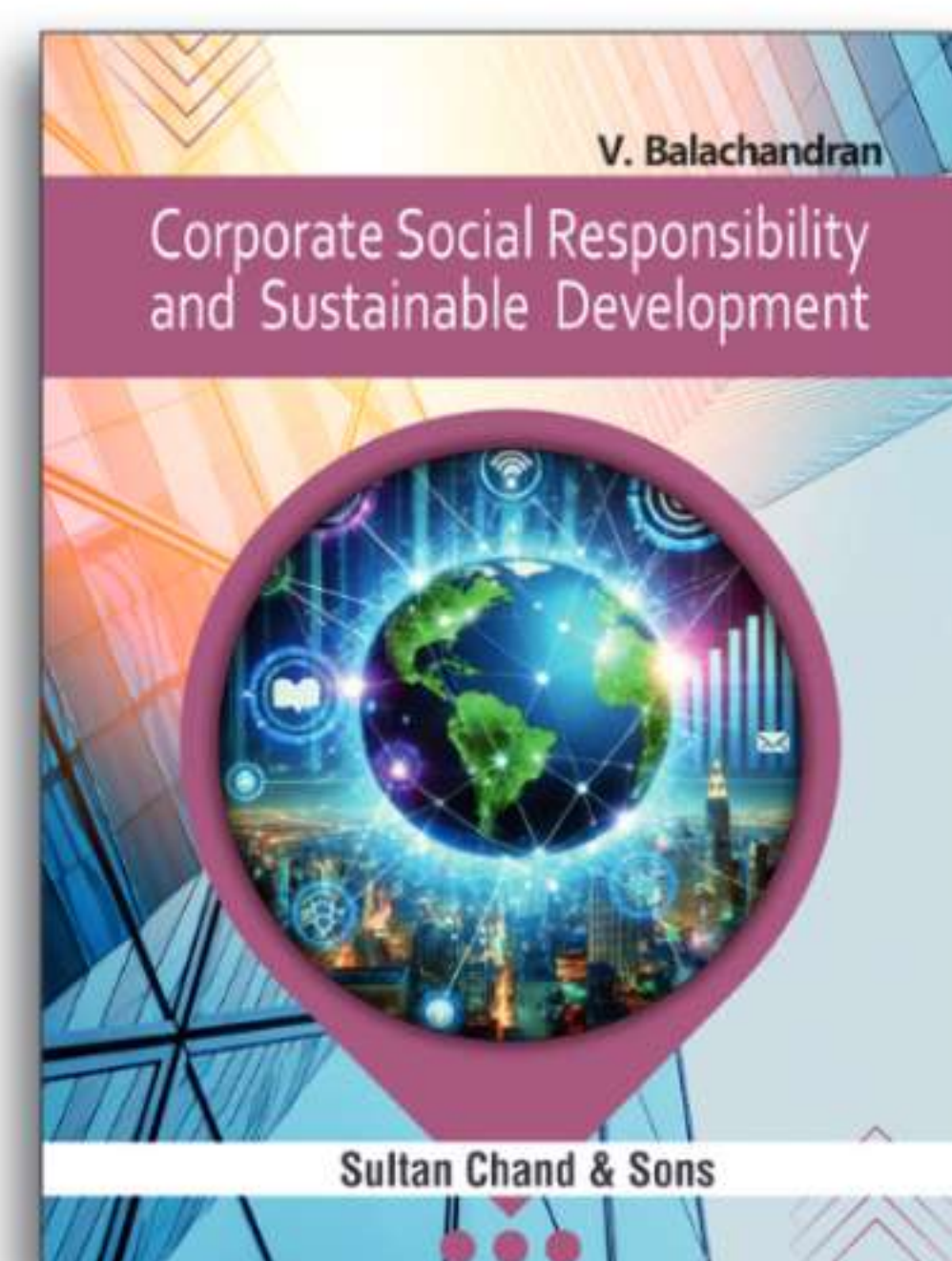
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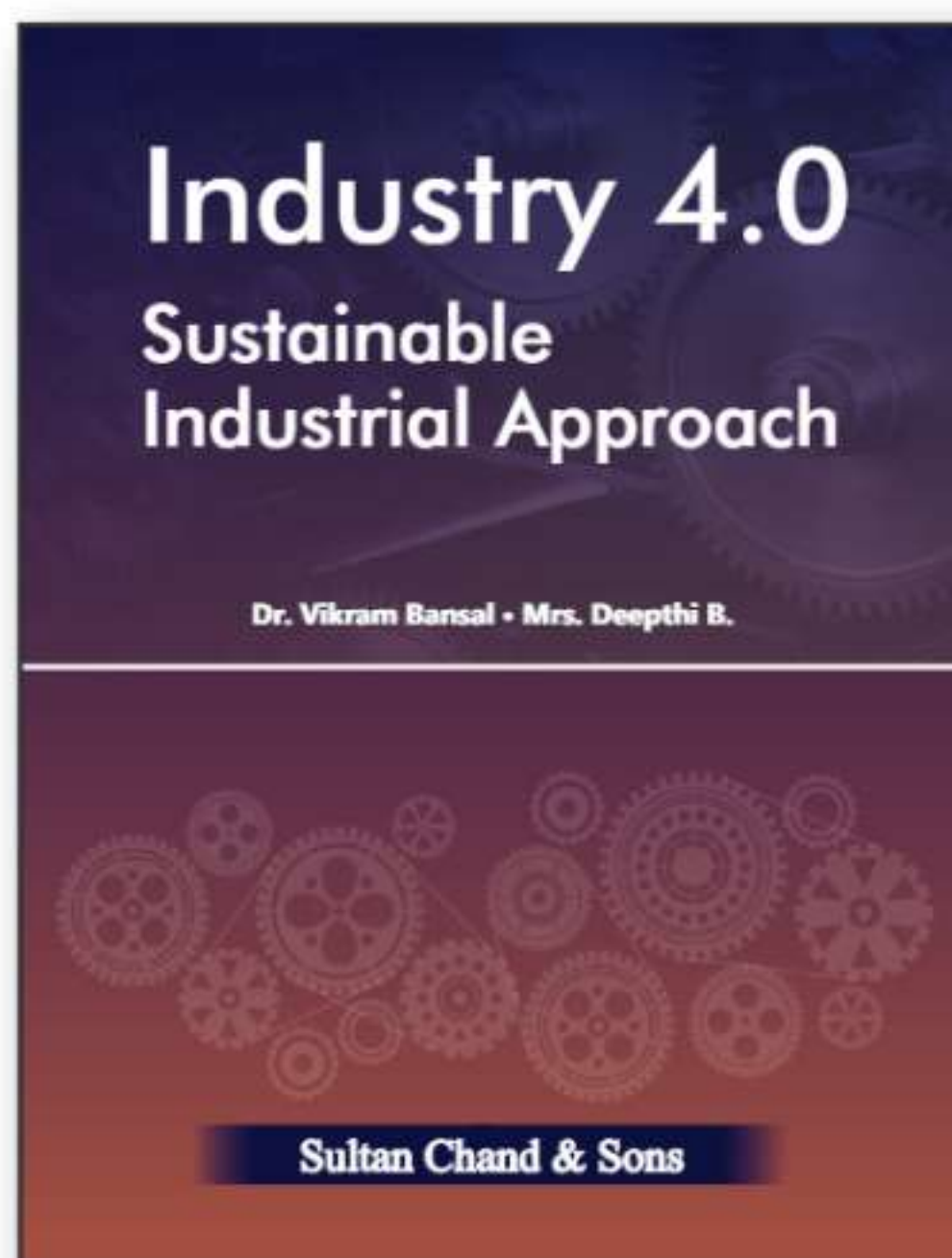




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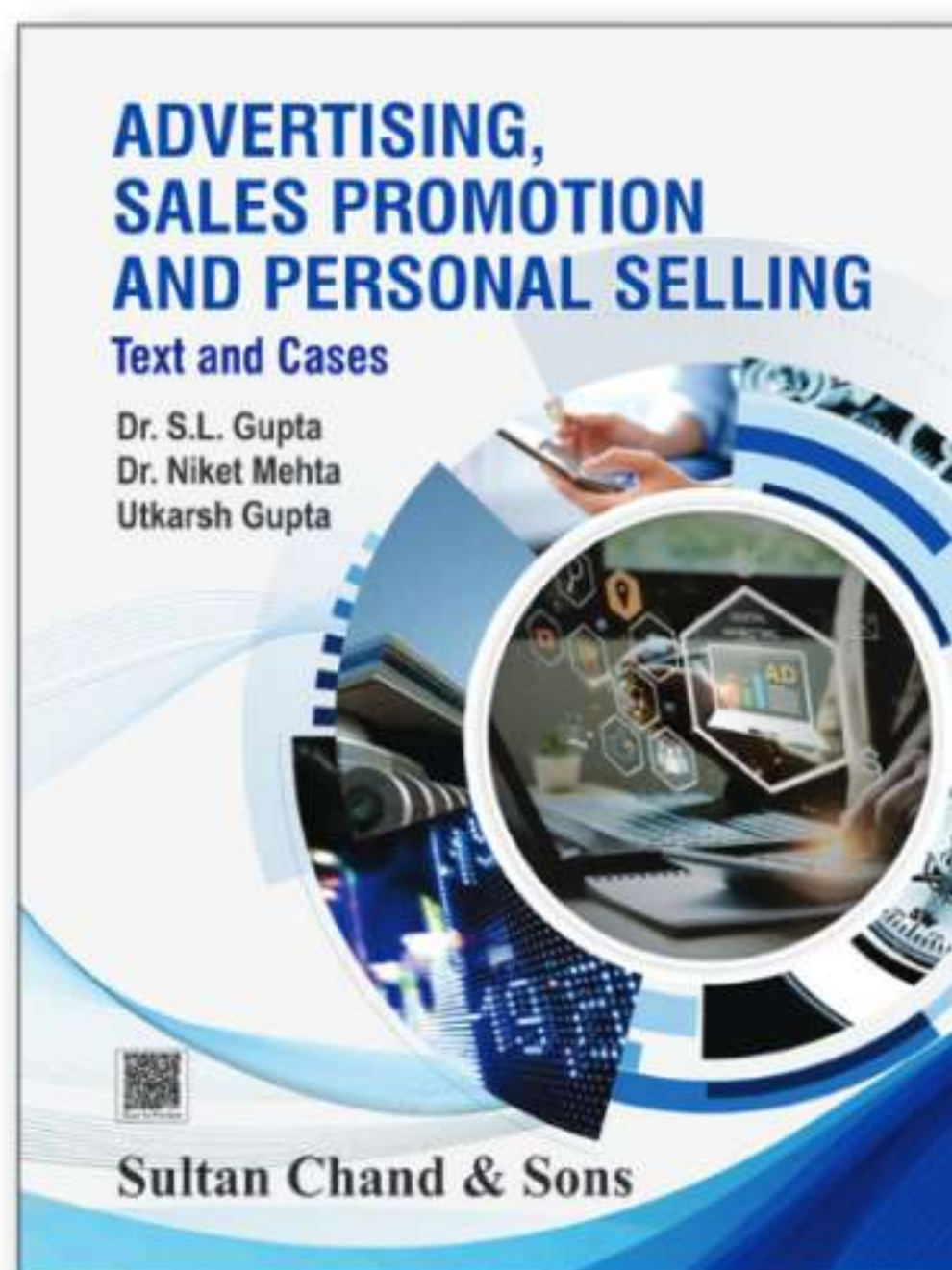
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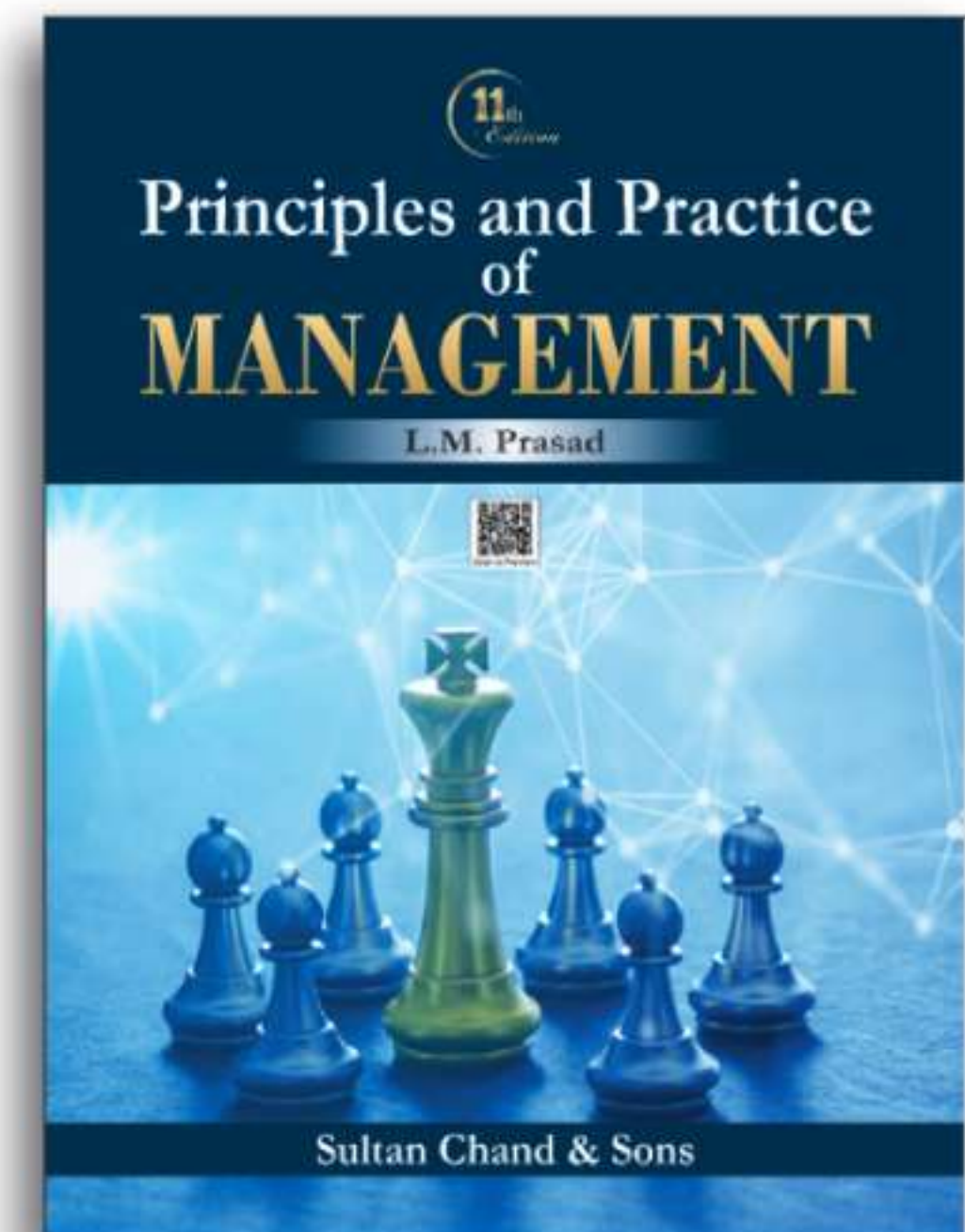
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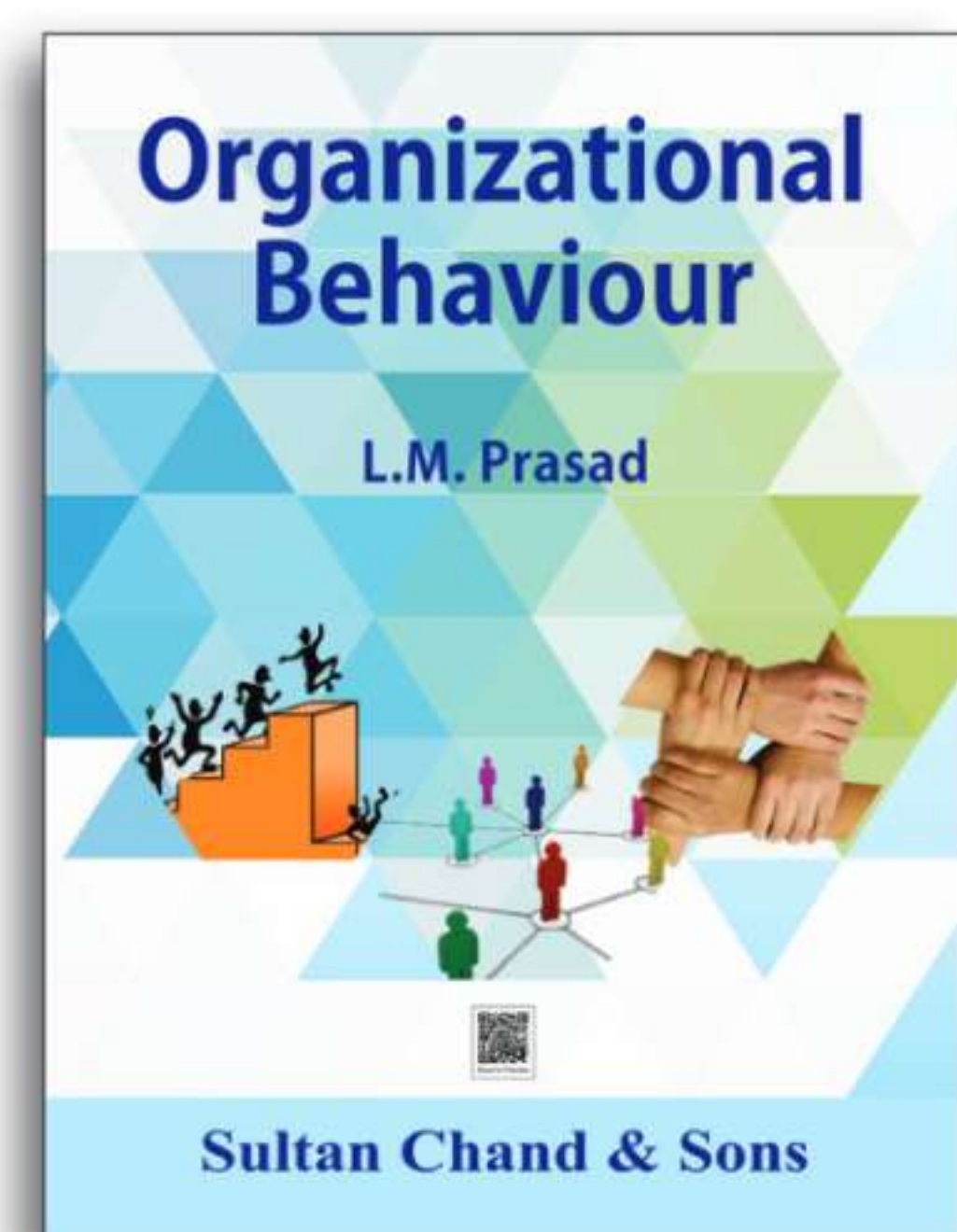
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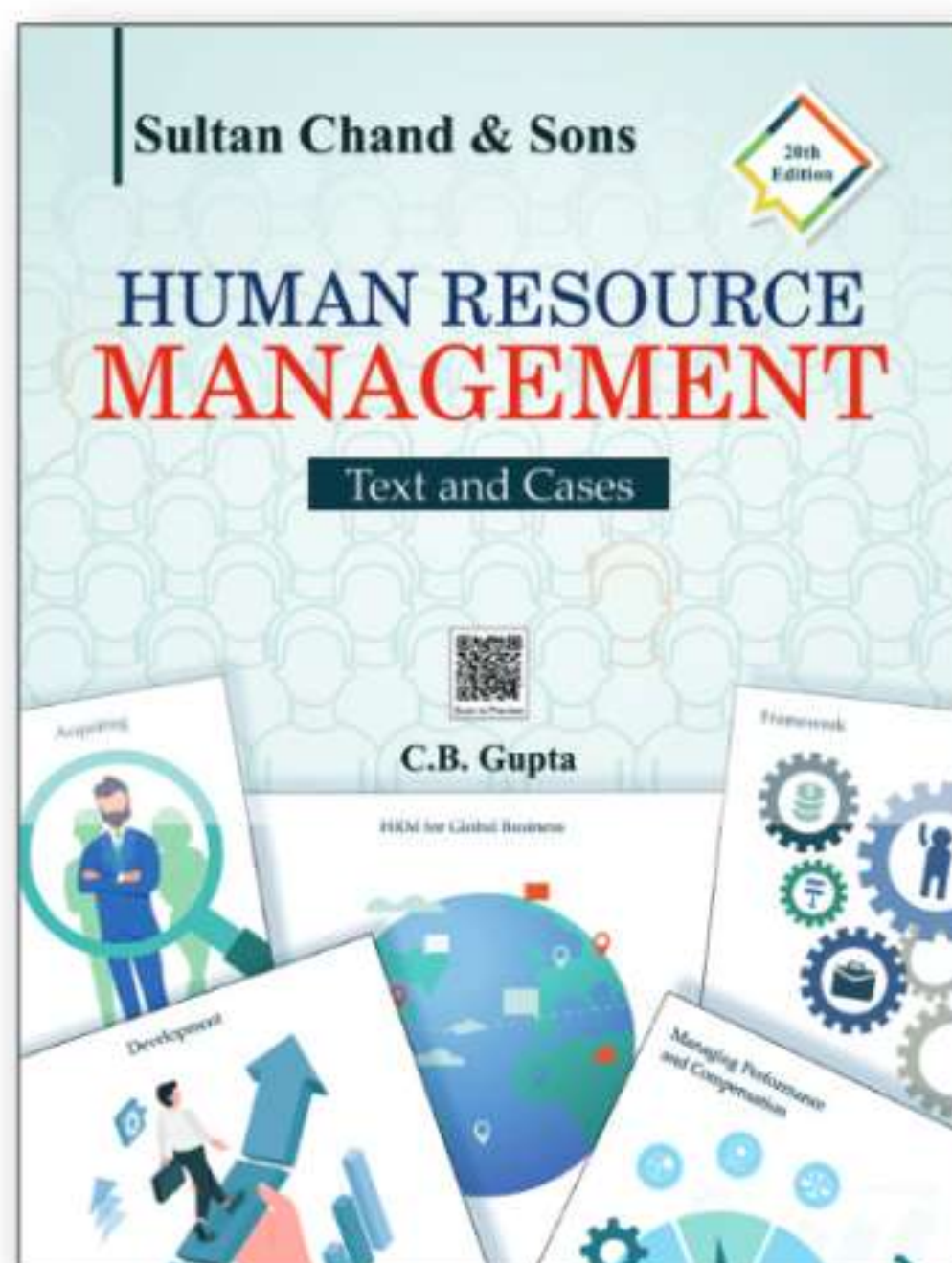
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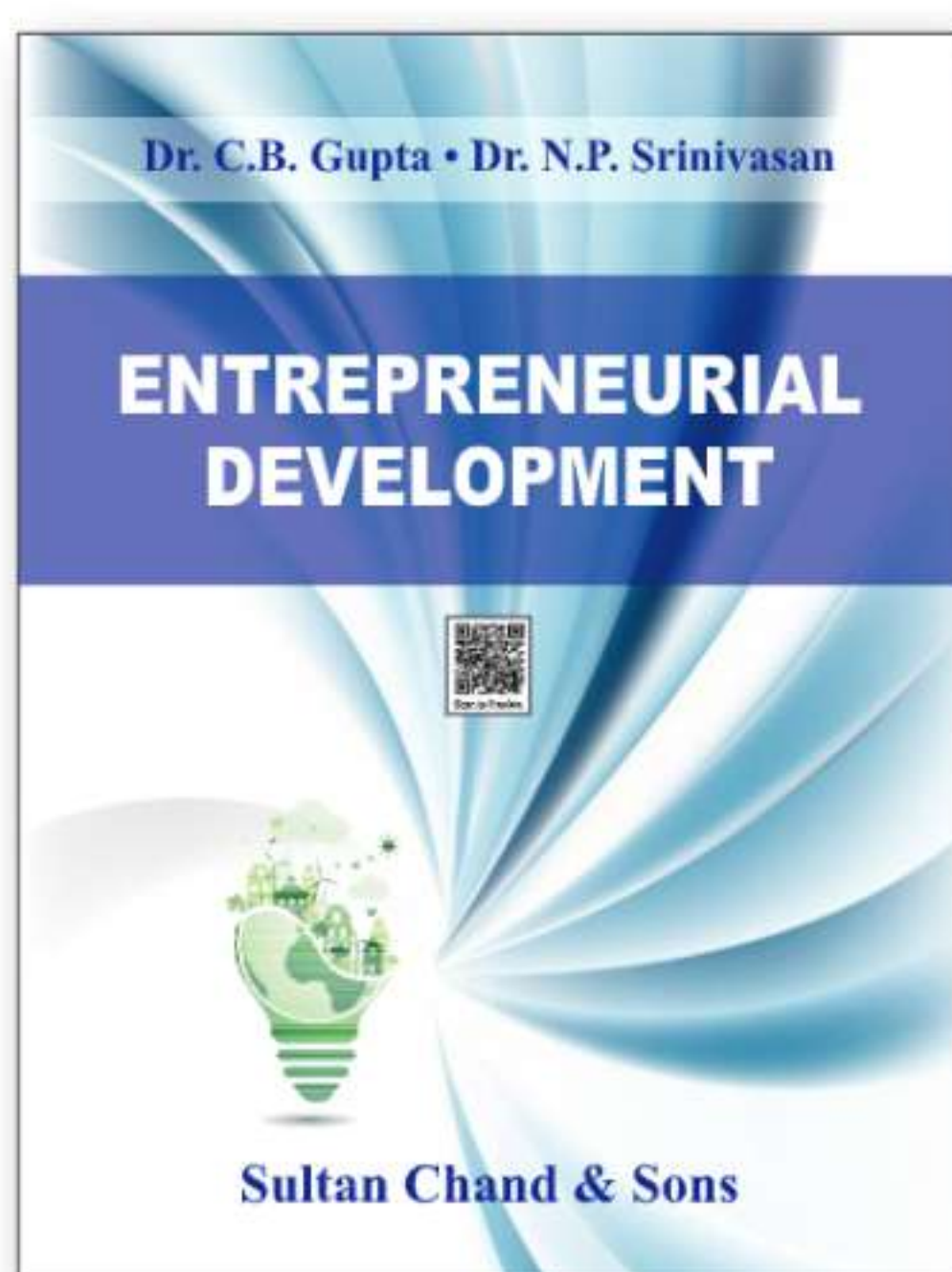
Pages: xxxii + 744

ISBN: 978-93-91820-98-5 (TC 163)

MRP: ₹ 695.00

## 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.

**Part II** – Project Identification and Classification • Project Formulation • Project Design and Network Analysis • Project Appraisal • Financial Analysis • Social Cost Benefit Analysis • Factory Design and Layout.

**Part III** – Steps for Starting a Small Industry • Selection of Types of Organisation • Incentives and Subsidies • Exports and Imports • Sources of Project Finance • Institutional Finance to Entrepreneurs.

**Part IV** – Institutions Assisting Entrepreneurs • Innovation and Entrepreneurship • Intrapreneurship or Corporate Venturing • Intellectual Property.

**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: ₹ 395.00



## Essentials of Business Communication

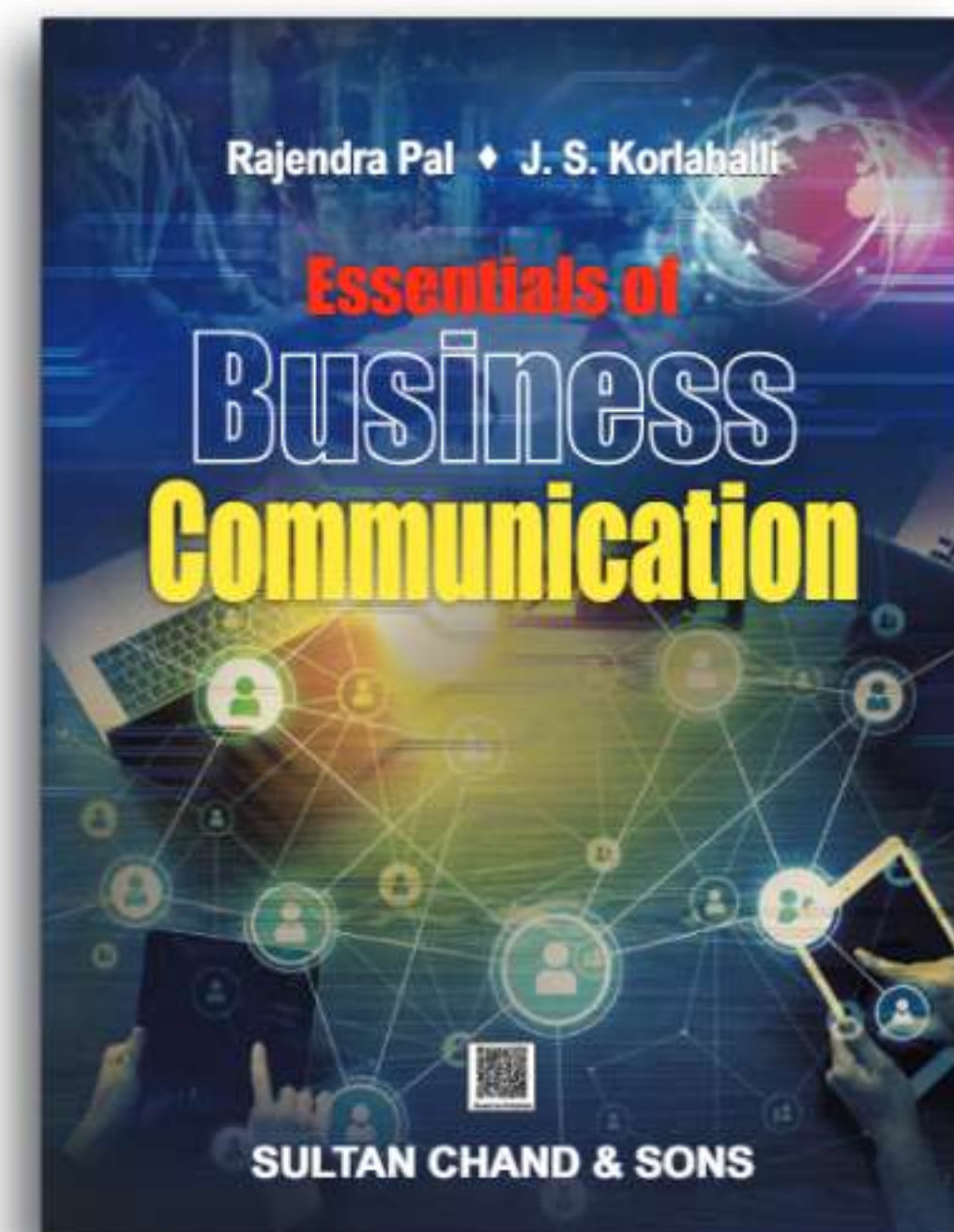
Rajendra Pal • J.S. Korlahalli

### 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
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- Essay Writing
- Essays in Outlines.

Appendix 1

Appendix 2



Edition: 13th, 2011

Pages: xvi + 848

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

MRP: ₹ 695.00

## Basic Financial Management

Dr. R.P. Rustagi

### Contents

**Unit One: Financial Management** – An Overview: Financial Management – An Introduction  
• Time Value of Money.

**Unit Two: Capital Budgeting Decisions: Capital Budgeting** – An Introduction • Capital Budgeting – Techniques of Evaluation.

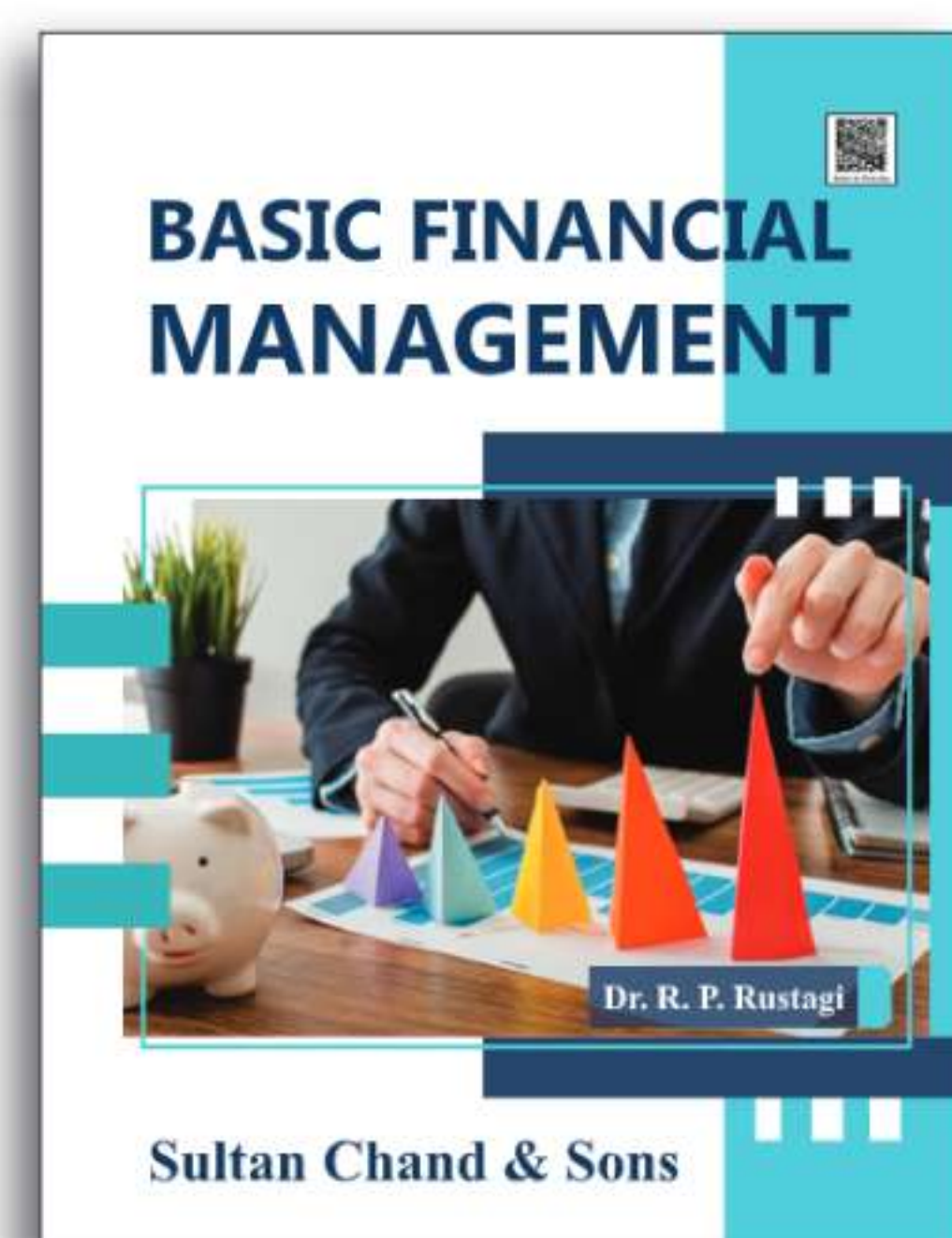
**Unit Three: Cost of Capital and Financial Decisions** – Cost of Capital • Leverage Analysis  
• EBIT – EPS Analysis • Leverage, Cost of Capital and Value of the Firm • Factors of Capital Structure.

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

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• Inventory Management.

Appendix I

Appendix II



Edition: 10th, 2023

Pages: xvi + 440

ISBN: 978-93-91820-48-0 (TC 1151)

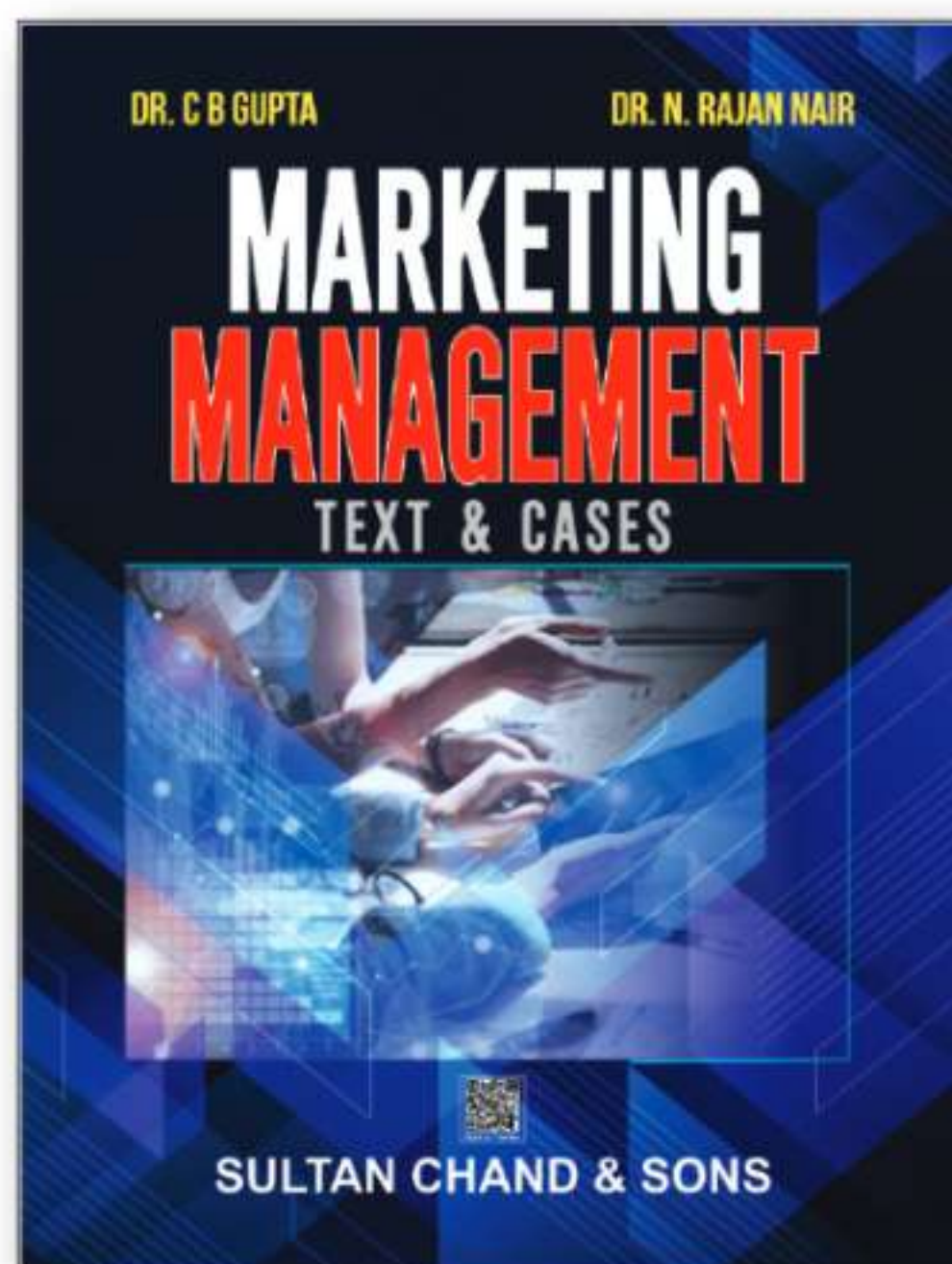
MRP: ₹ 450.00



## Marketing Management

### Text & Cases

Dr. C.B. Gupta • Dr. N. Rajan Nair



#### Contents

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**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

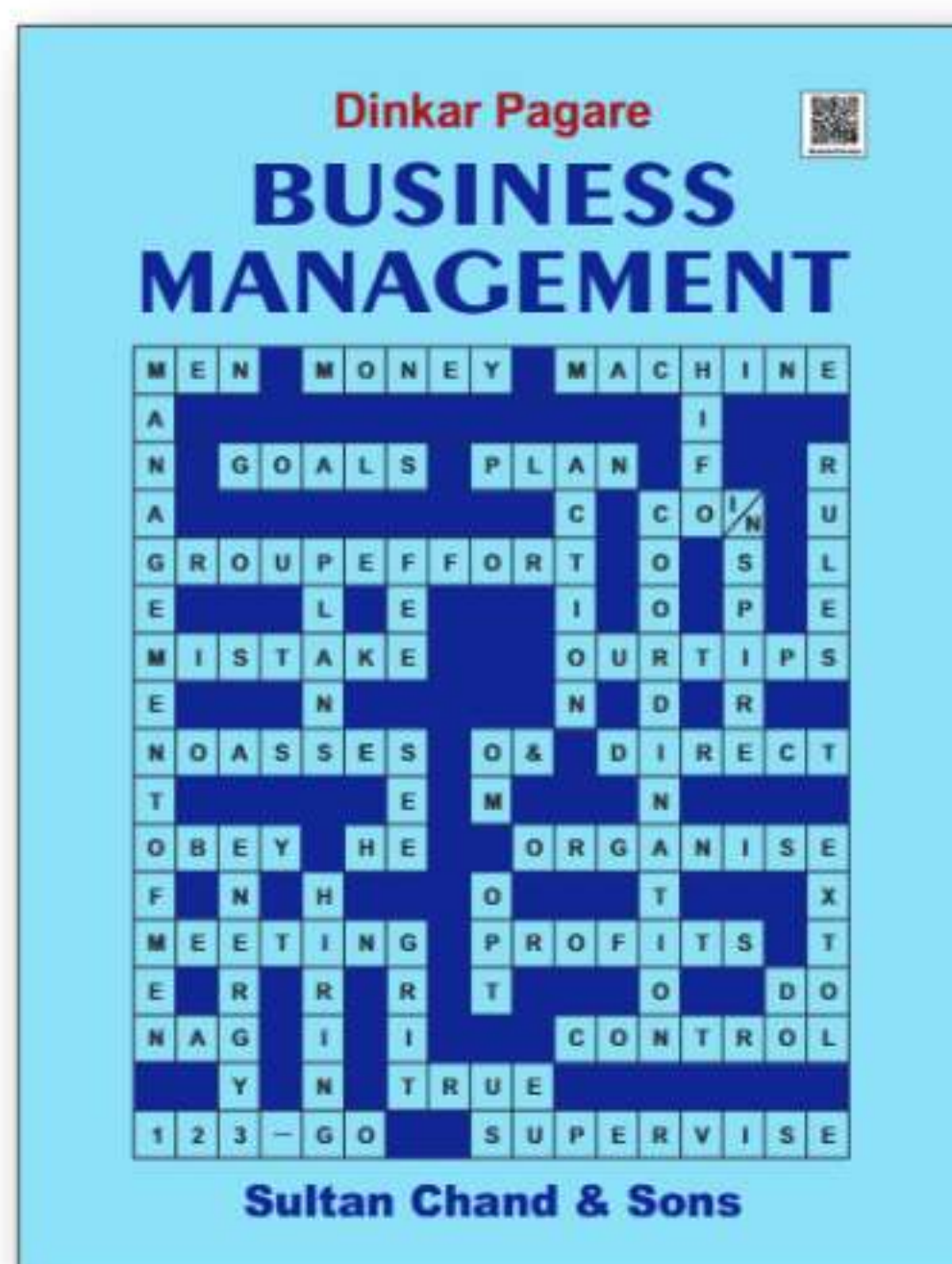
Pages: xvi + 584

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

MRP: ₹ 525.00

## Business Management

Dinkar Pagare



#### Contents

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*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

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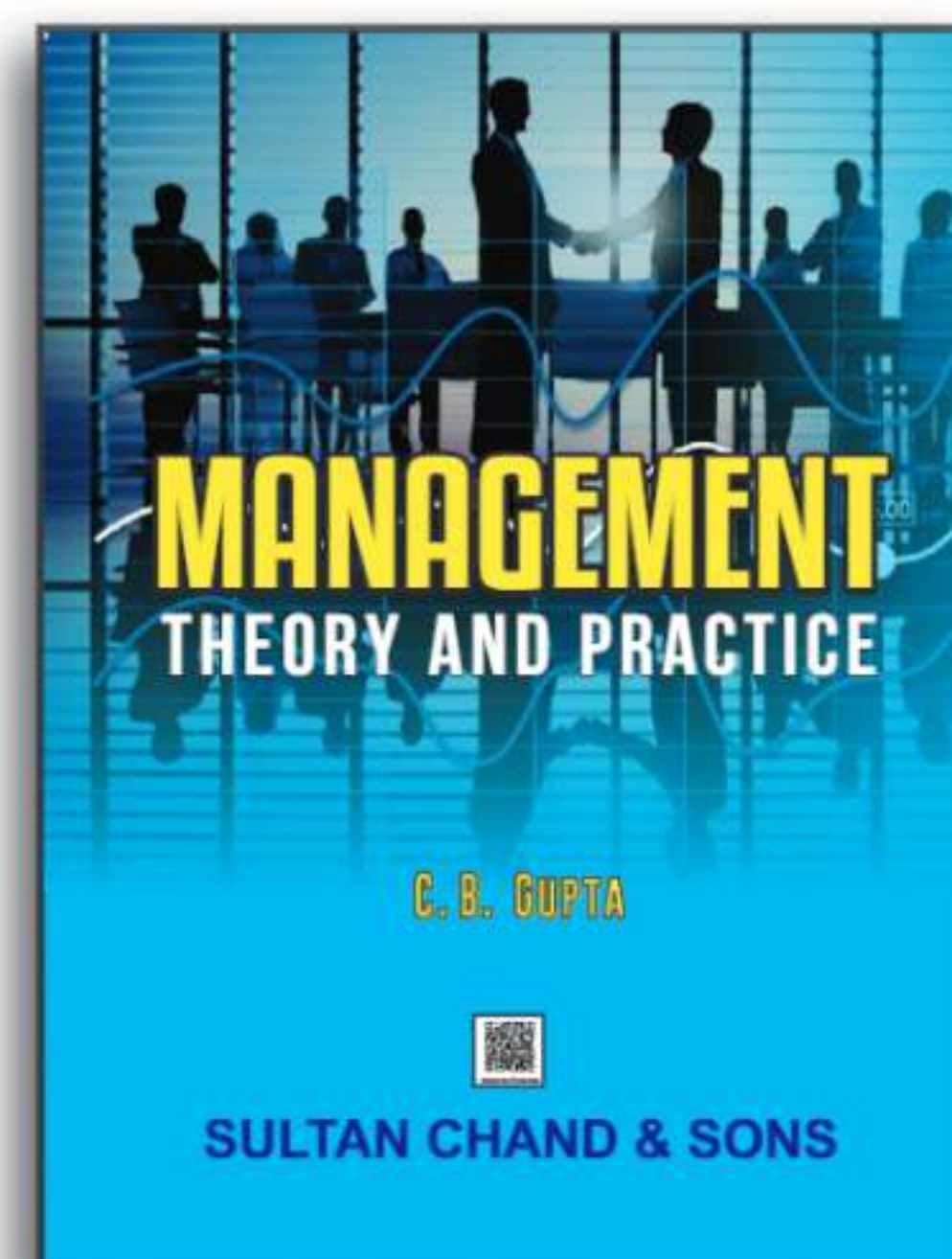
**Part IV: Staffing** – Nature and Scope of Staffing • Selection, Training and Development • Human Resources – Appraisal and Accounting • Knowledge Management • Learning Organisation.

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

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*Some Syllabi on Management • Select Bibliography • Subject Index.*



Edition: 21st, 2022

Pages: xxxii + 896

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

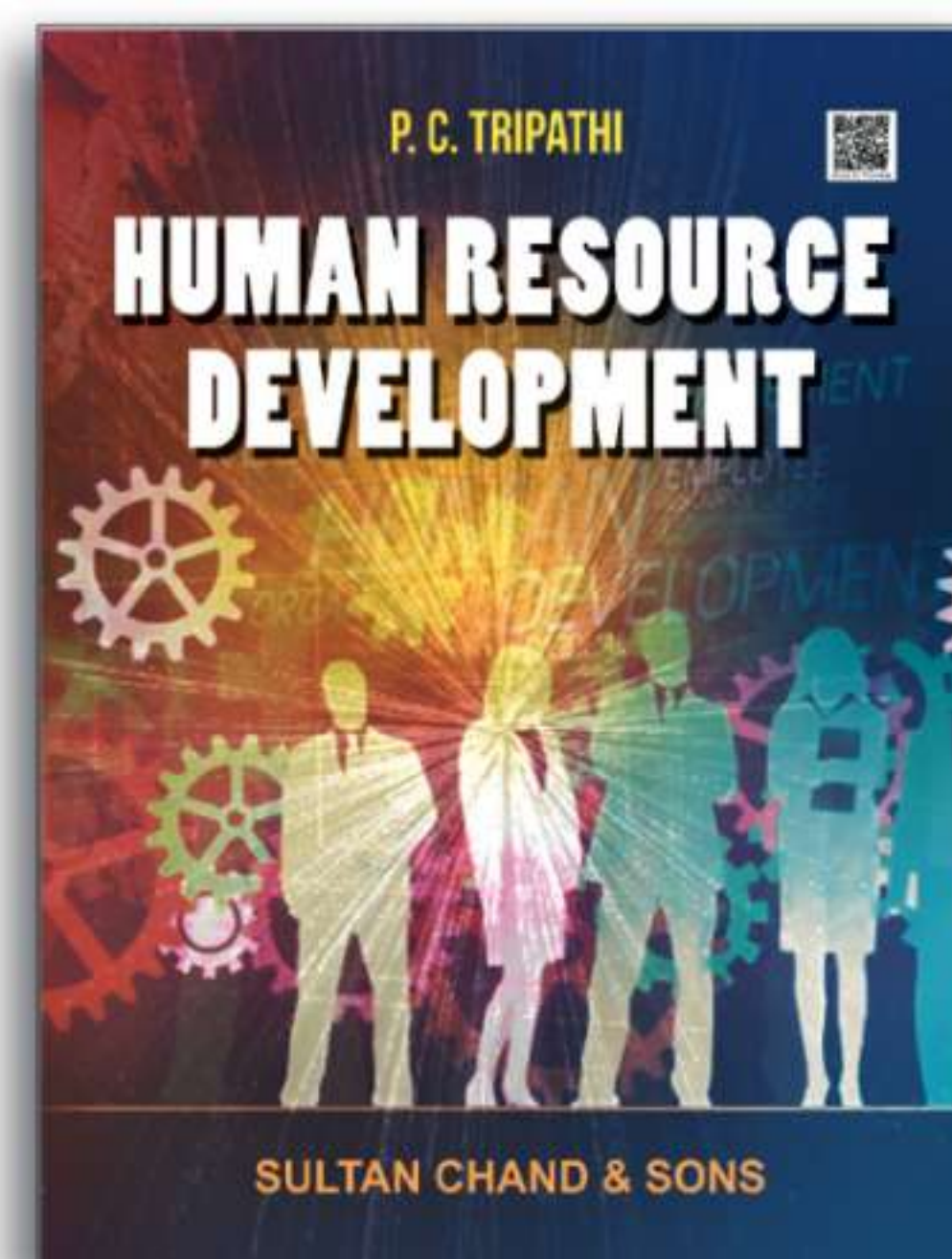
MRP: ₹ 595.00

## Human Resource Development

P.C. Tripathi

### Contents

Introduction • Planning and Organising the HRD System • HRD in Indian Industry • Individual Behaviour • Group Behaviour • Acquisition of Human Resource • Performance Appraisal • Promotion, Potential Appraisal and Career Planning • Training and Development • Motivation • Leadership & Supervision • Employee Compensation • Employee Welfare and Social Security • Employee Communication • Help, Cooperation, Competition and Conflict • Grievance and Discipline • Quality of Work Life (QWL) • Organisational Climate or Culture (OC) • Organisational Change • Organisation Development (OD) • Organisational Effectiveness.



Edition: 7th, 2013

Pages: xx + 532

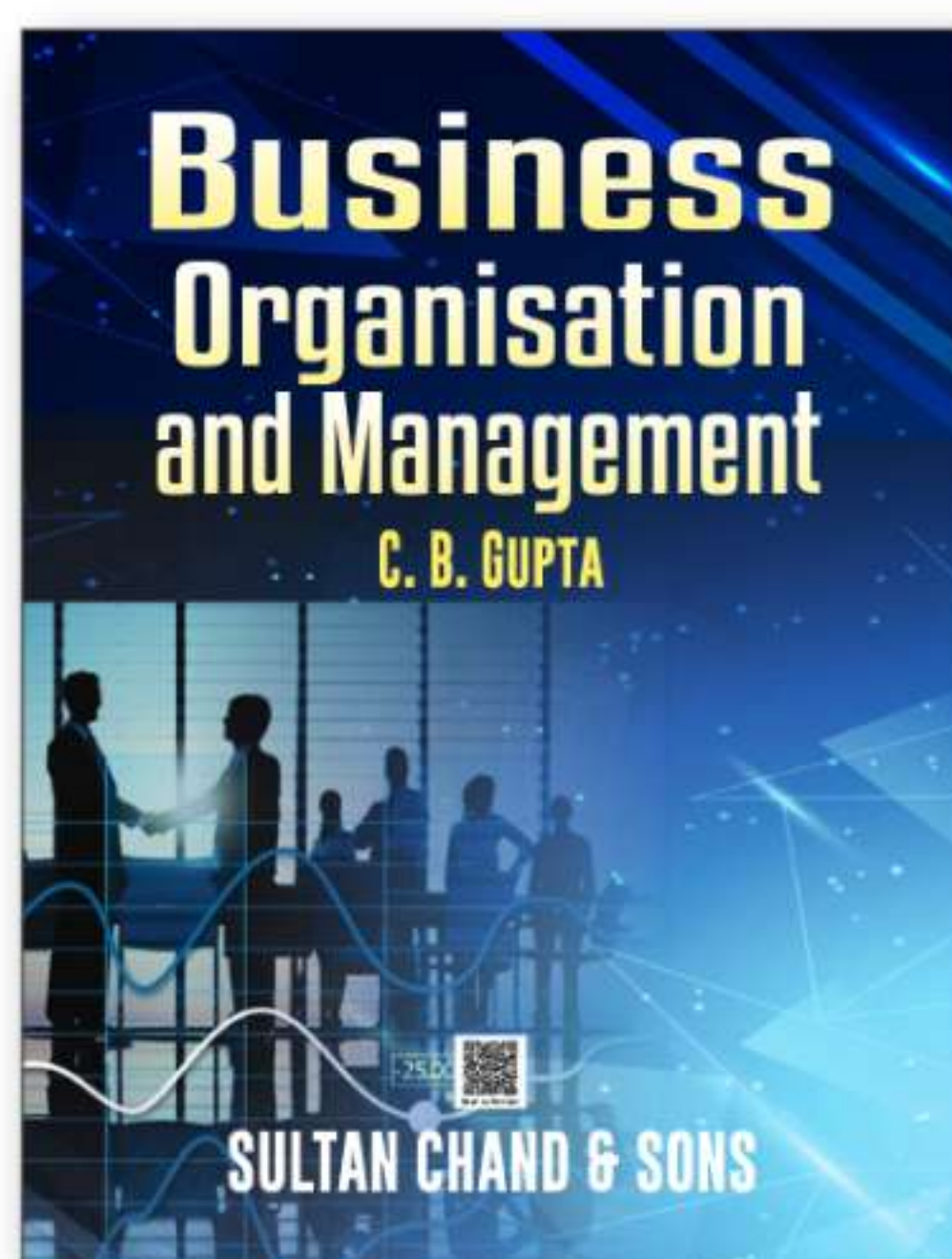
ISBN: 978-81-8054-885-7 (TC 233)

MRP: ₹ 495.00



## Business Organisation and Management

C.B. Gupta



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Plans • Nature and Process of Organising • Departmentation • Delegation and Decentralisation of Authority • Forms of Organisations • Nature and Functions of Staffing • Recruitment, Selection and Training • Nature and Scope of Directing • Motivation and Morale • Leadership • Communication • Nature and Process of Control • Techniques of Managerial Controls.

Appendix – Bibliography • Index.

Edition: 17th, 2019

Pages: xxiv + 696

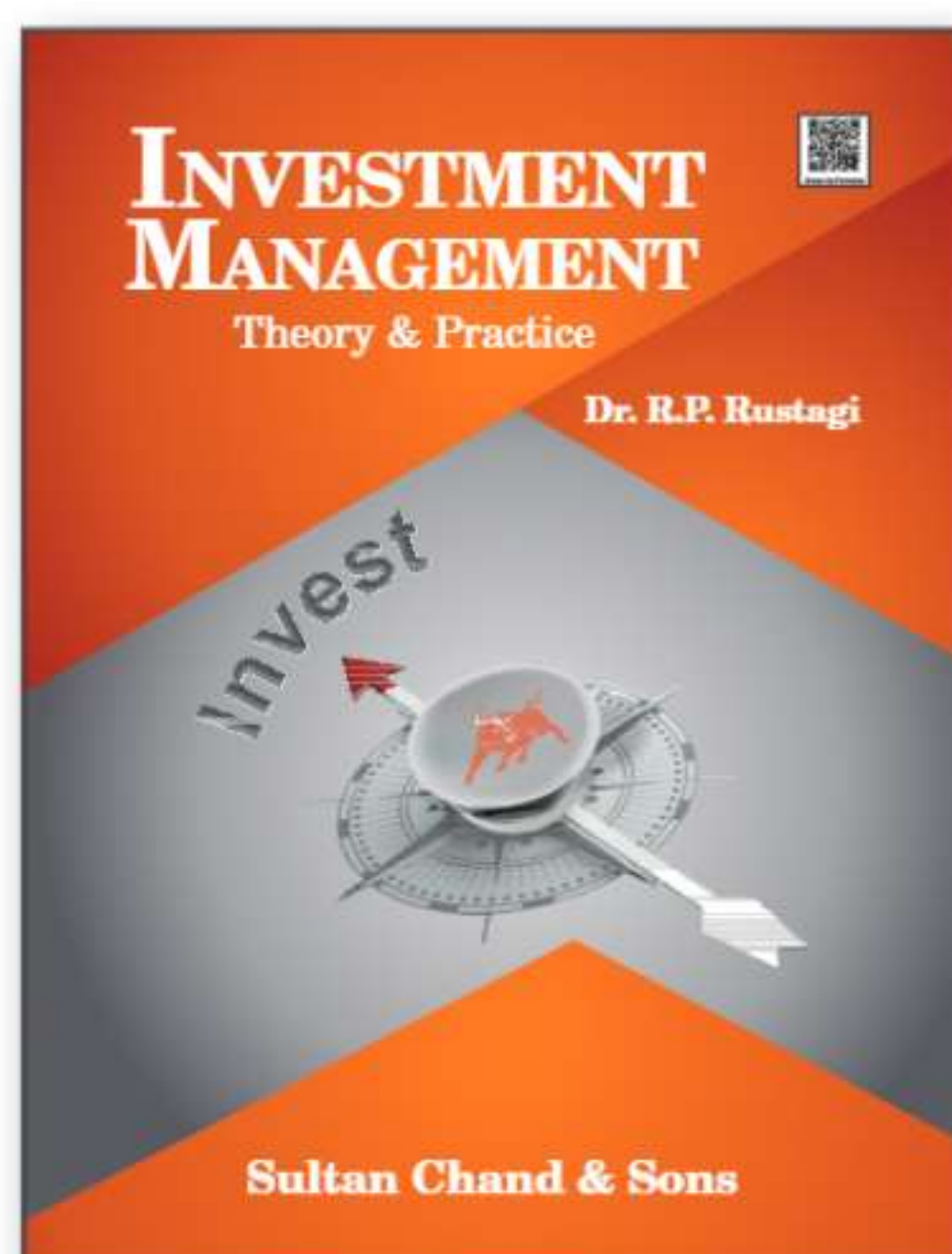
ISBN: 978-93-5161-136-3 (TC 169)

MRP: ₹ 595.00

## Investment Management

*Theory & Practice*

Dr. R.P. Rustagi



### Contents

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**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: 12th, 2023

Pages: xx + 436

ISBN: 978-93-91820-40-4 (TC 1058)

MRP: ₹ 495.00





# Human Resource Management

L.M. Prasad

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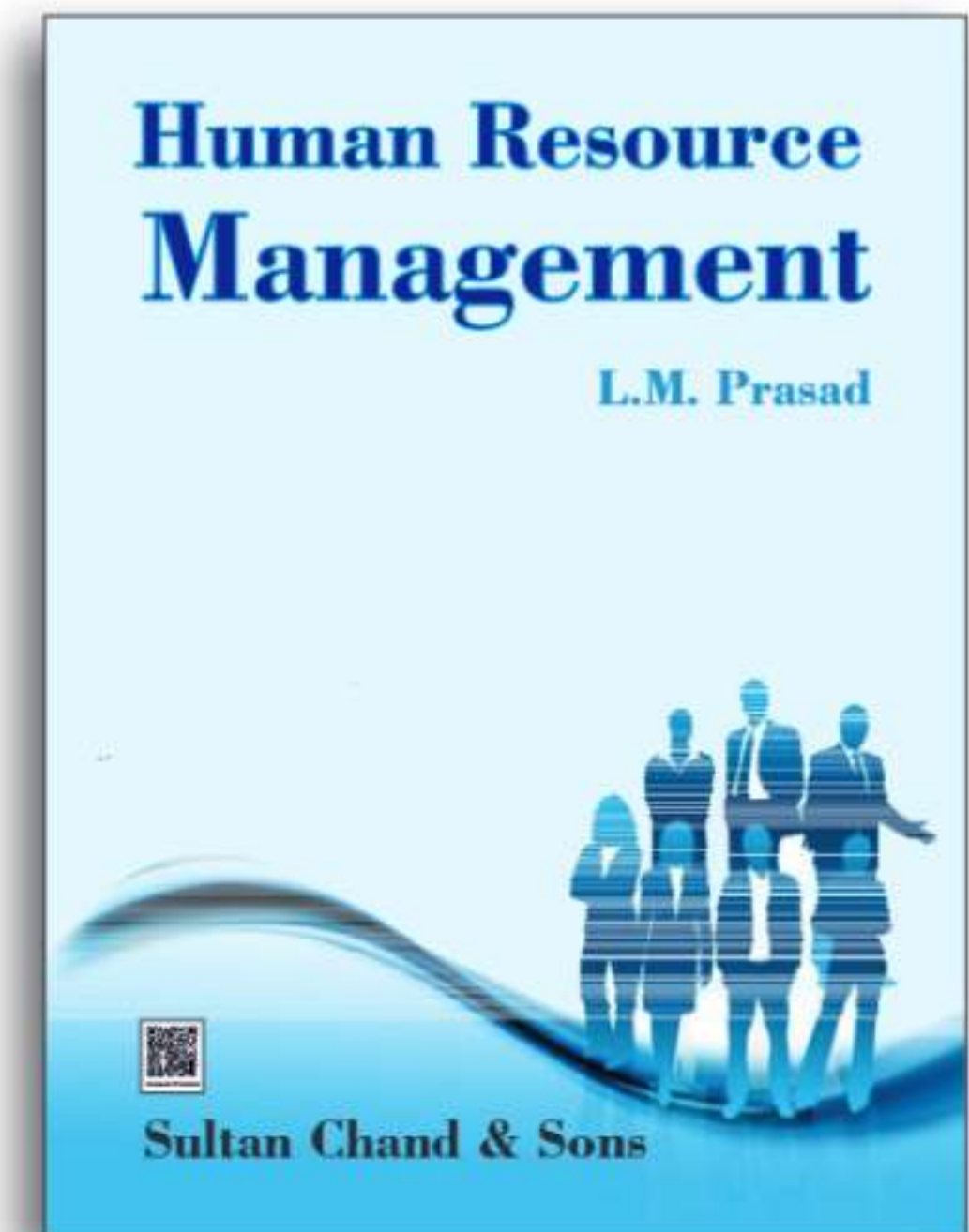
**Part IV: Managing Performance and Compensation** – Performance Management • Compensation Management • Incentives and Benefits.

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

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

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Edition: 4th, 2017

Pages: xiv + 592

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

MRP: ₹ 650.00

# Strategic Management

P.K. Ghosh

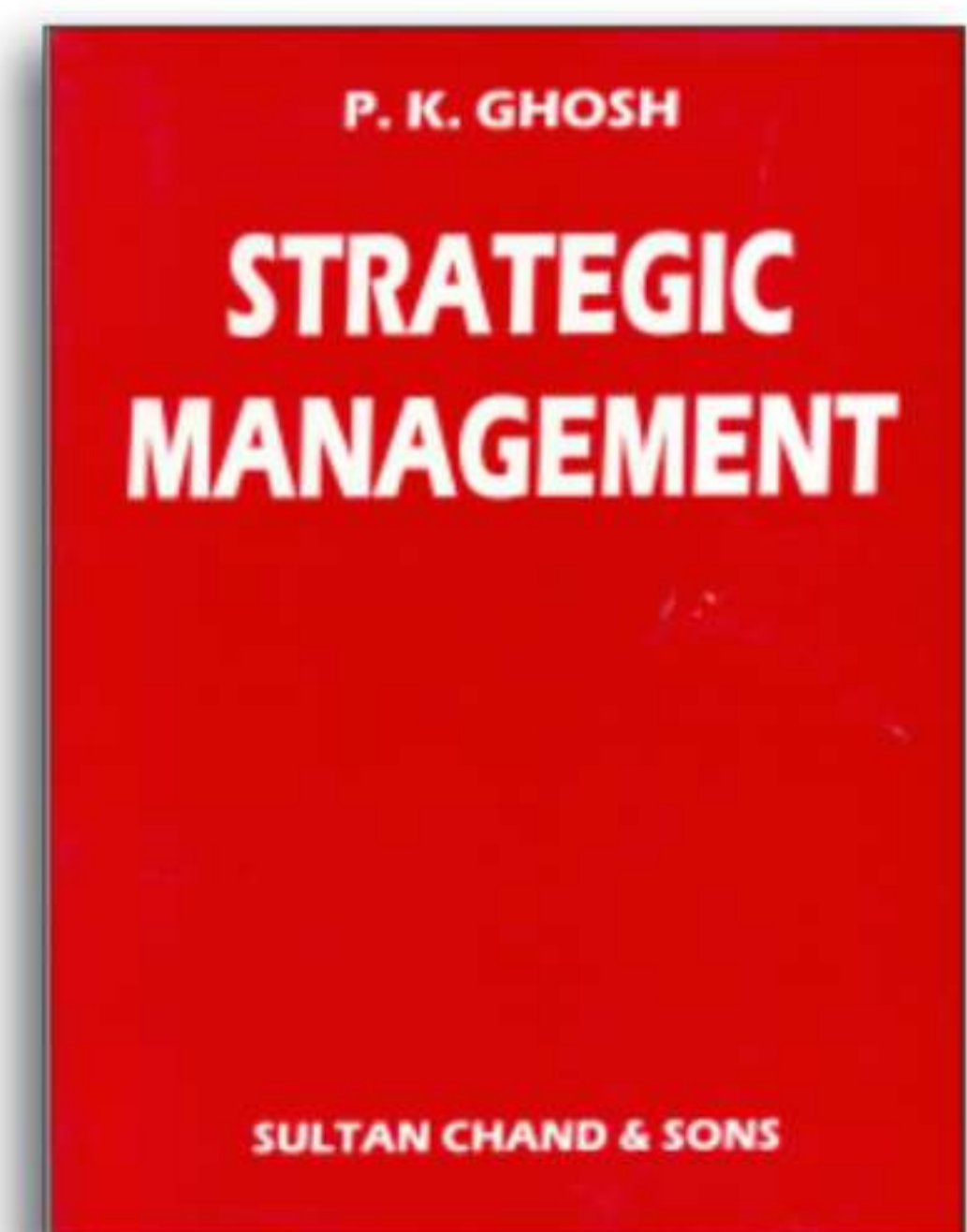
## Contents

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

*Test Questions and Cases*

*University Examination Questions Papers*

*Index.*



Edition: 14th, 2014

Pages: xxiv + 676

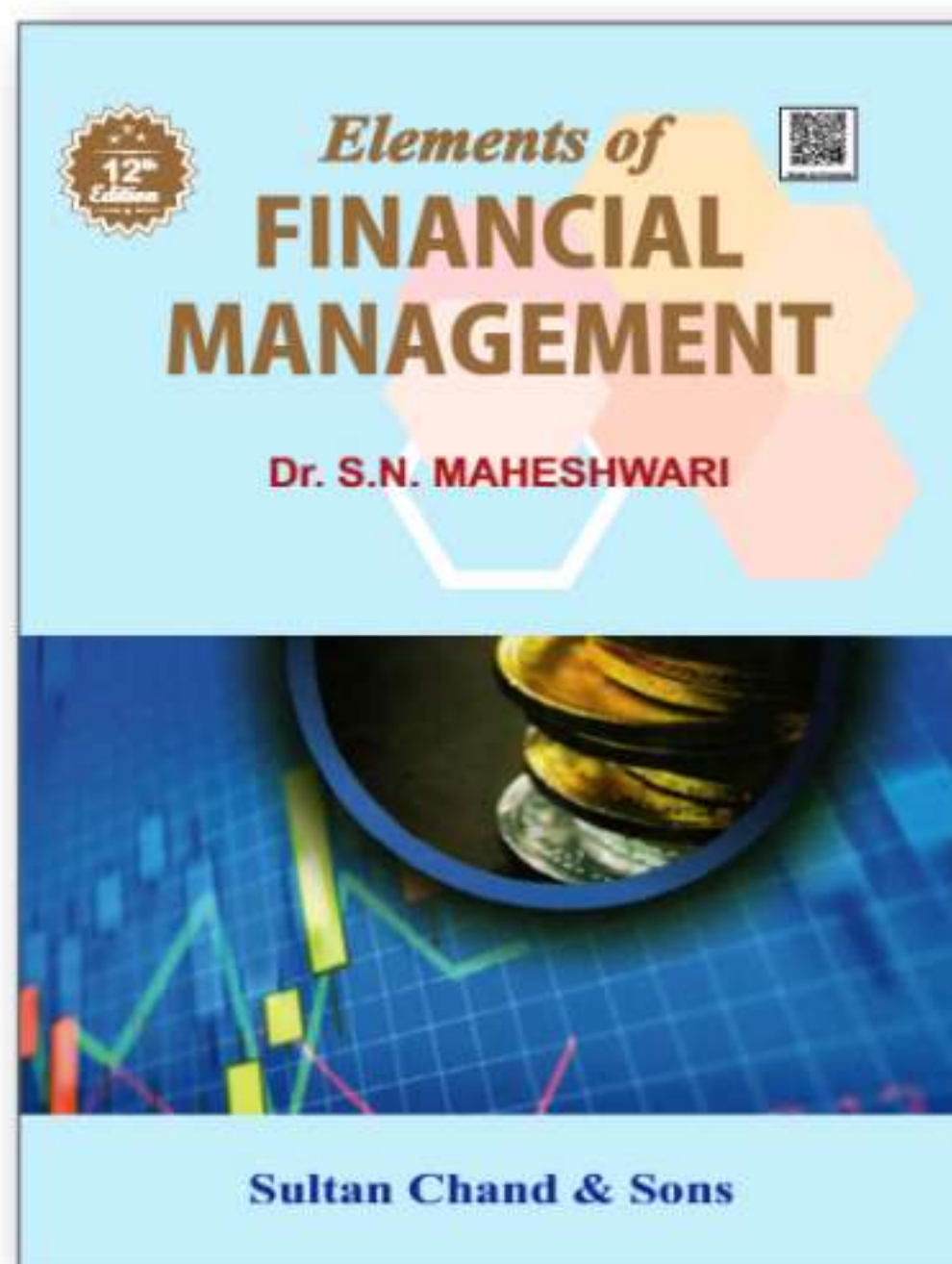
ISBN: 978-93-5161-009-0 (TC 853)

MRP: ₹ 400.00



## Elements of Financial Management

Dr. S.N. Maheshwari



### Contents

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

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Edition: 12th, 2019

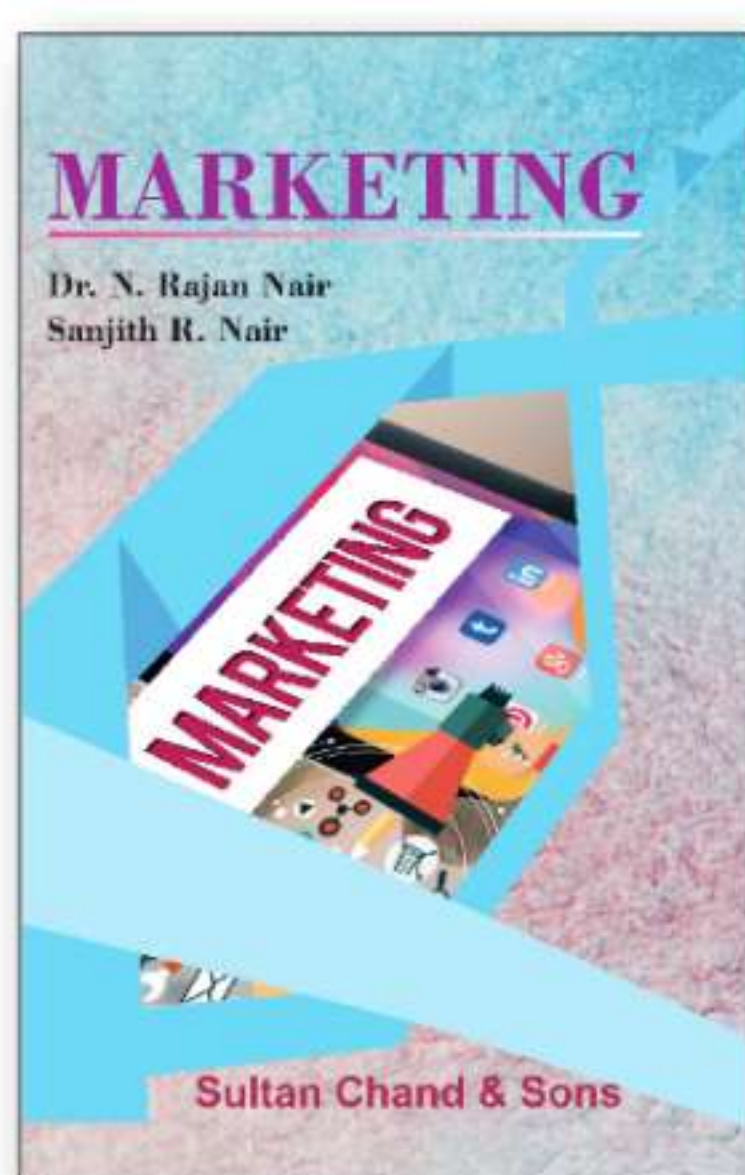
Pages: xx + 612

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

MRP: ₹ 495.00

## Marketing

Dr. N. Rajan Nair • Sanjith R. Nair



### Contents

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Question Papers.

Edition: 7th, 2010

Pages: viii + 472

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

MRP: ₹ 295.00



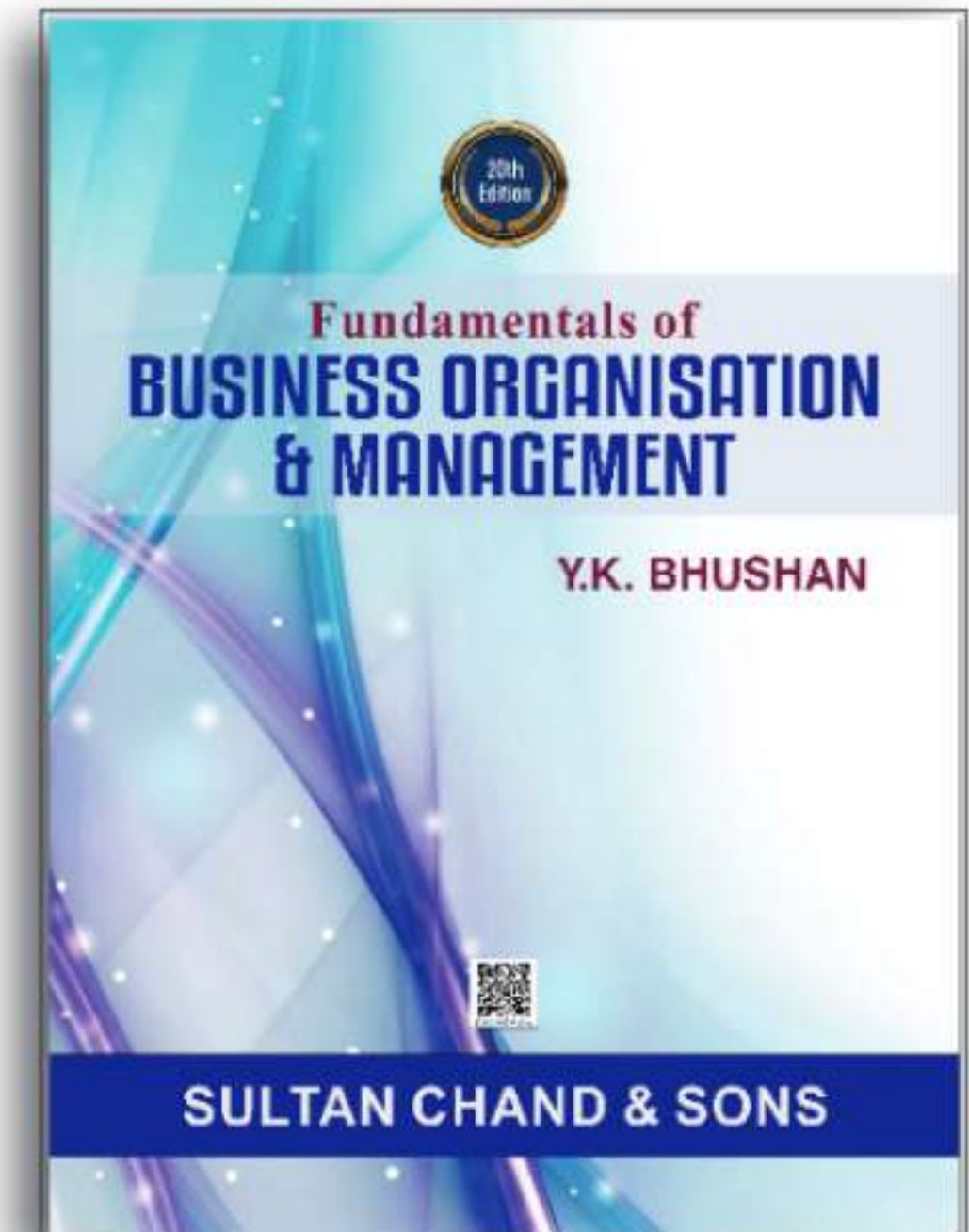


# Fundamentals of Business Organisation & Management

Y.K. Bhushan

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- Part One: Business System
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- Part Eight: Financial Function of Management
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Edition: 20th, 2016

Pages: xvi + 1,040

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

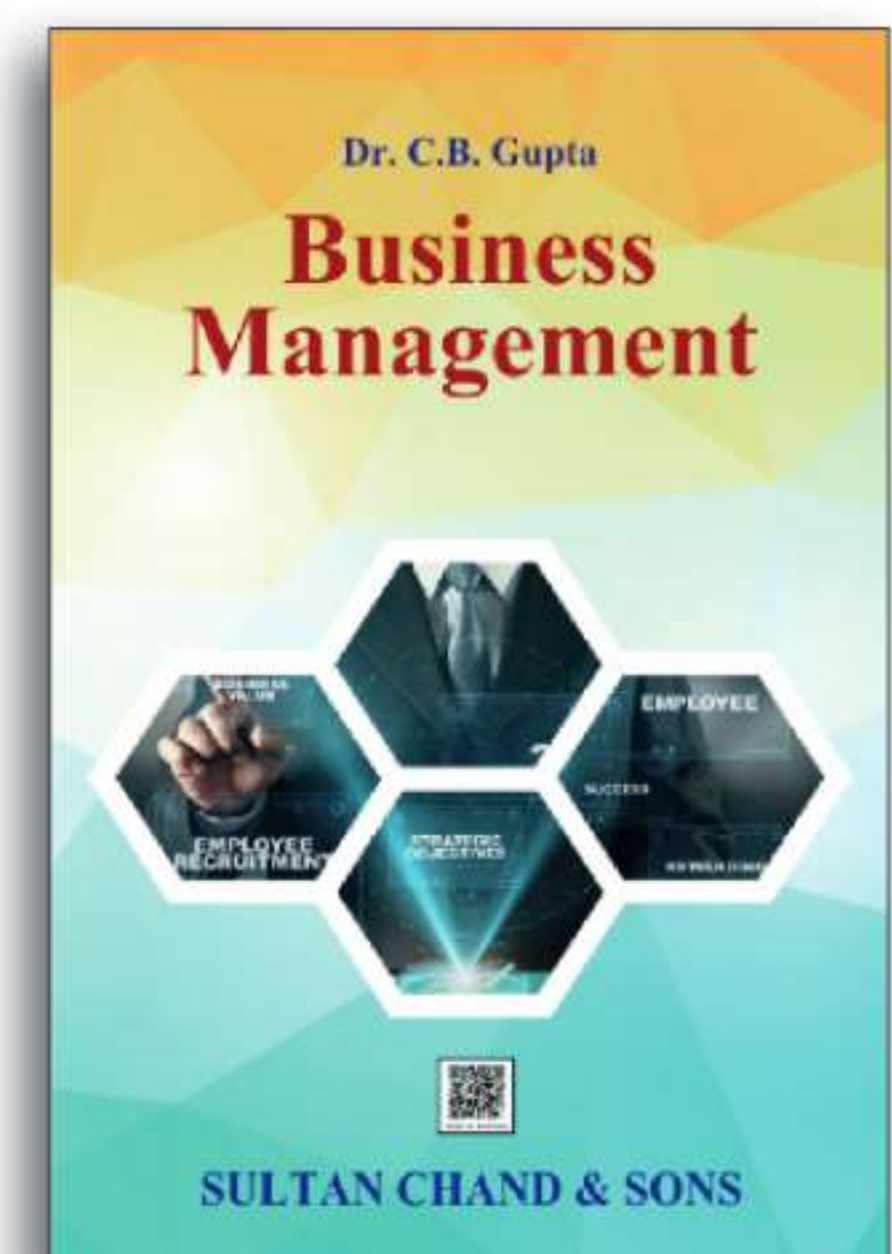
MRP: ₹ 725.00

# Business Management

Dr. C.B. Gupta

## Contents

- Unit I: Introduction – Nature and Scope of Management • Management Process, Functions and Principles • Evolution of Management Thought • Social Responsibility and Ethics.
- Unit II: Planning and Decision-making – Nature and Process of Planning • Methods and Types of Plans • Forecasting and Decision-making • Management Information System.
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- Unit VI: Control and Coordination – Nature and Process of Controlling • Techniques of Managerial Control • Coordination – The Essence of Management • Techniques of Management.
- Case Studies • Selected Bibliography • Objective Type Questions • Model Question Papers.



Edition: 15th, 2018

Pages: xxxii + 568

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

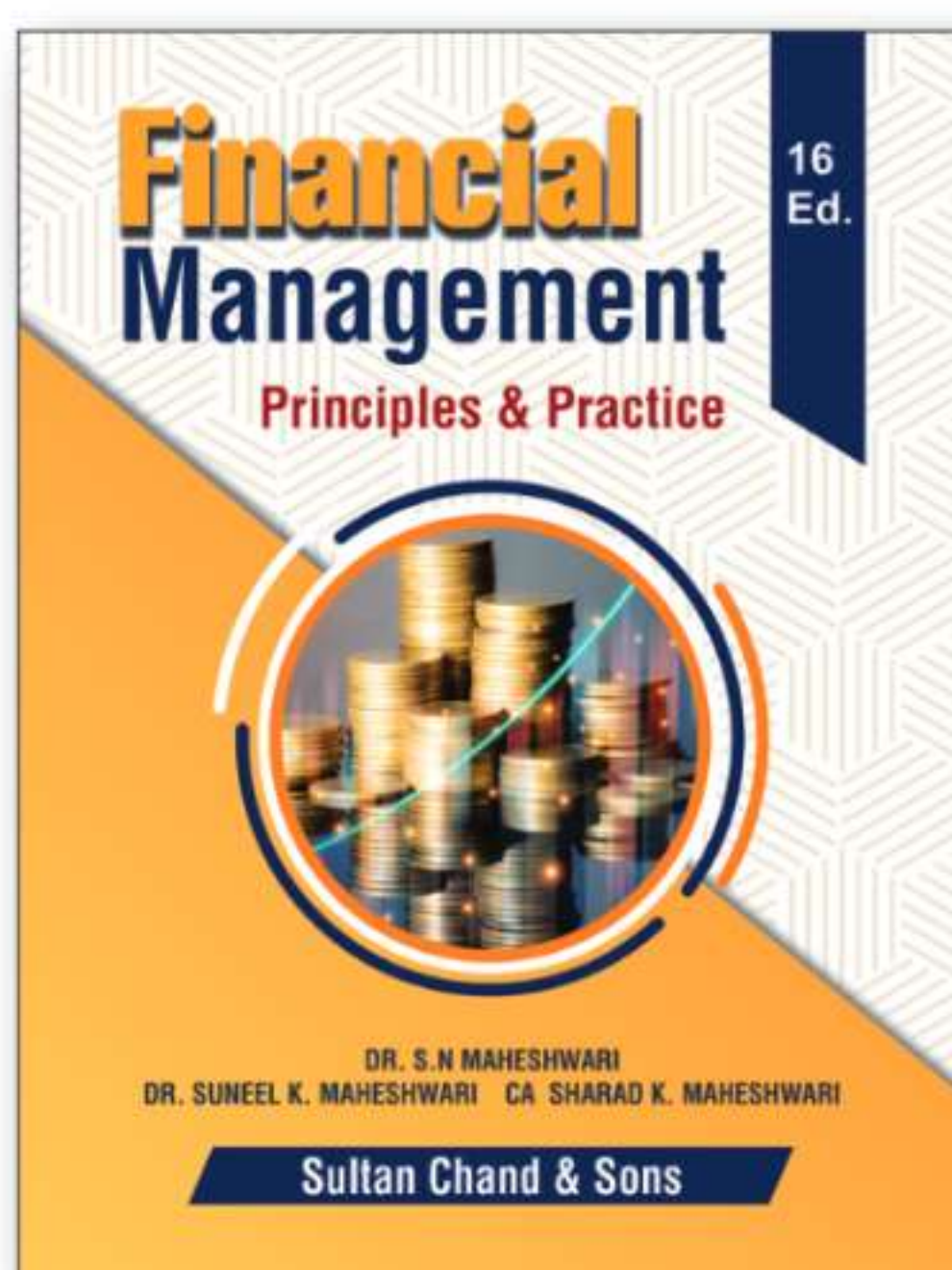
MRP: ₹ 525.00



## Financial Management *Principles & Practice*

Dr. S.N. Maheshwari

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



### Contents

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

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Edition: 16th, 2025

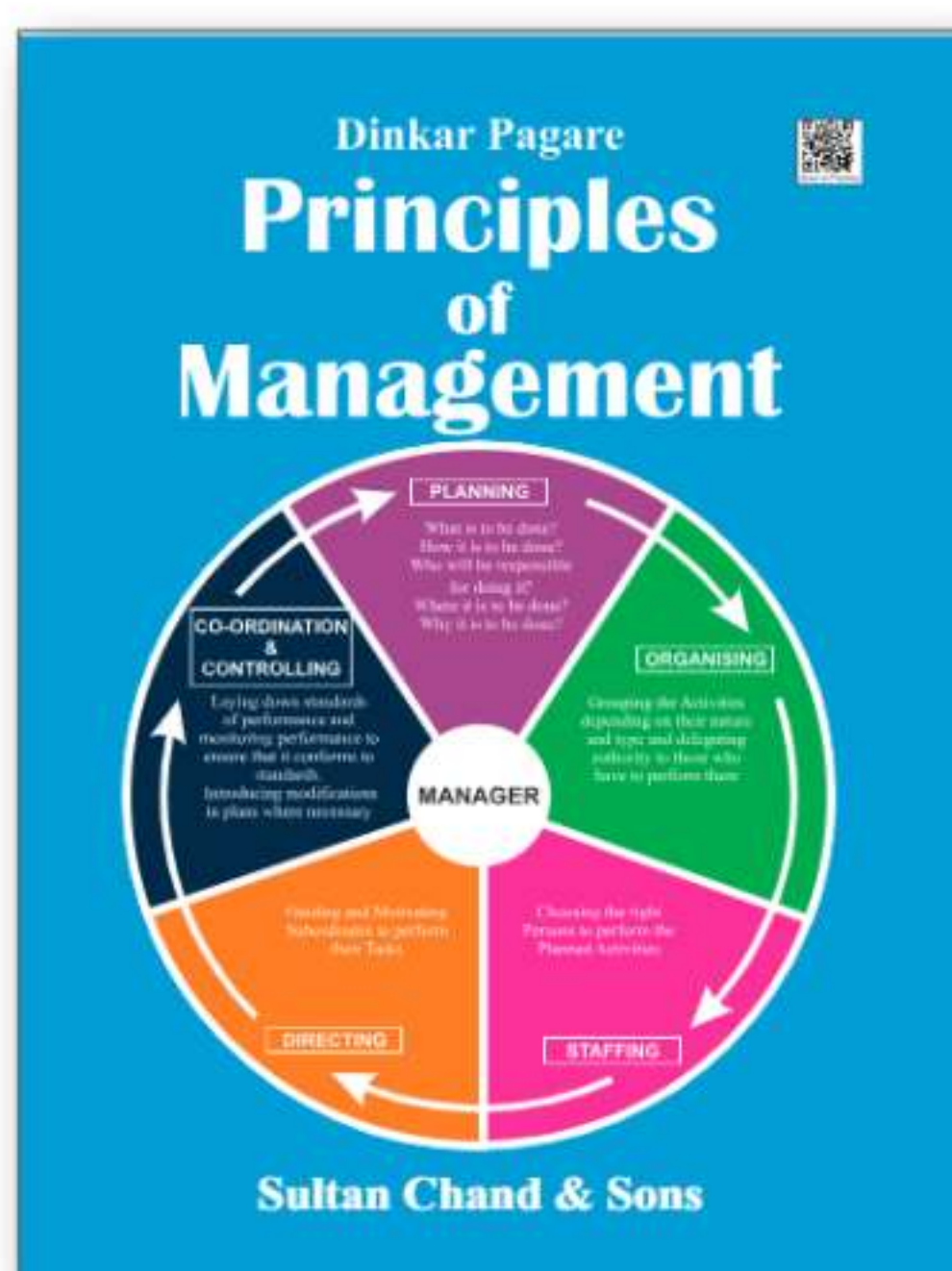
Pages: I + 1,574

ISBN: 978-93-91820-82-4 (TC 178)

MRP: ₹ 1,395.00

## Principles of Management

Dinkar Pagare



### Contents

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Case Study

Review Questions

Edition: 6th, 2018

Pages: xx + 412

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

MRP: ₹ 350.00





# Business Environment

Dr. C.B. Gupta

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

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

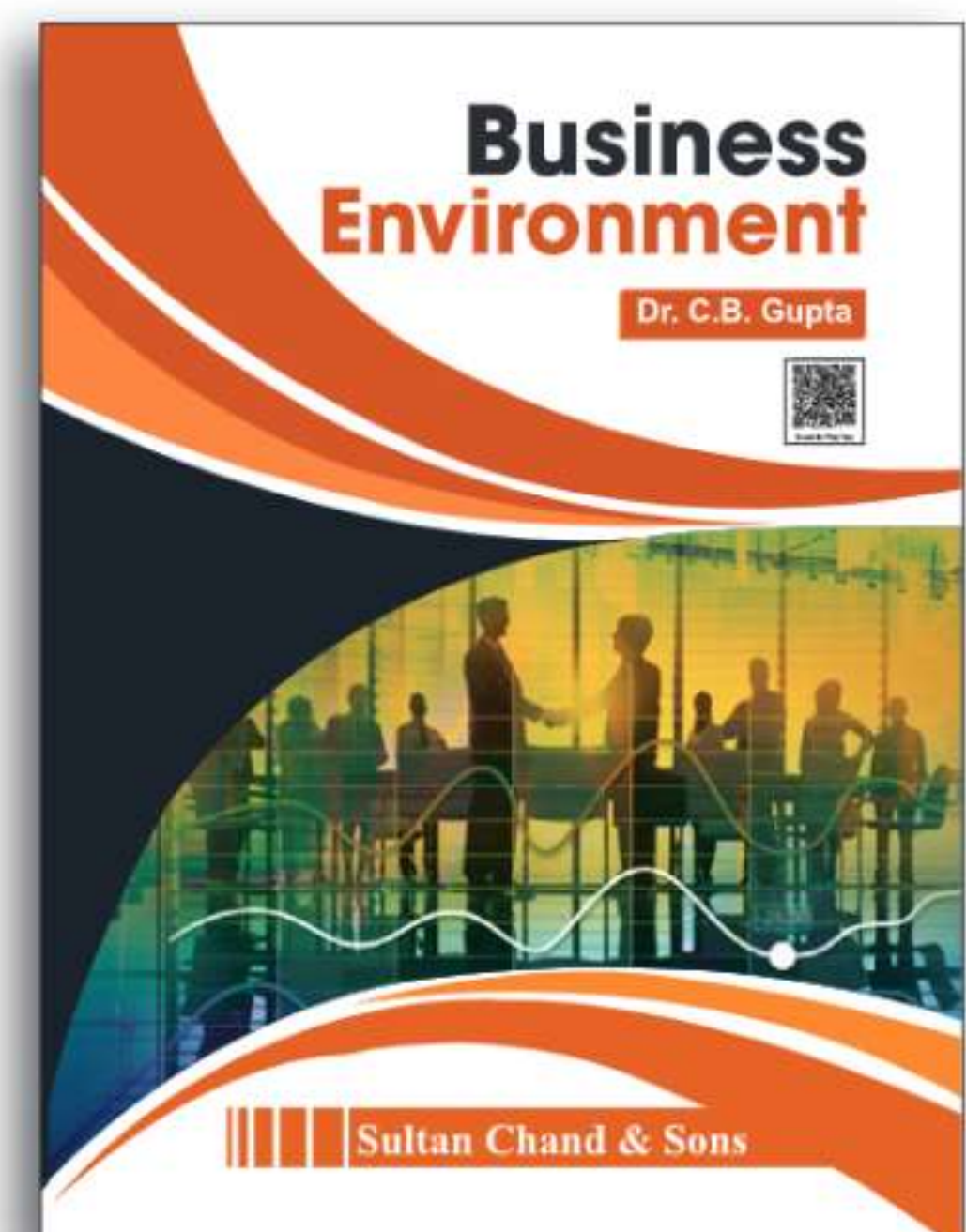
**Unit IV: Economic Environment** – Economic Systems • Economic Planning • Economic Parameters • Economic Policies.

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

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

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

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



Edition: 12th, 2022

Pages: xxxii + 776

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

MRP: ₹ 650.00

# Strategic Management

L.M. Prasad

## Contents

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

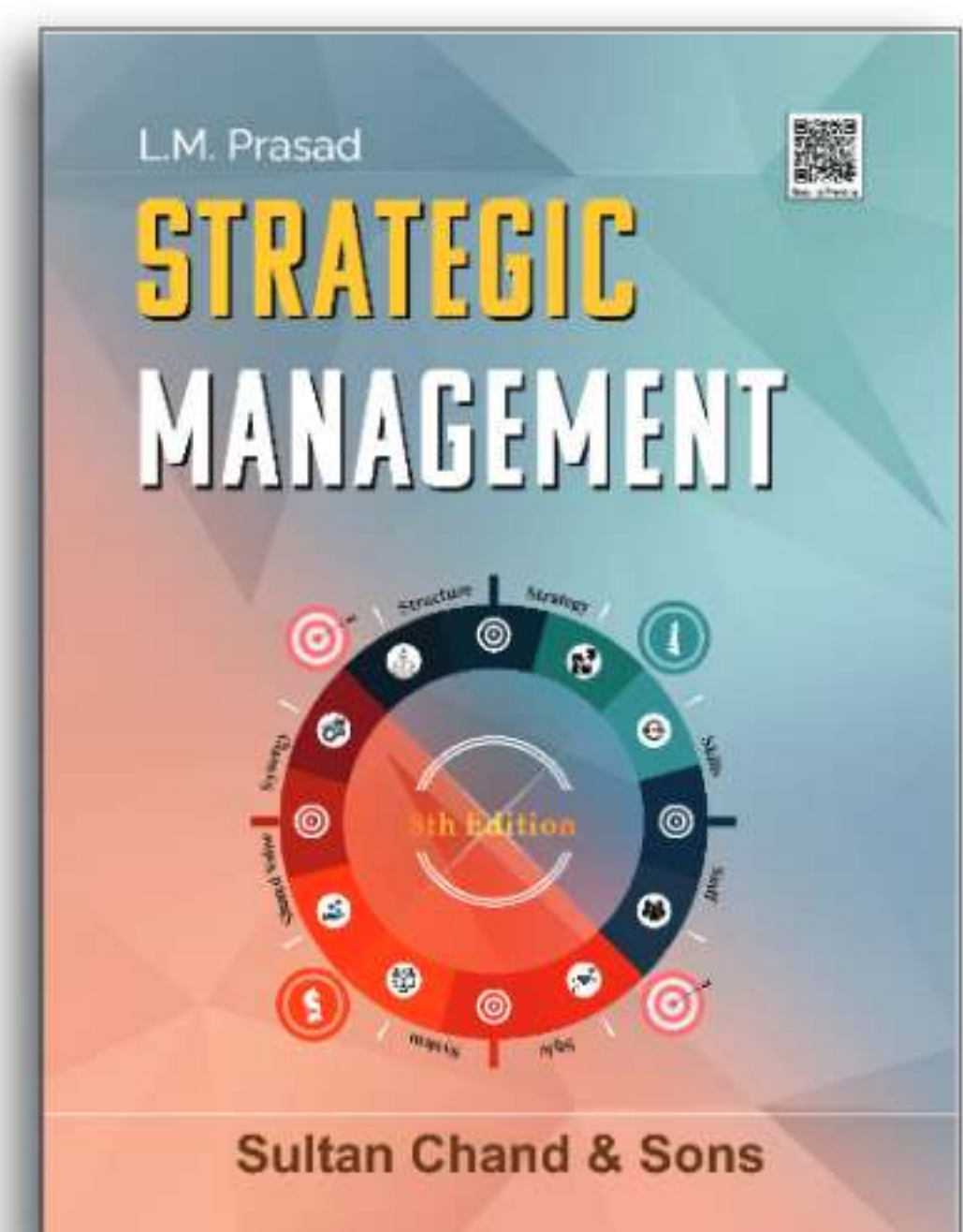
**Part II: Strategic Intent and Strategy Formulation** – Strategic Intent • Environmental Analysis • Organizational Analysis • Corporate Strategies: Stability, Expansion, Retrenchment • Corporate Strategies: Internationalization and Digitalization • Business Strategies • Choice of Strategy.

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

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Edition: 8th, 2024

Pages: xxiv + 560

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

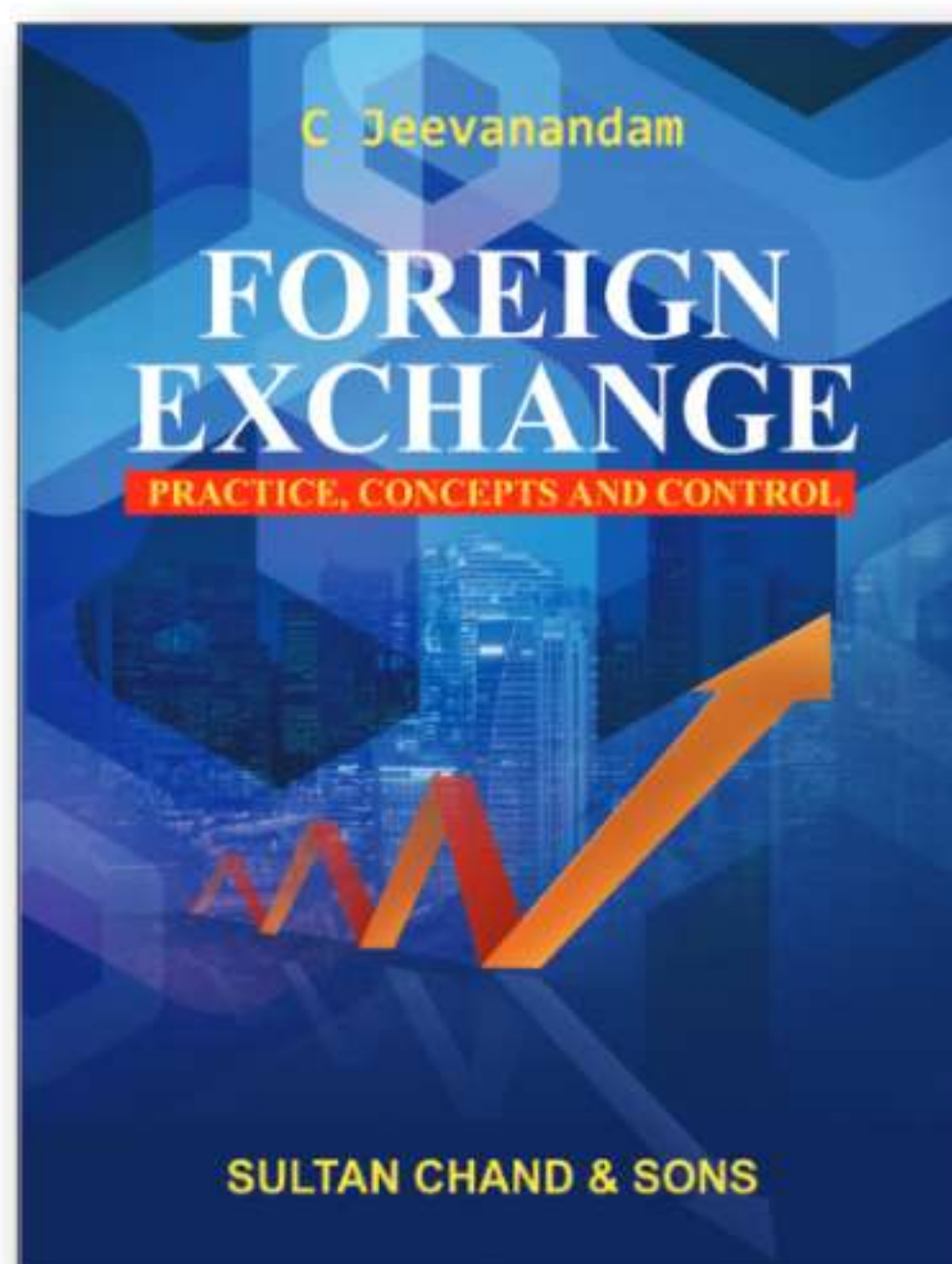
MRP: ₹ 500.00



## Foreign Exchange

### *Practice, Concepts and Control*

C. Jeevanandam



#### Contents

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

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

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

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Edition: 17th, 2020

Pages: xxxii + 704

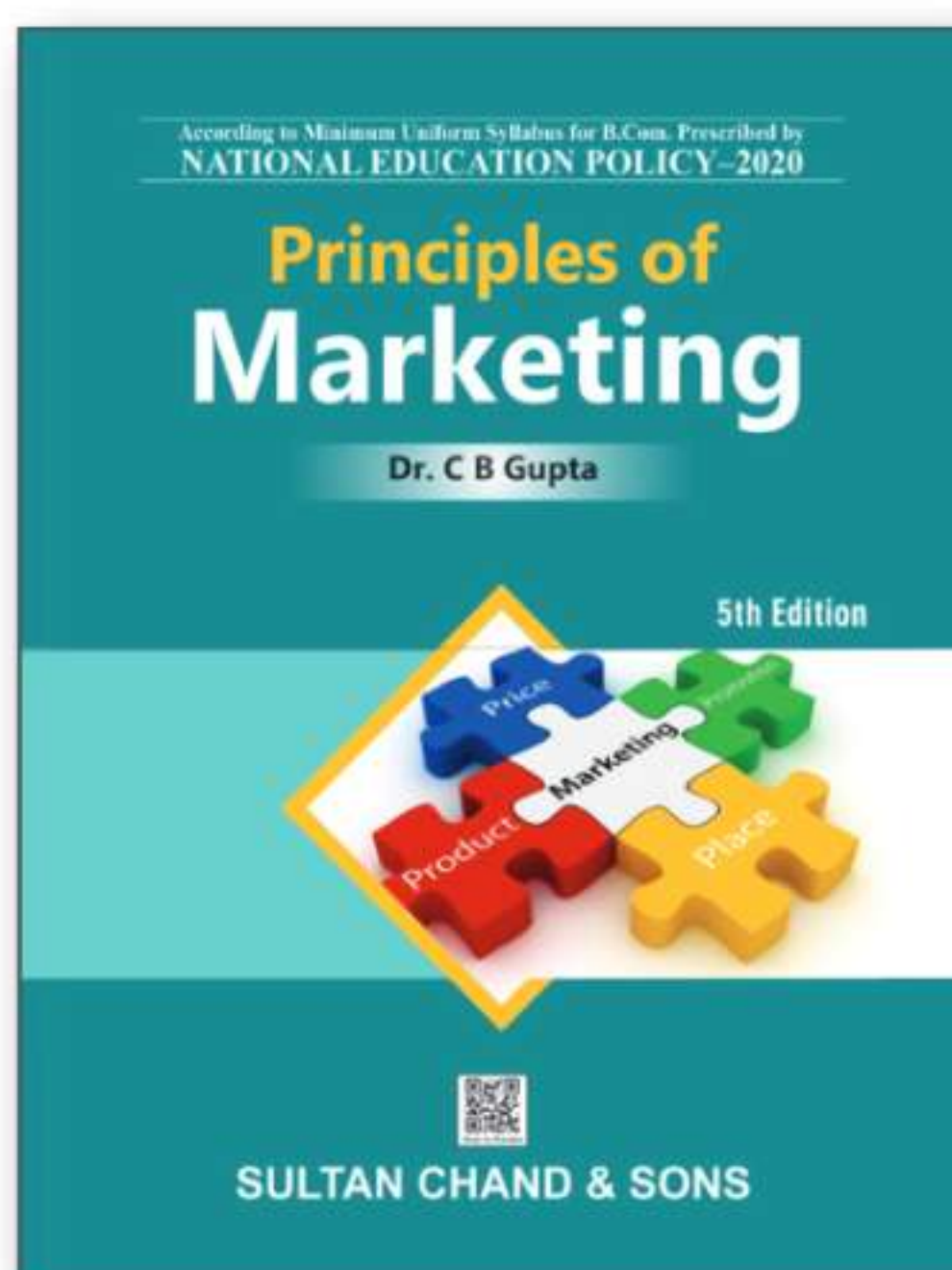
ISBN: 978-93-5161-159-2 (TC 404)

MRP: ₹ 560.00

## Principles of Marketing

*According to National Education Policy 2020*

Dr. C.B. Gupta



#### Contents

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

Edition: 5th, 2023

Pages: xviii + 414

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

MRP: ₹ 395.00

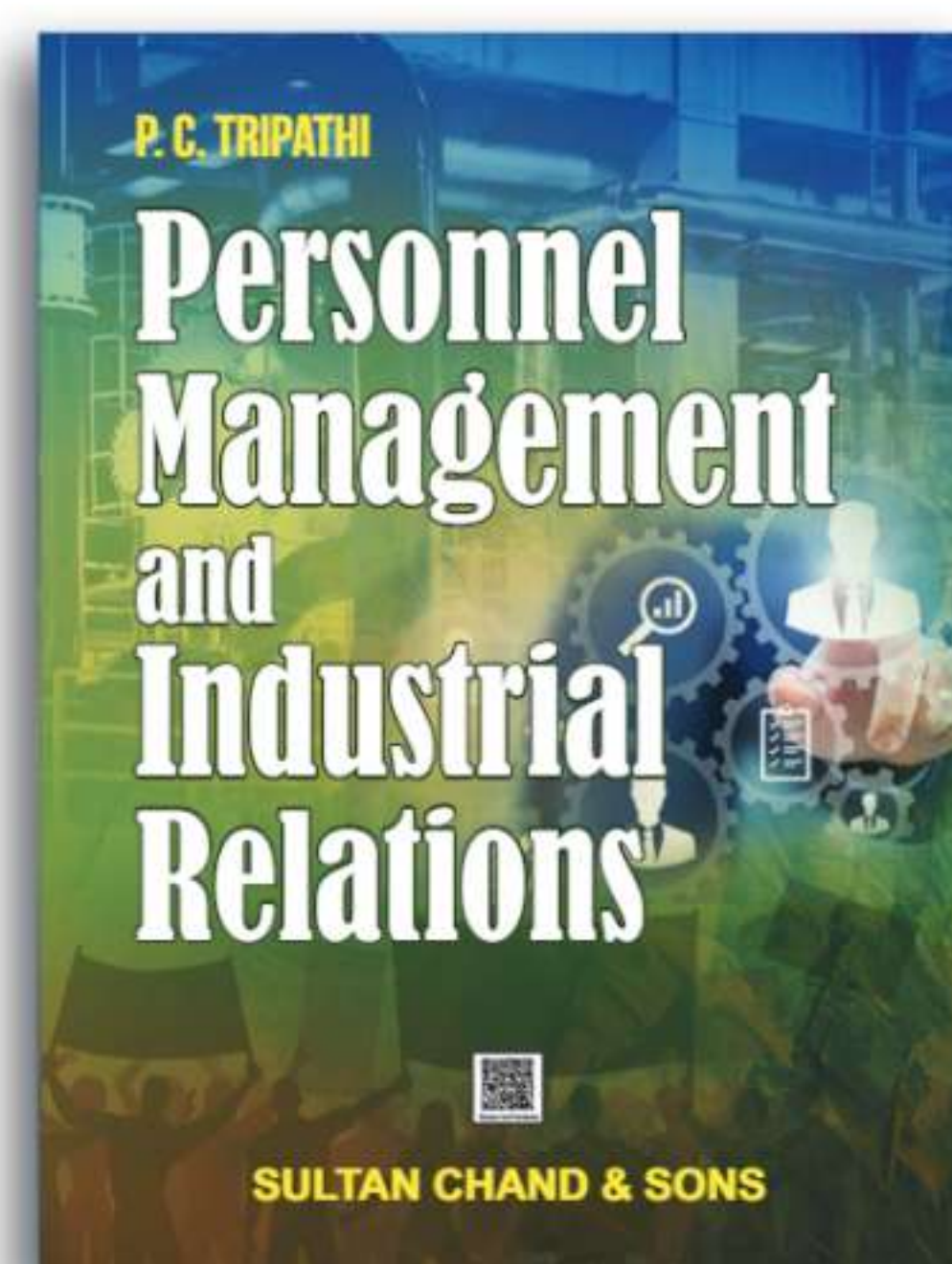


# Personnel Management and Industrial Relations

P.C. Tripathi

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  - Future Personnel Manager
  - Planning the Personnel Function
  - Organising the Personnel Function
  - Leadership
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- Test Yourself (Objective Type Questions)*  
*Bibliography*  
*Glossary.*



Edition: 21st, 2013

Pages: xx + 516

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

MRP: ₹ 500.00

# Foreign Exchange & Risk Management

C. Jeevanandam

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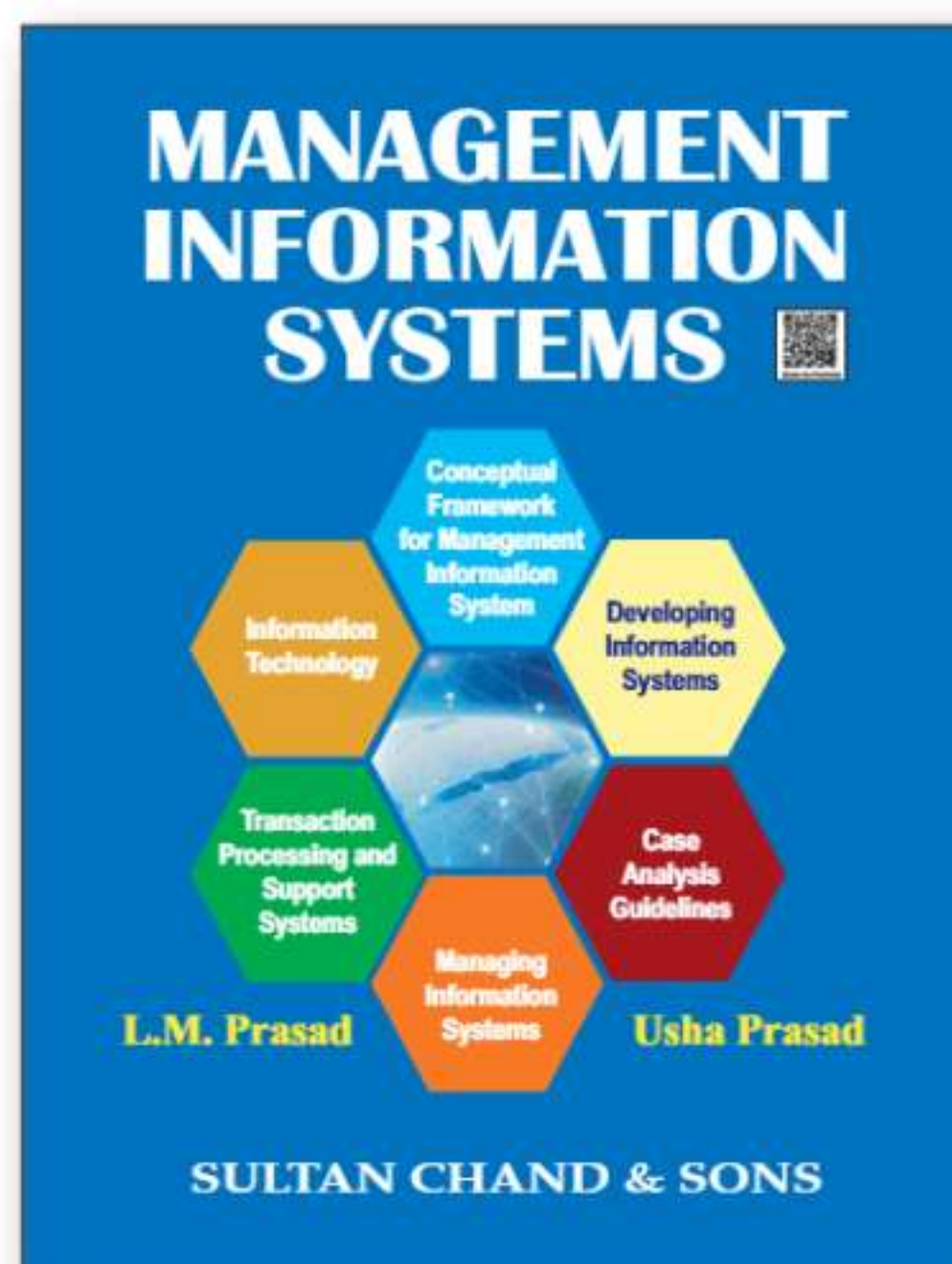
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## Management Information Systems

L.M. Prasad • Usha Prasad



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

Edition: 3rd, 2023

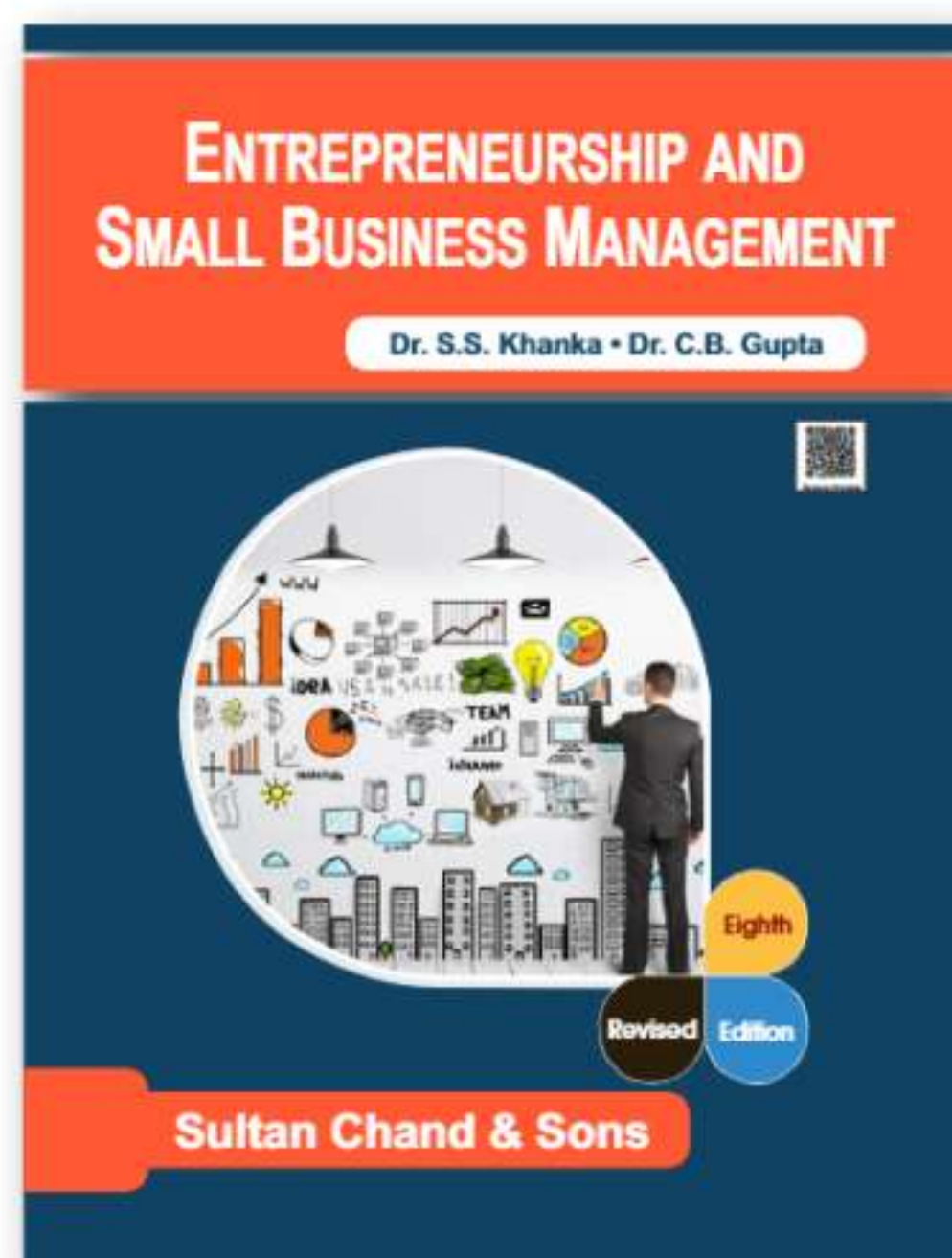
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MRP: ₹ 525.00

## Entrepreneurship and Small Business Management

Dr. S.S. Khanka • Dr. C.B. Gupta



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Pages: xxiv + 424

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# Materials Management

M.M. Varma

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Dr. C.B. Gupta

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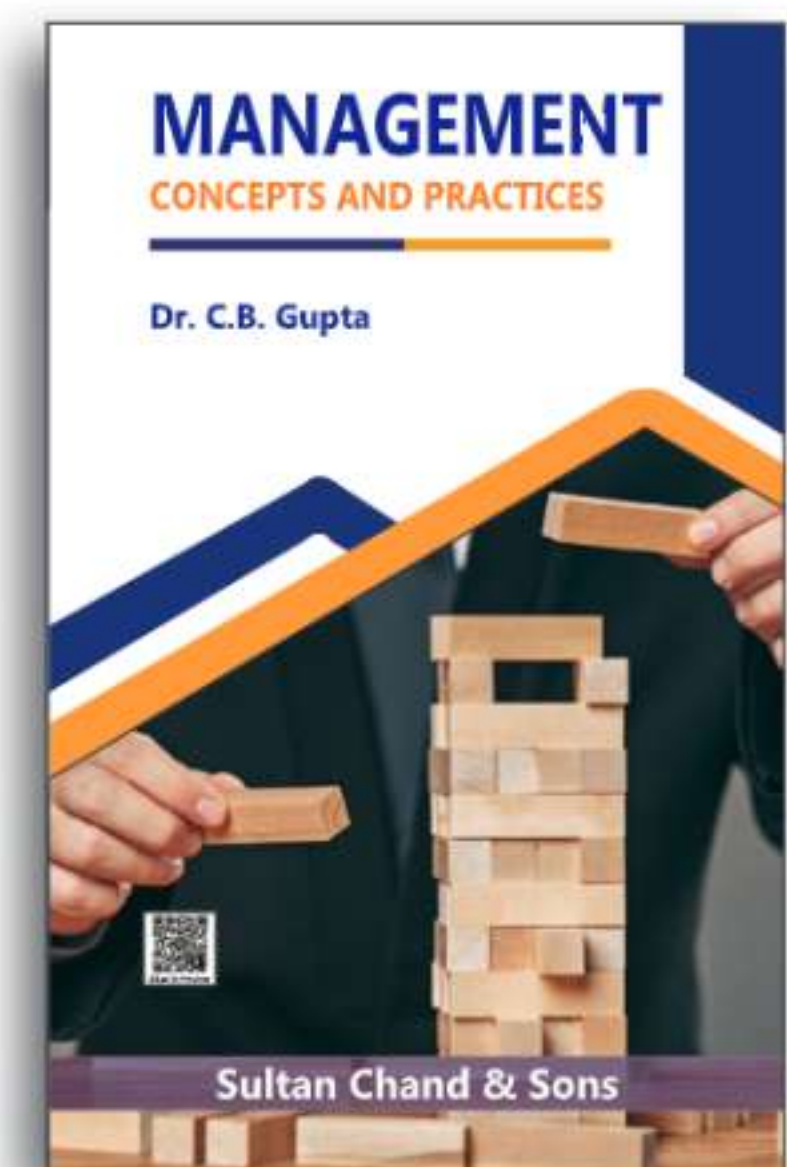
**Unit IV: Motivating and People** – Concept and Nature of Directing • Motivation and Morale • Leadership • Communication.

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

**Unit VI: Objective Type Questions**

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Questions Papers of BBA Examinations of GGS Indraprastha University.



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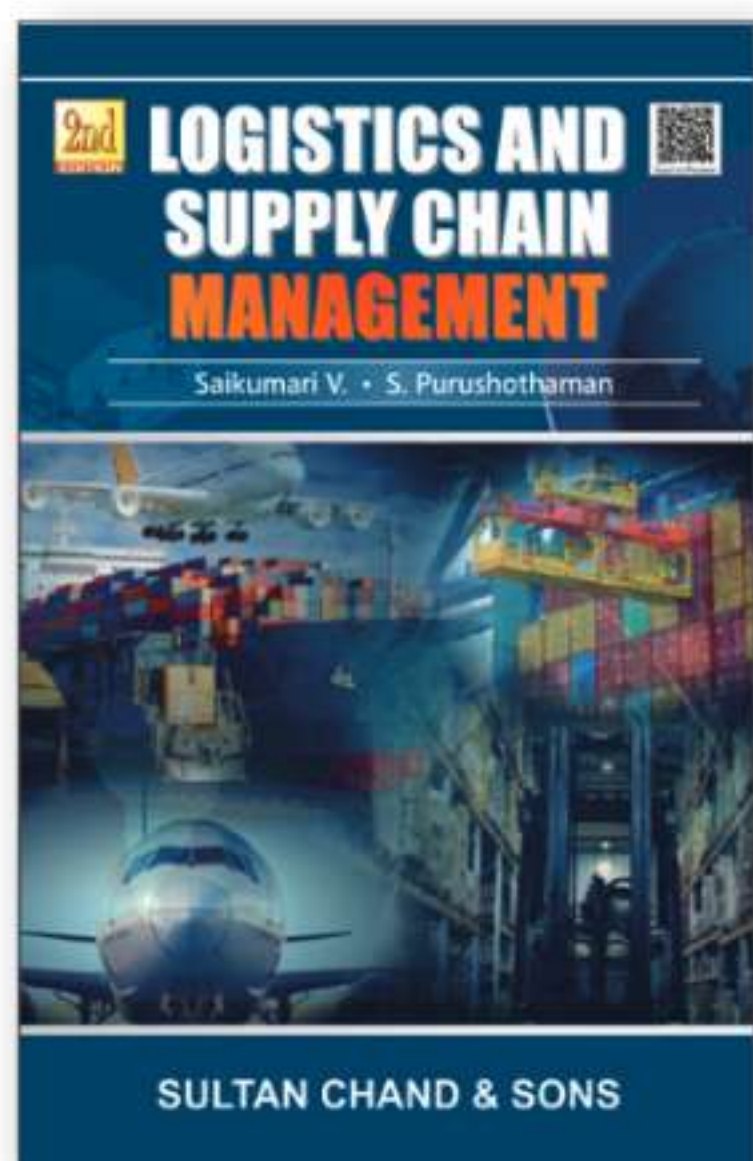
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## Logistics and Supply Chain Management

Saikumari V. • S. Purushothaman



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- Current Trends in Logistics
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University Question Papers.

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## An Indian Perspective Consumer Behaviour Text & Cases

Dr. S.L. Gupta • Sumitra Pal



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- Understanding Consumer Behaviour
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- Glossary  
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## A Brief Course on Foreign Exchange Arithmetic and Risk Management

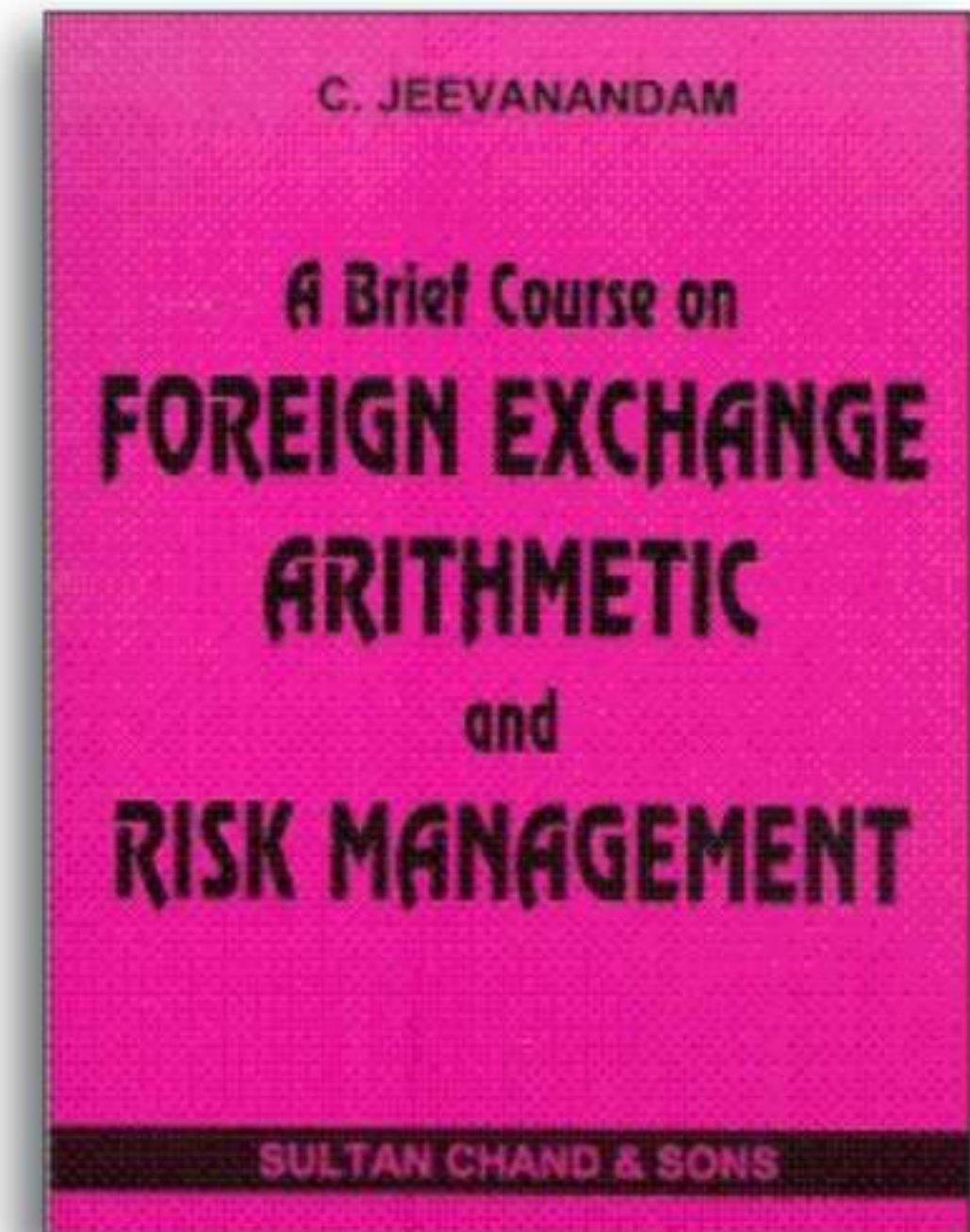
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Appendix: Currencies and their Abbreviations (ISO Code).



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## Principles of Insurance and Risk Management

Alka Mittal • S.L. Gupta

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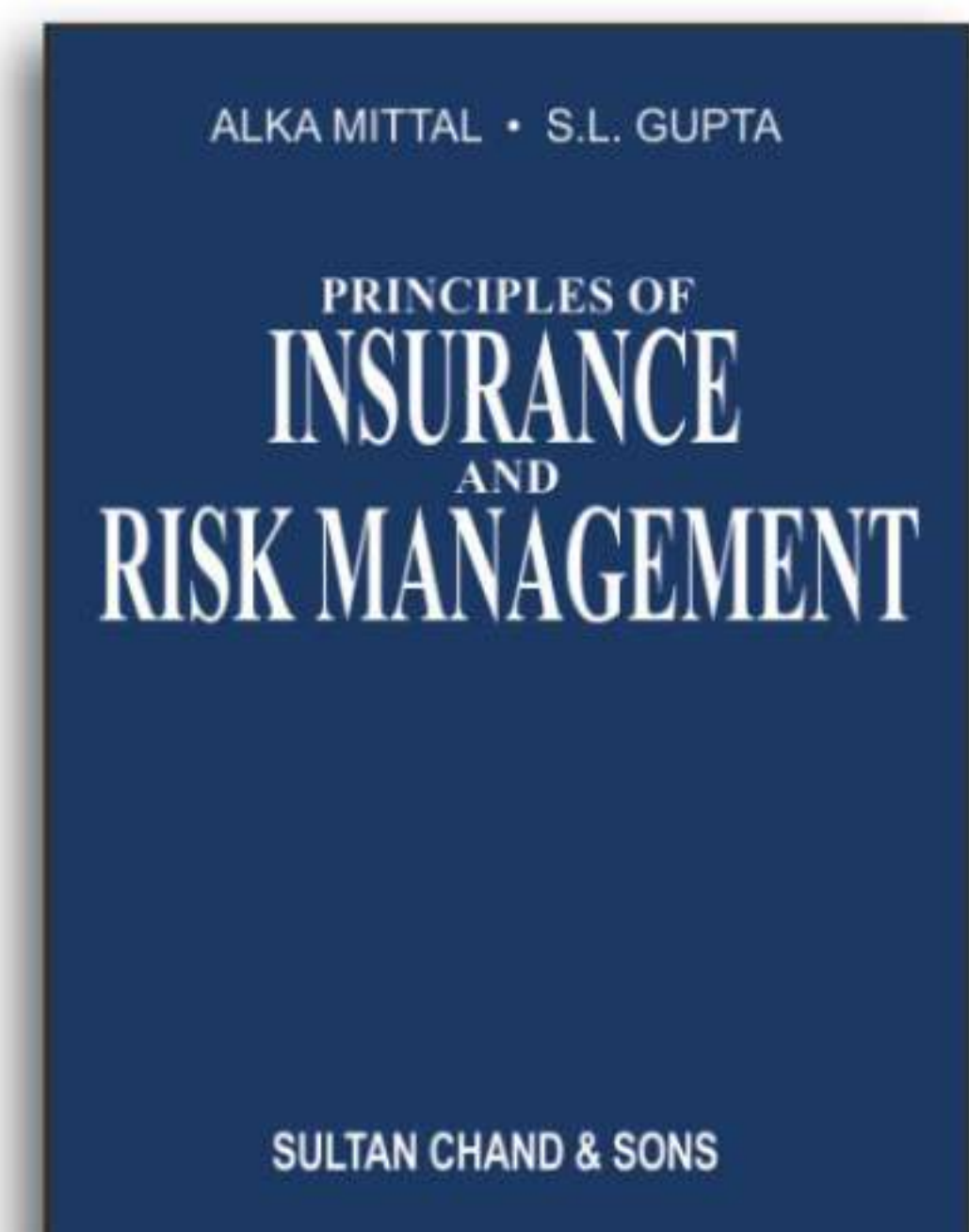
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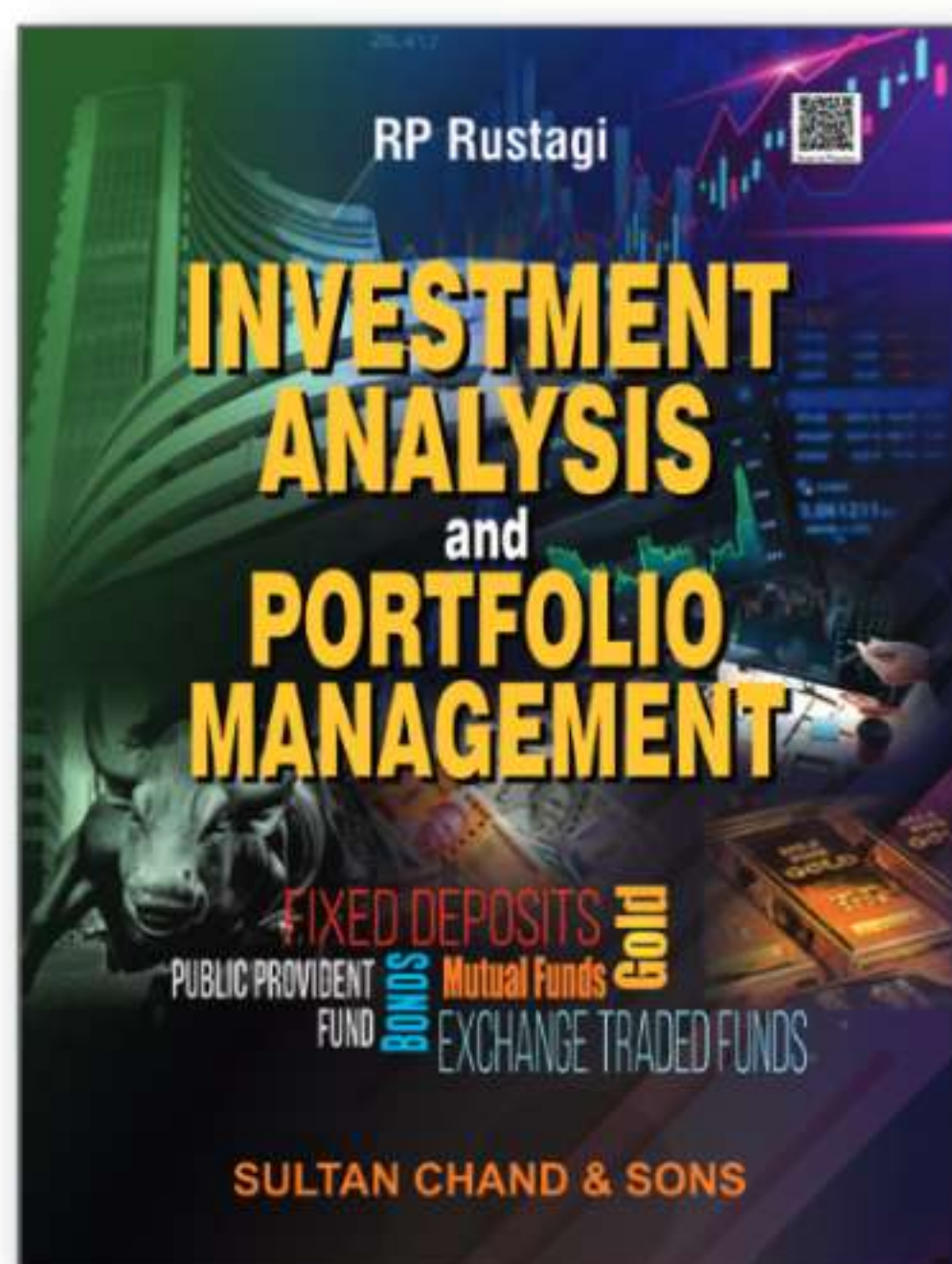
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## Investment Analysis and Portfolio Management

R.P. Rustagi



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Shalu Garg



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# Creativity and Innovation in Entrepreneurship

S.S. Khanka

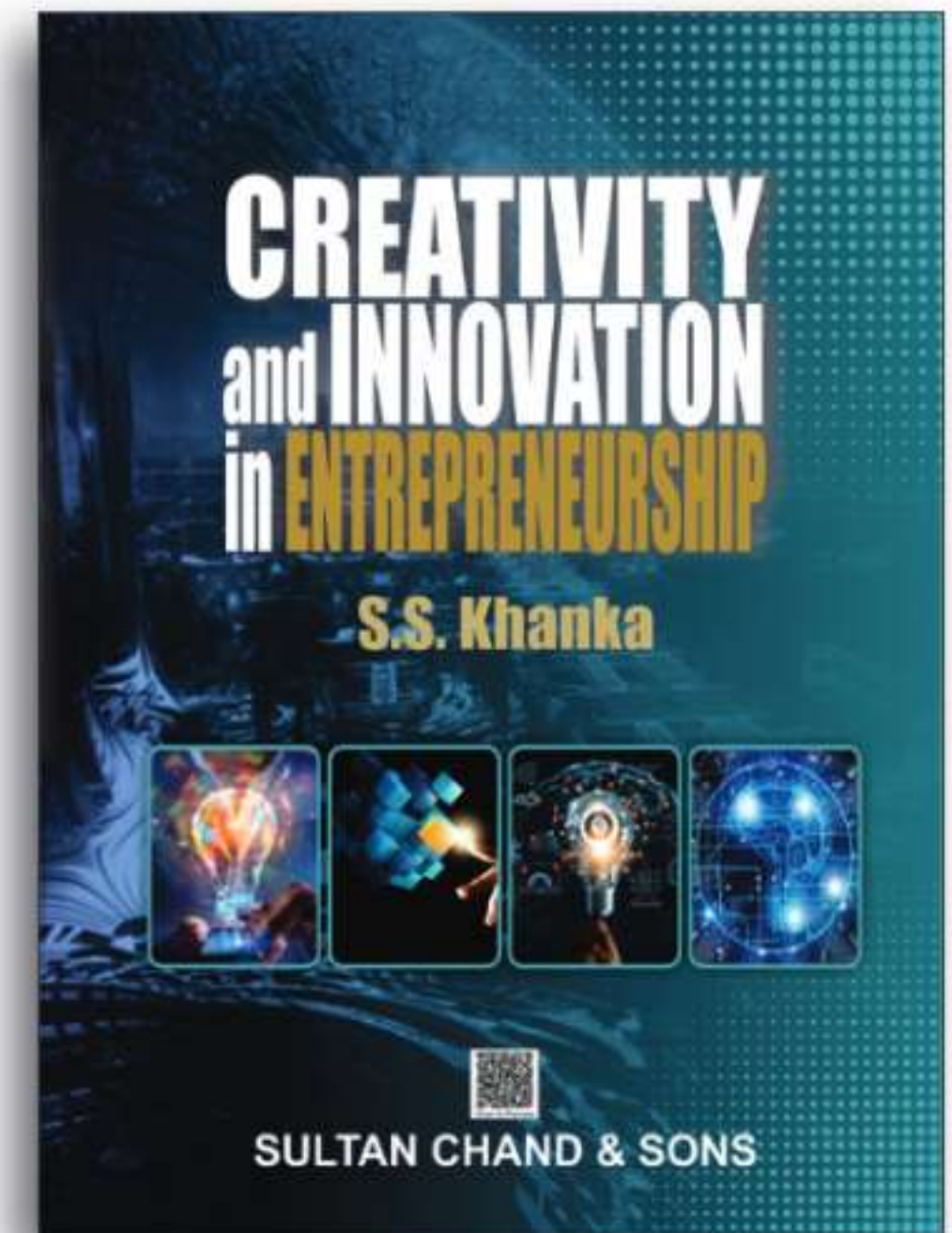
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Amandeep Nahar • P.C.K. Rao • Rajesh Kumar Nigah

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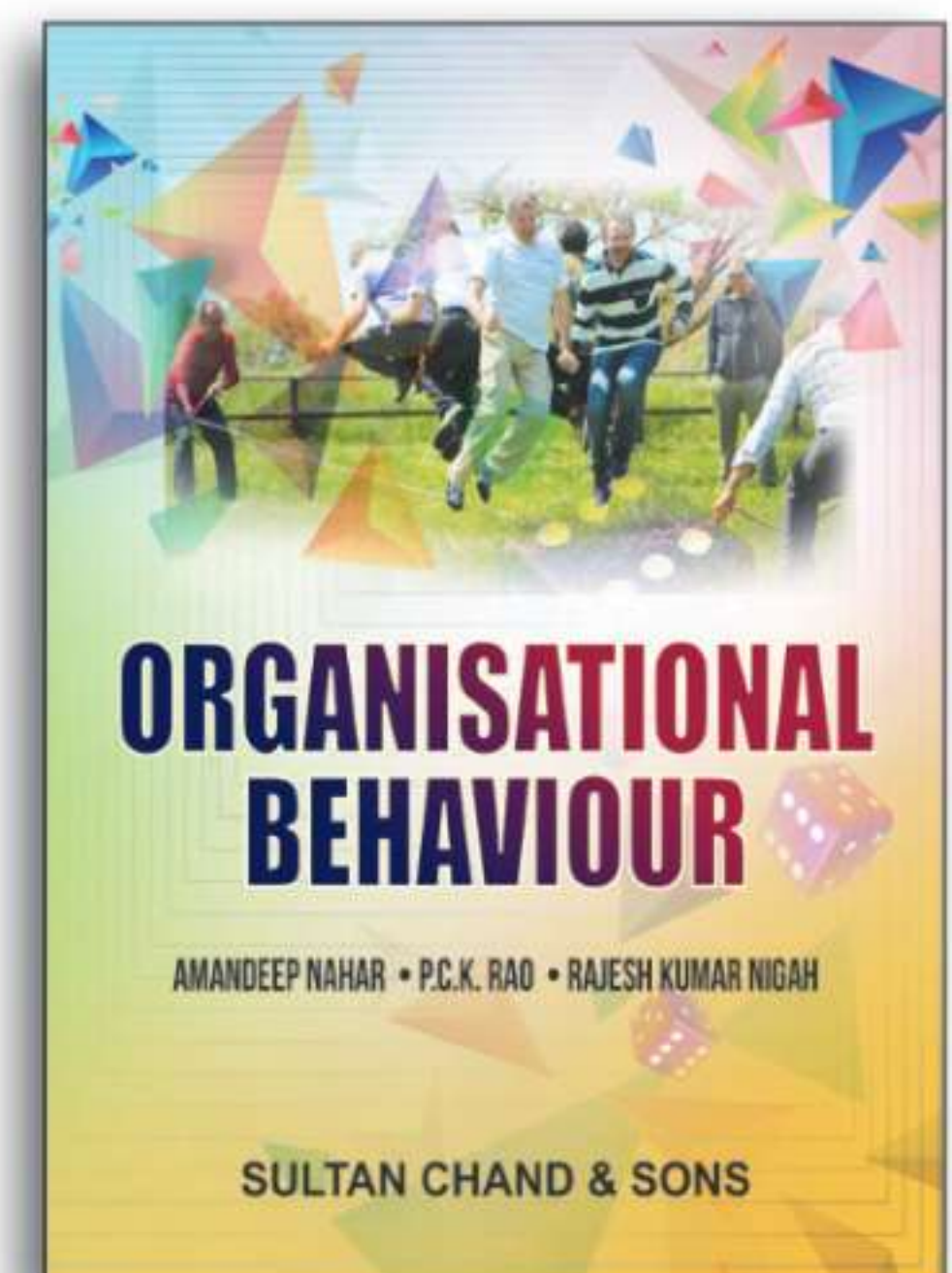
**Unit IV** – Power Politics • Organisation Change • Organisation Development.

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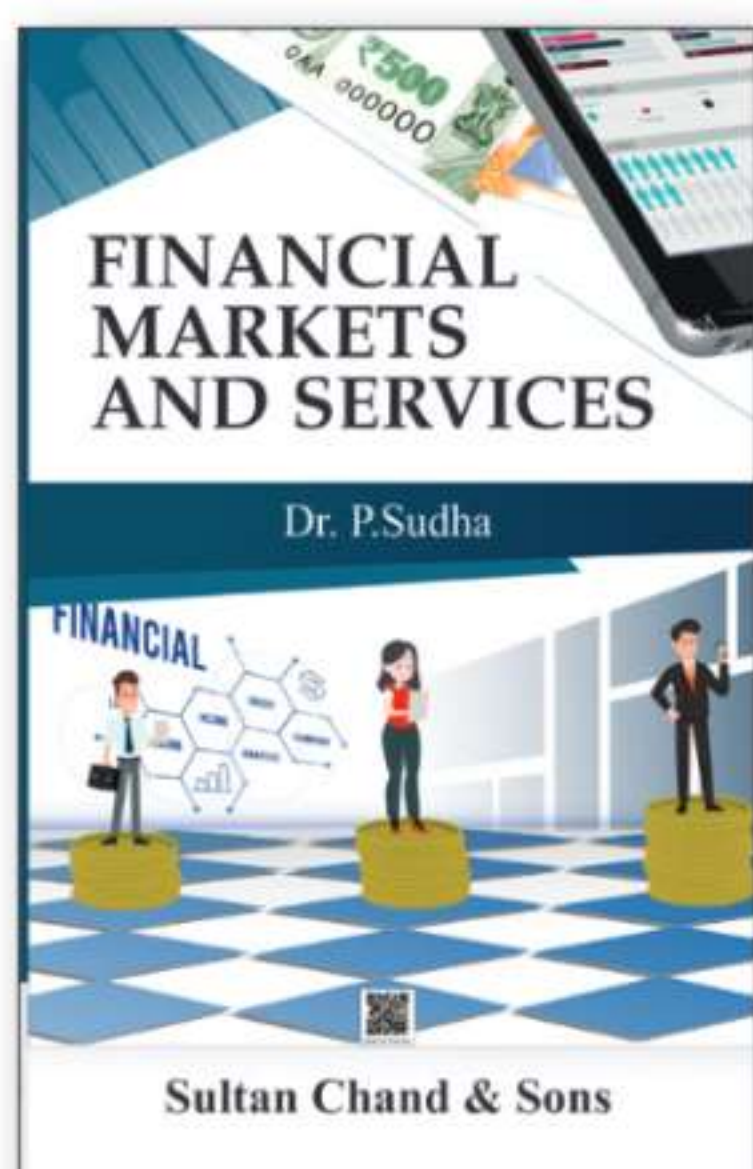
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## Financial Markets and Services

P. Sudha



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- Primary Market or New Issue Market
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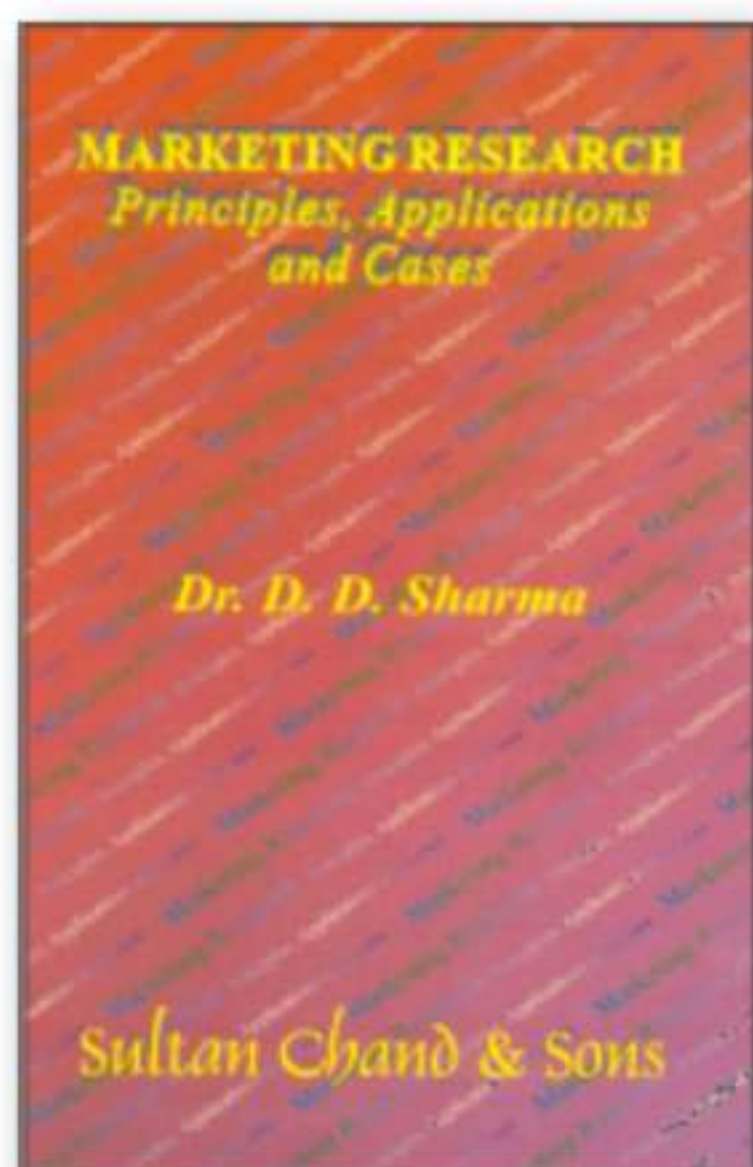
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### *Principles, Applications and Cases*

D.D. Sharma



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- Part II: Applications** – Product Research • Advertising Research • Motivation Research • Sales Control Research.
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# Total Quality Management

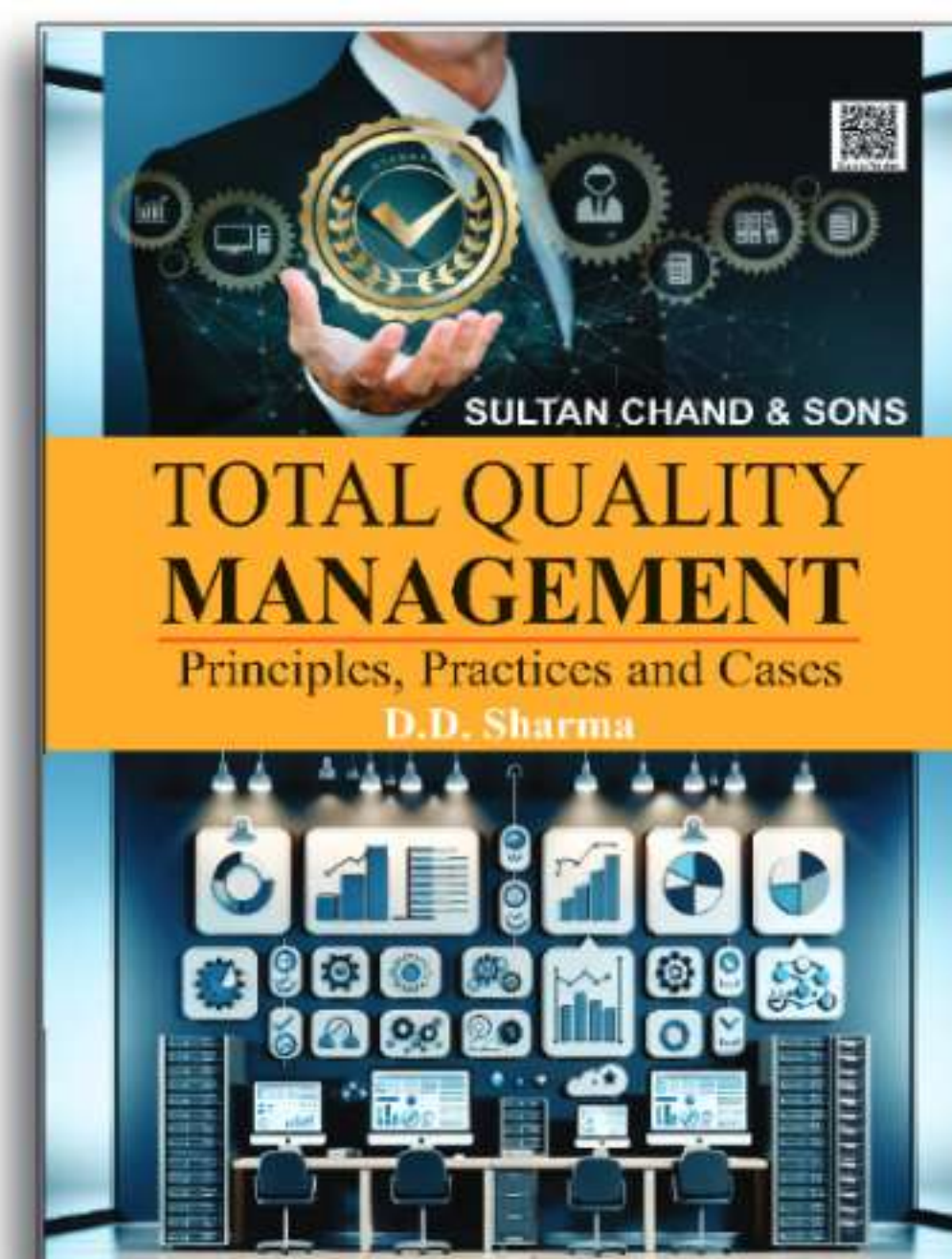
## *Principles, Practice and Cases*

D.D. Sharma

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

*Glossary of TQM Terms • Case Studies of Indian Companies.*



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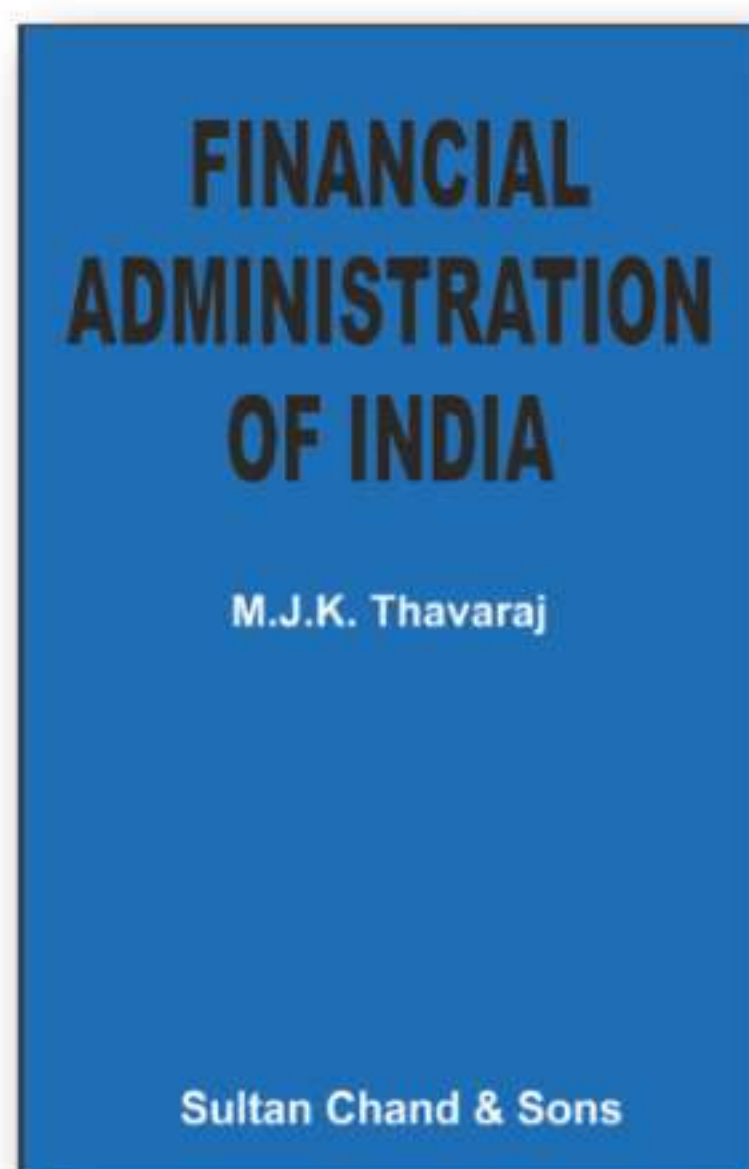
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## Financial Administration of India

M.J.K. Thavaraj



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Edition: 7th, 2003

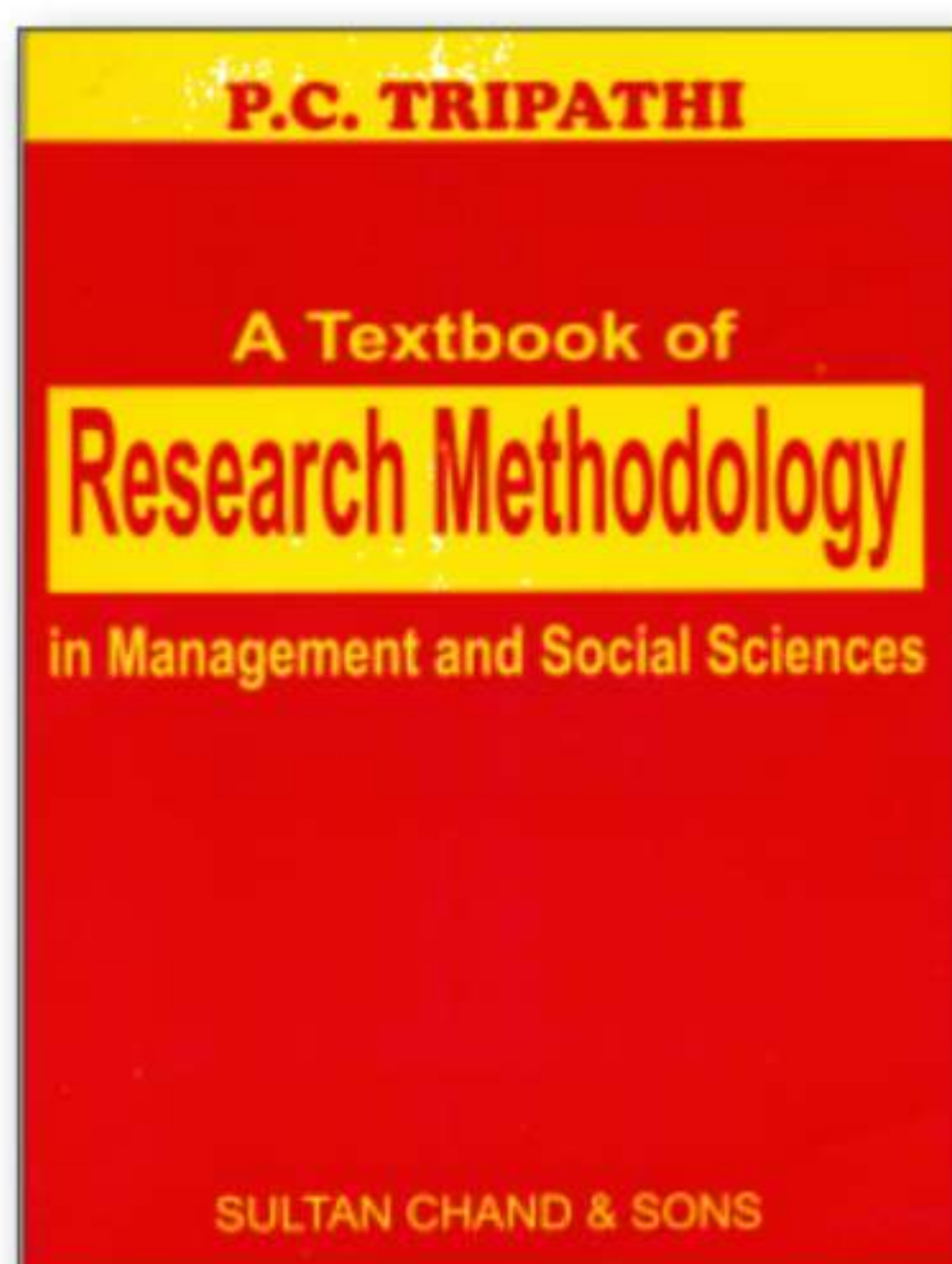
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## *A Textbook of Research Methodology in Management and Social Sciences*

P.C. Tripathi



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*Appendix (Statistical Tables)*

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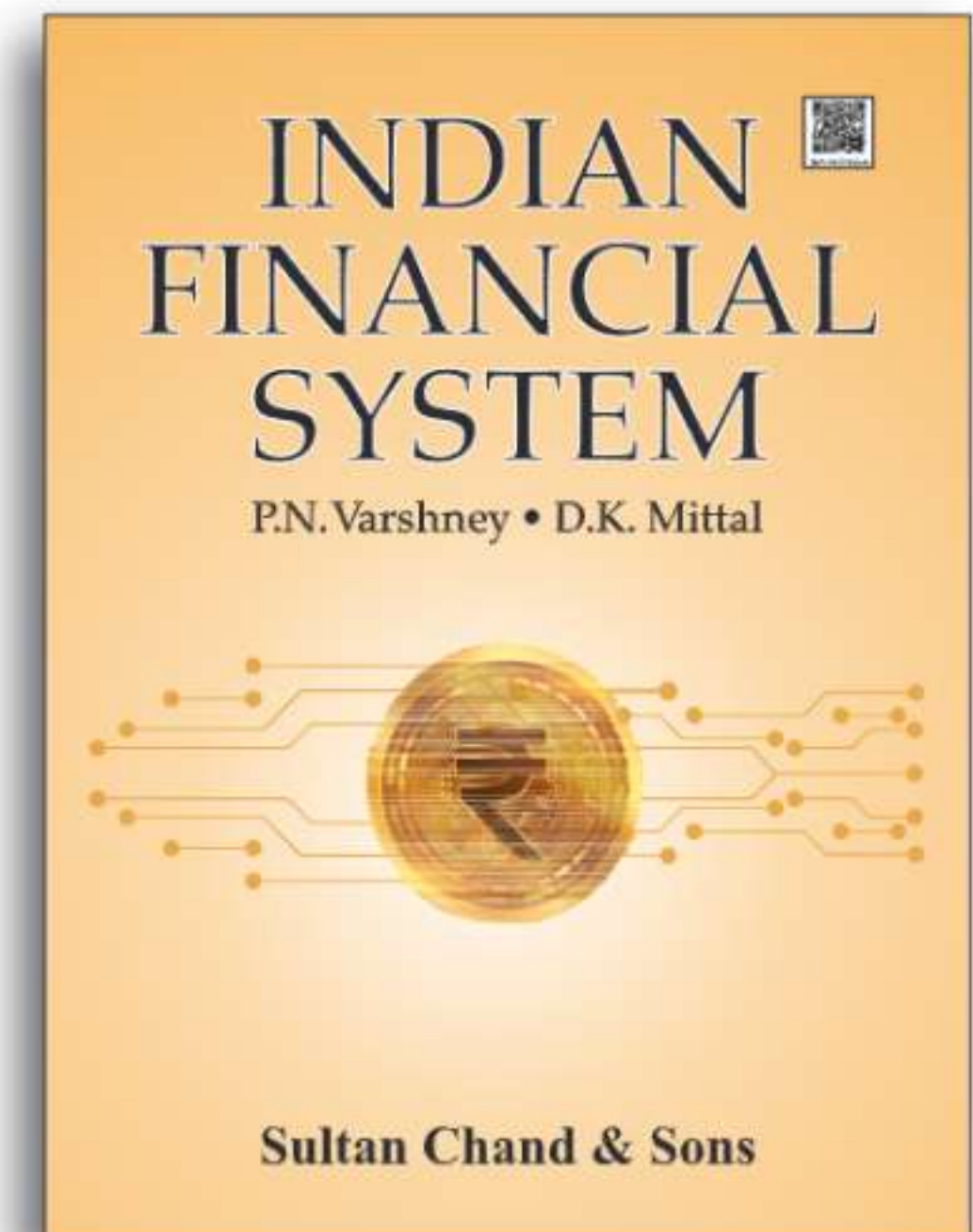
# Indian Financial System

P.N. Varshney • D.K. Mittal

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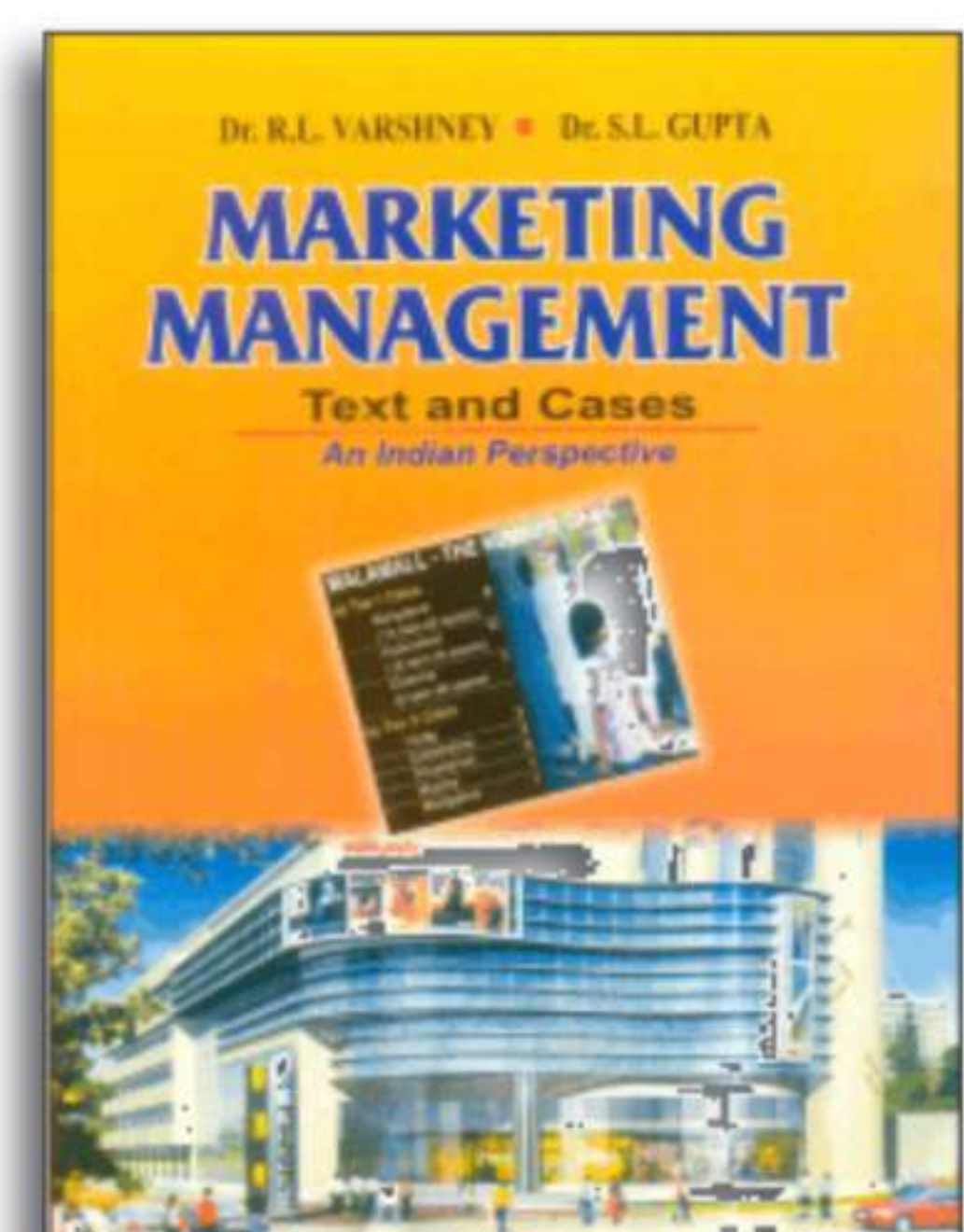
# Marketing Management

## *Text and Cases – An Indian Perspective*

Dr. R.L. Varshney • Dr. S.L. Gupta

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- Understanding the Marketing Concepts
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- Advertising and Sales Promotion Decisions
- Managing Sales Force
- Managing Marketing of Services
- Understanding the New Marketing Concepts
- Appendices*



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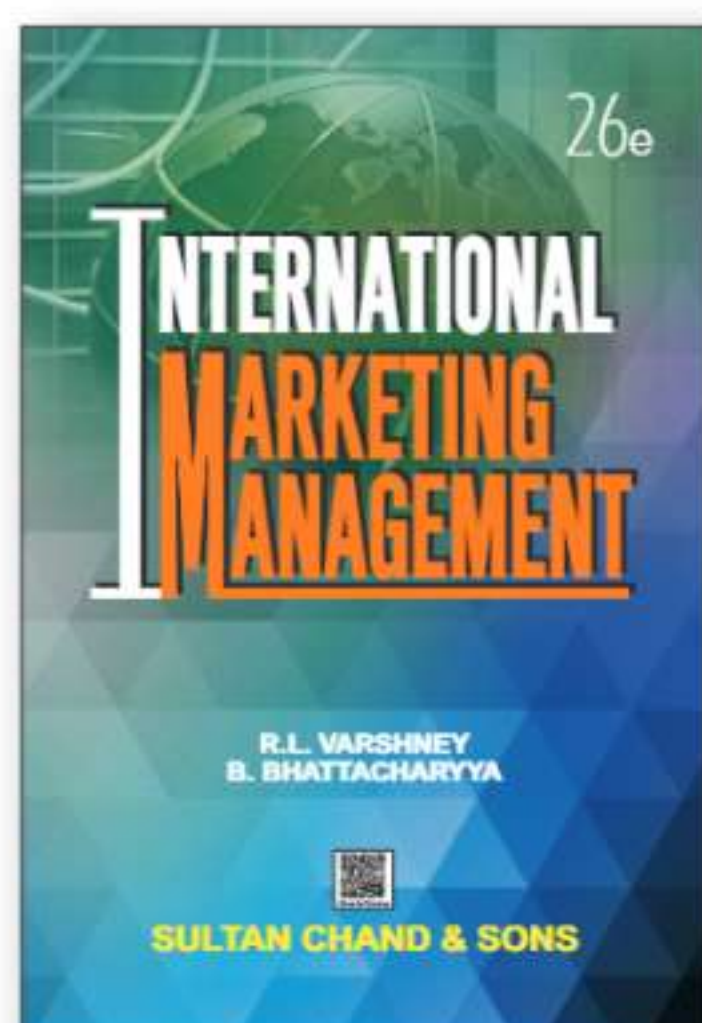
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## International Marketing Management

R.L. Varshney • B. Bhattacharya



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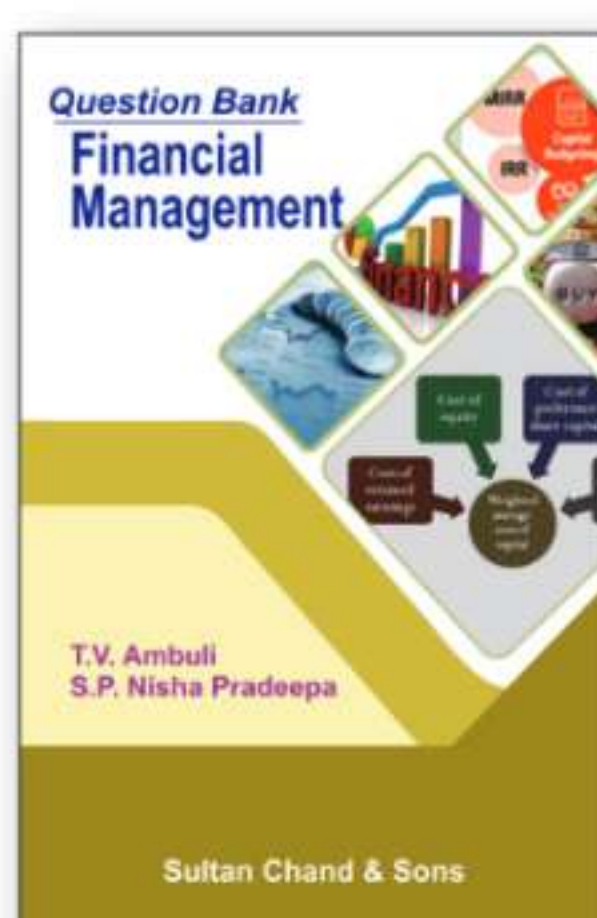
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## Question Bank: Financial Management

T.V. Ambuli • S.P. Nisha Pradeepa



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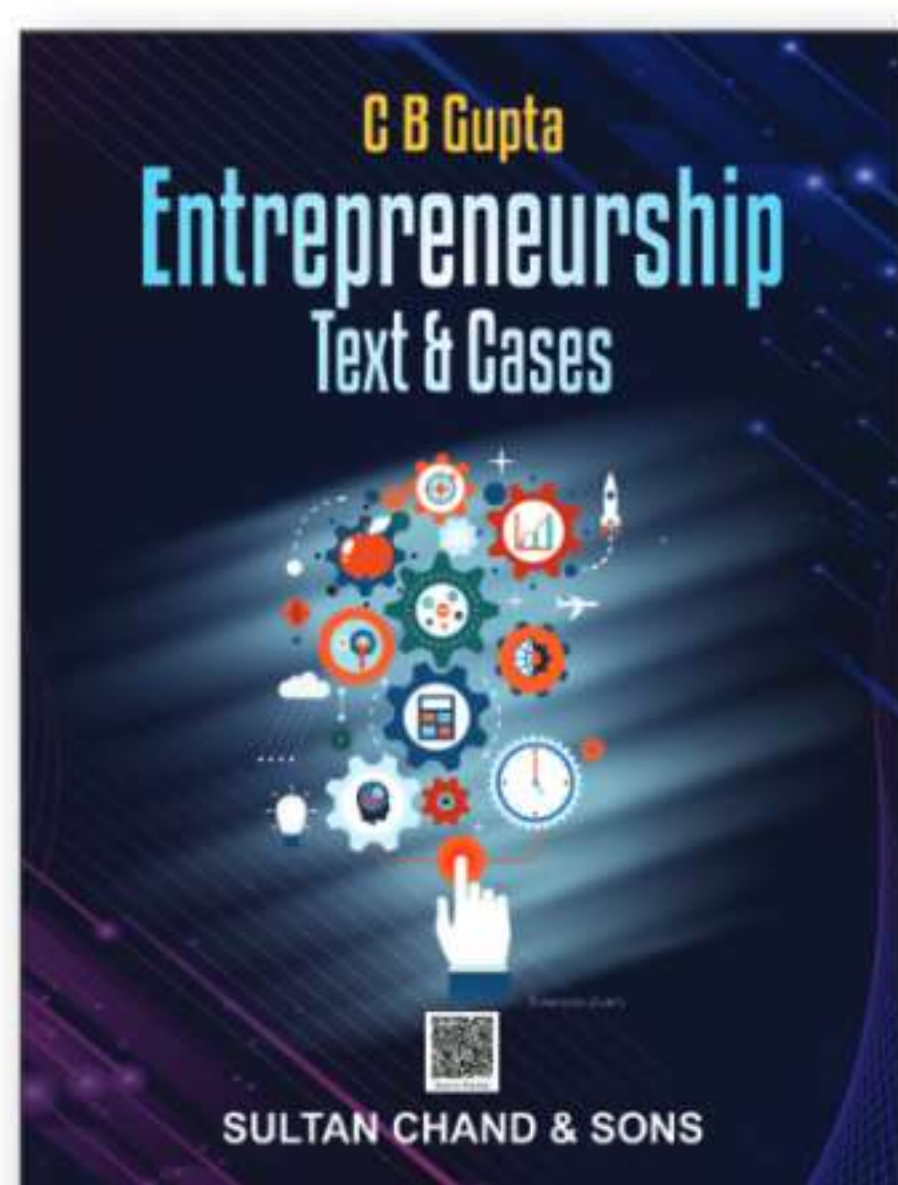
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C.B. Gupta



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

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Dr. Paramjeet Kaur

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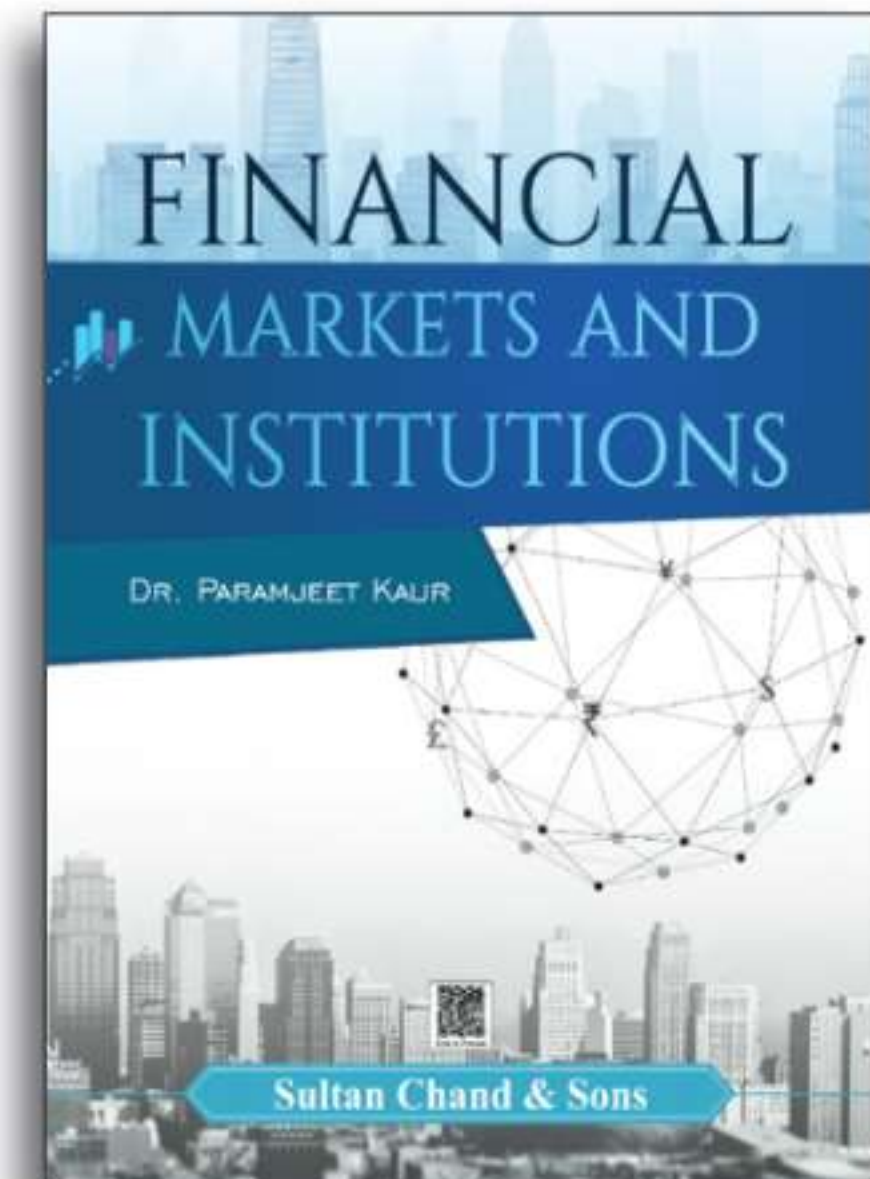
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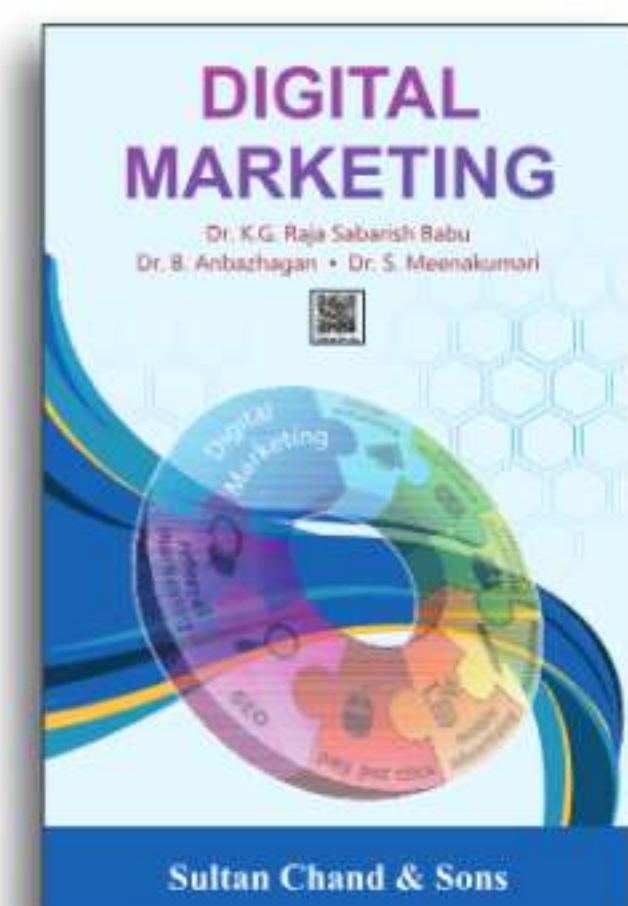
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## Digital Marketing

Dr. K.G. Raja Sabarish Babu • Dr. B. Anbazhagan • Dr. S. Meenakumari

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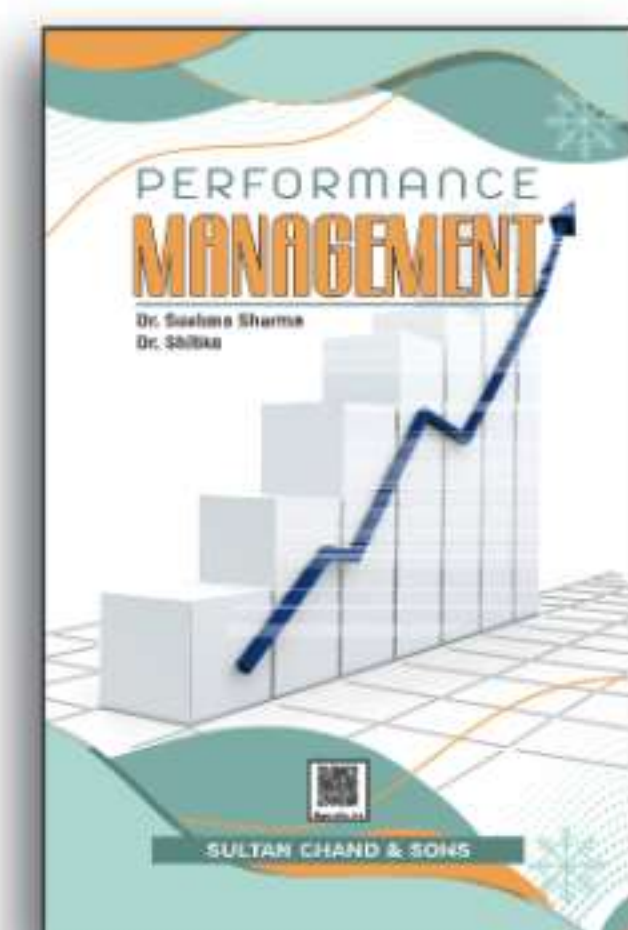
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## Performance Management

Dr. Sushma Sharma • Dr. Shitika

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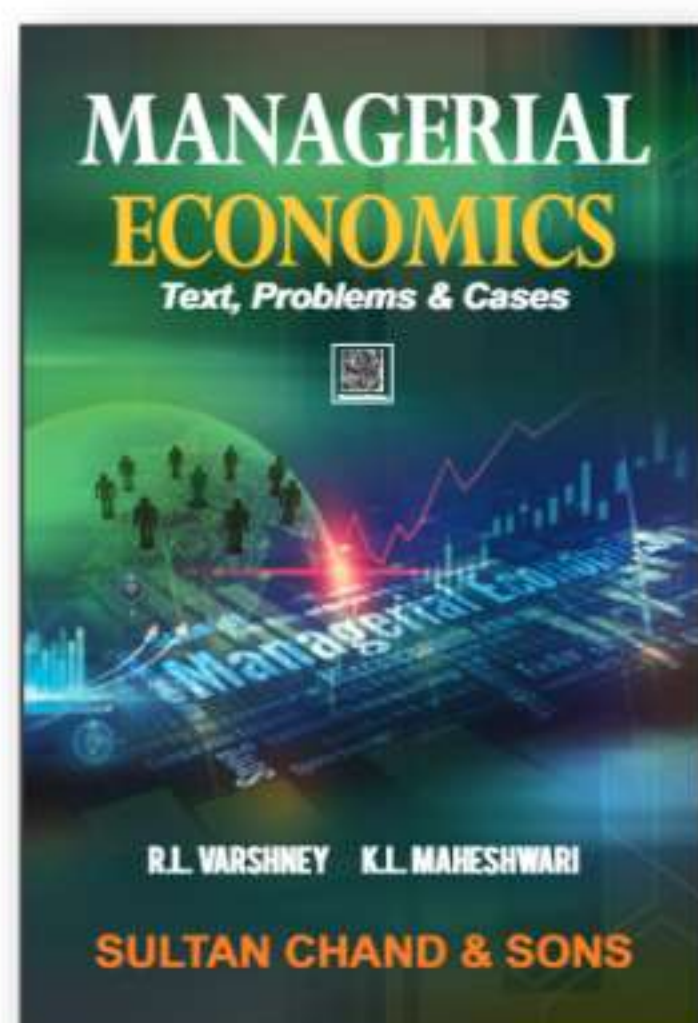
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## Managerial Economics *Text, Problems & Cases*

R.L. Varshney • K.L. Maheshwari



### Contents

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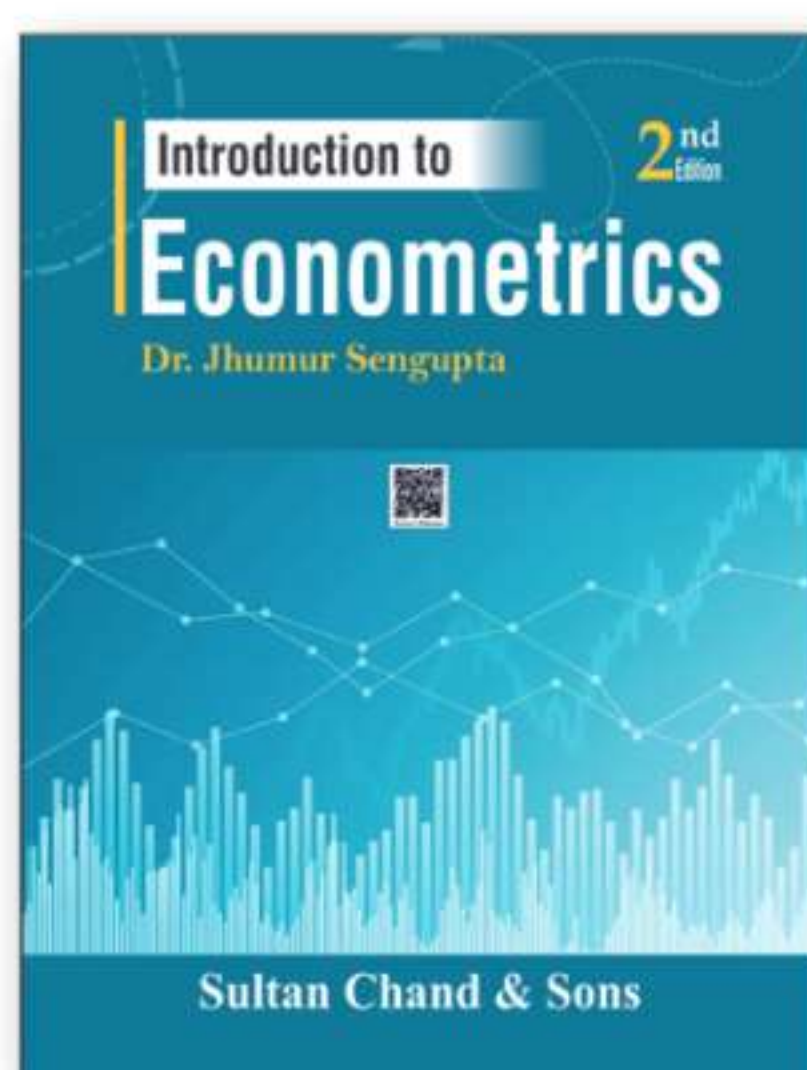
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Dr. Jhumur Sengupta



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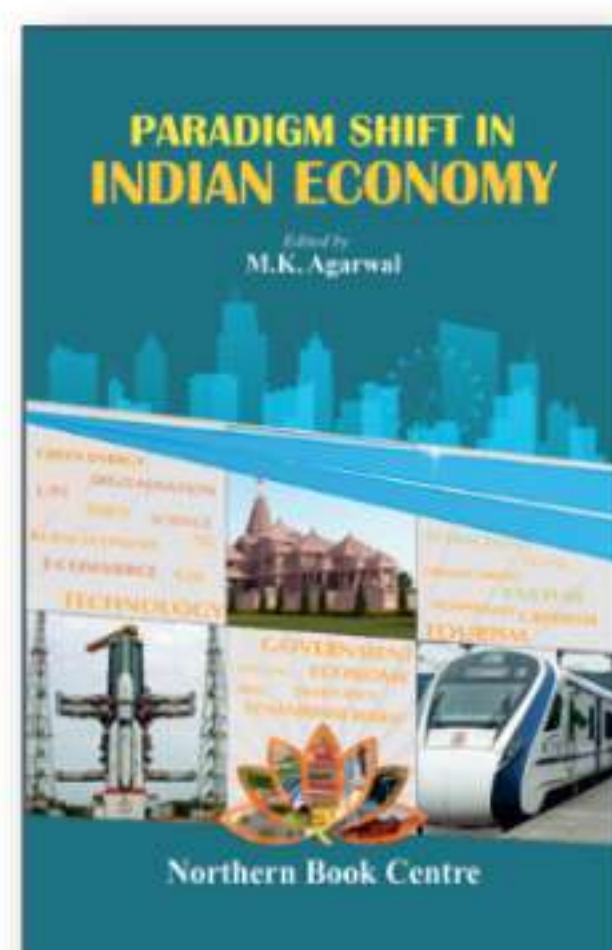
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M.K. Agarwal



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Prof. (Dr.) Kishore Kumar Das

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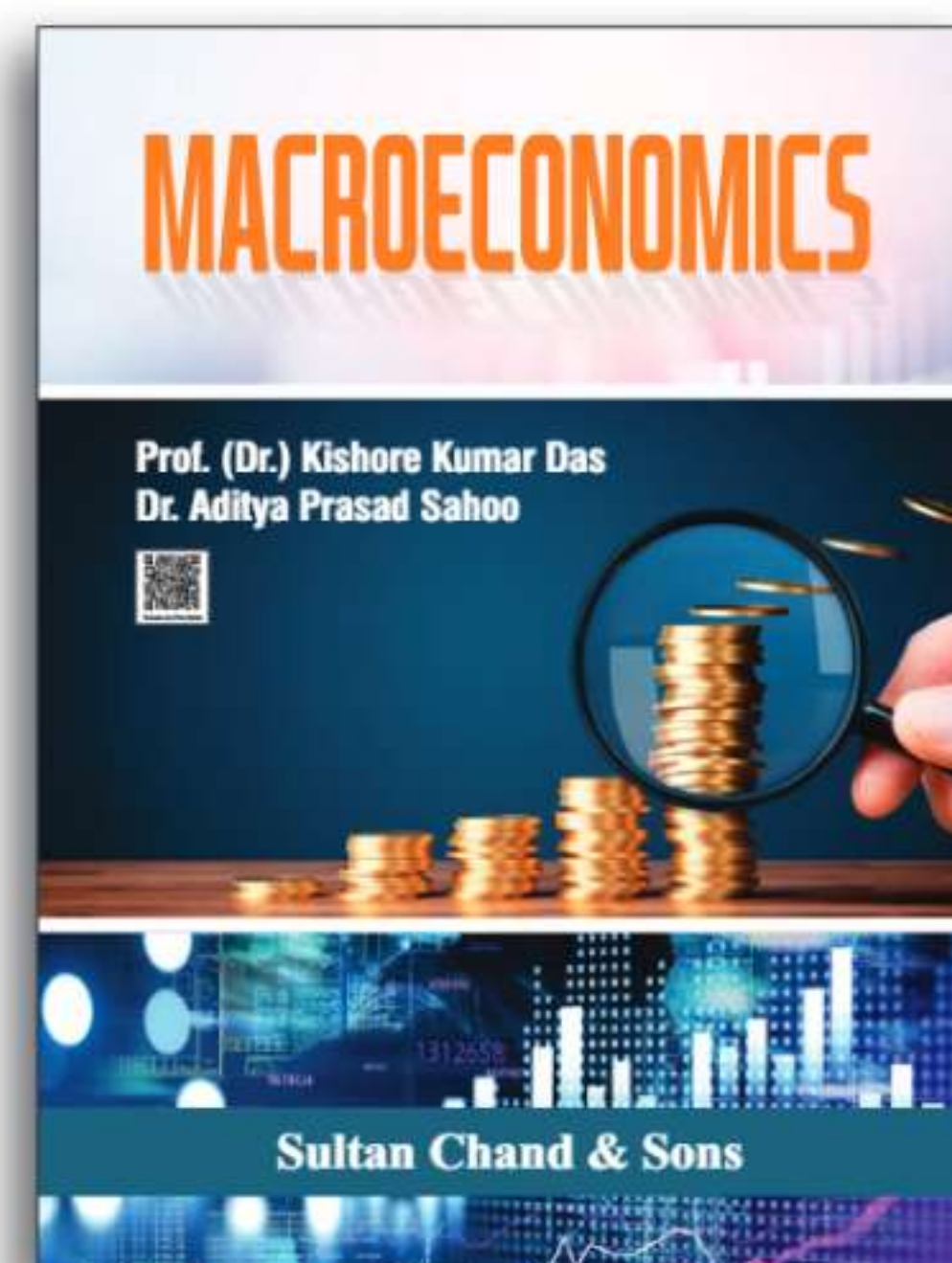
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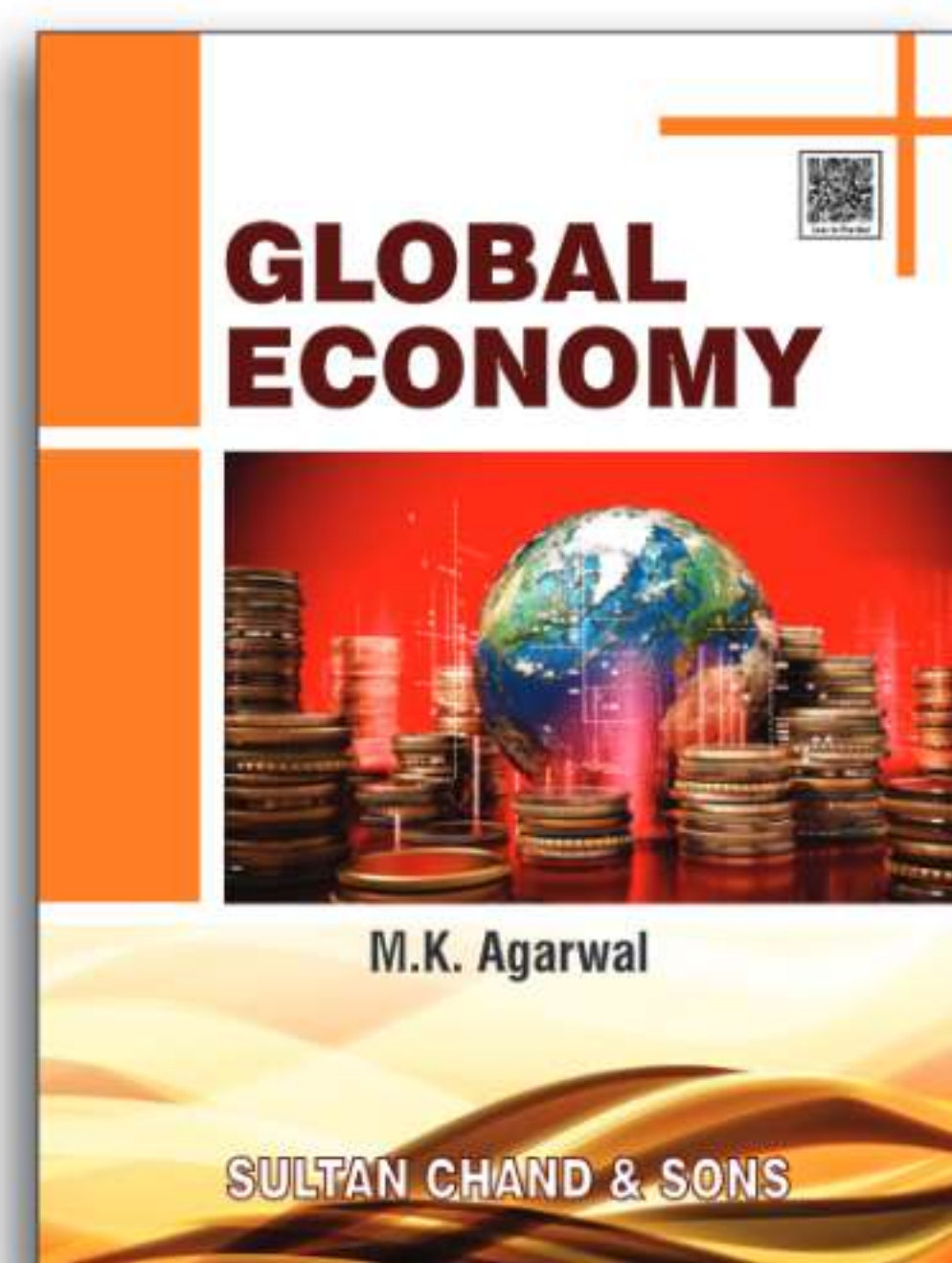
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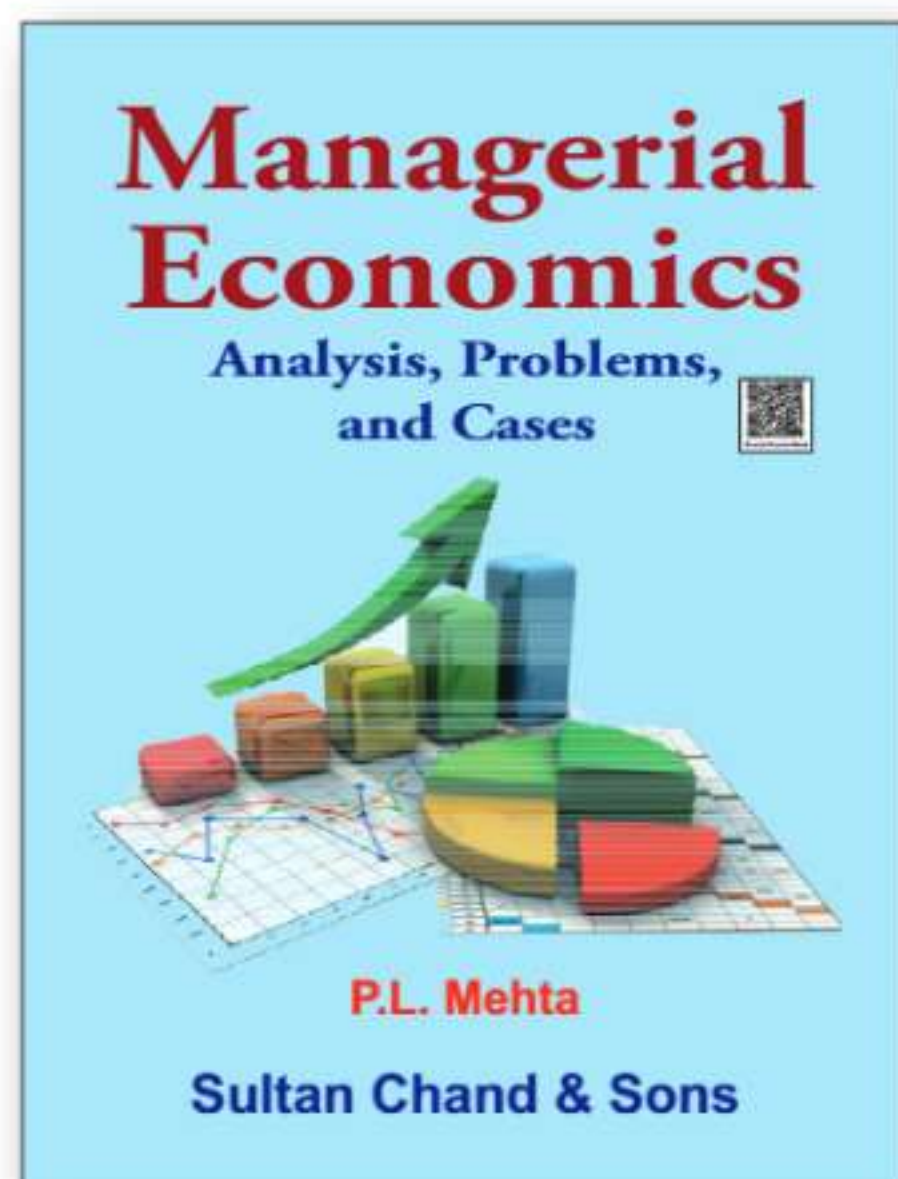
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P.L. Mehta



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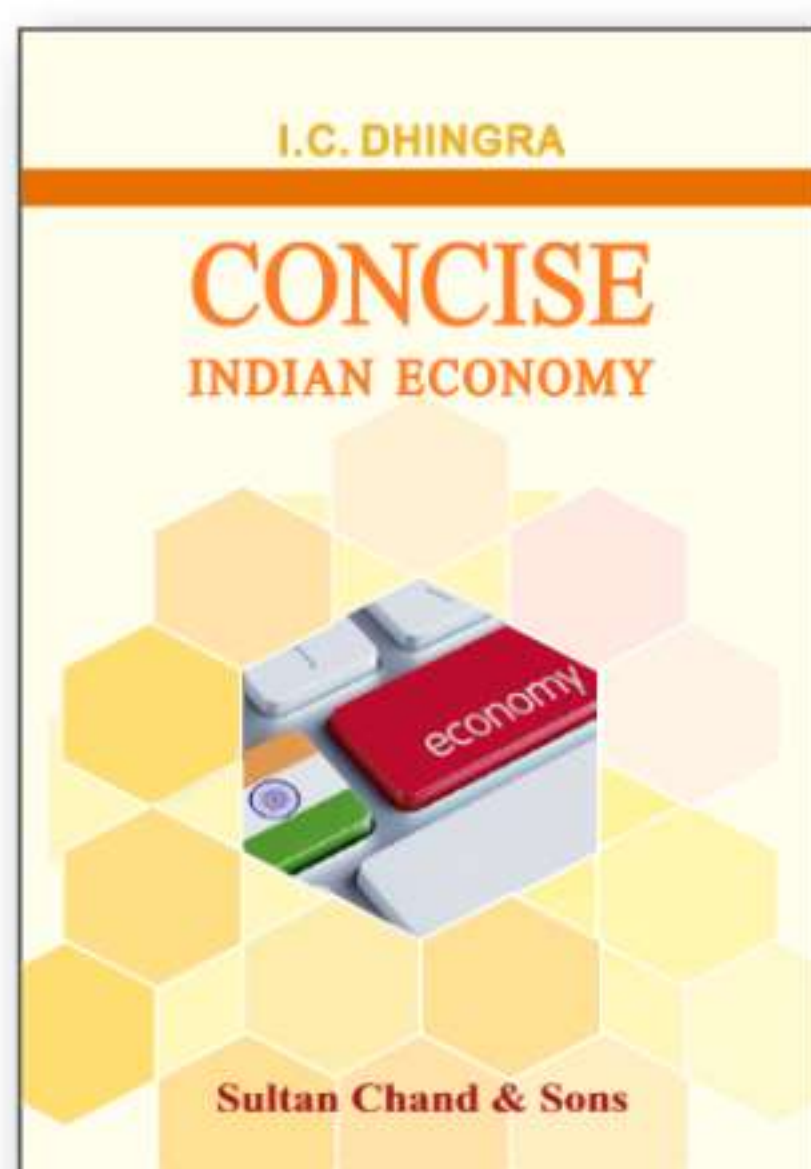
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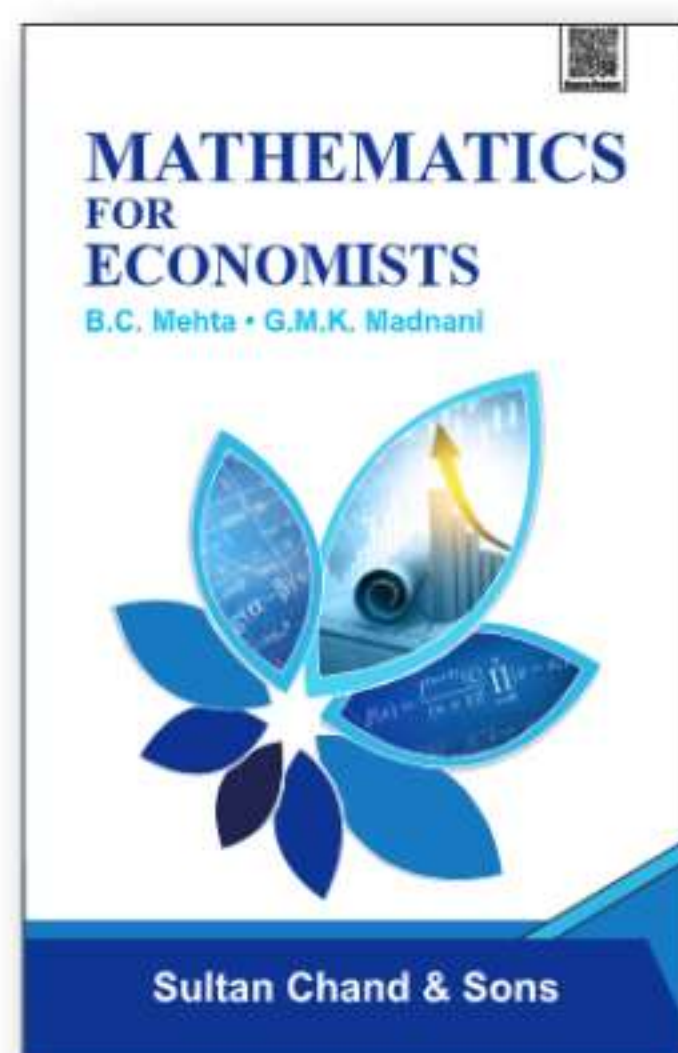
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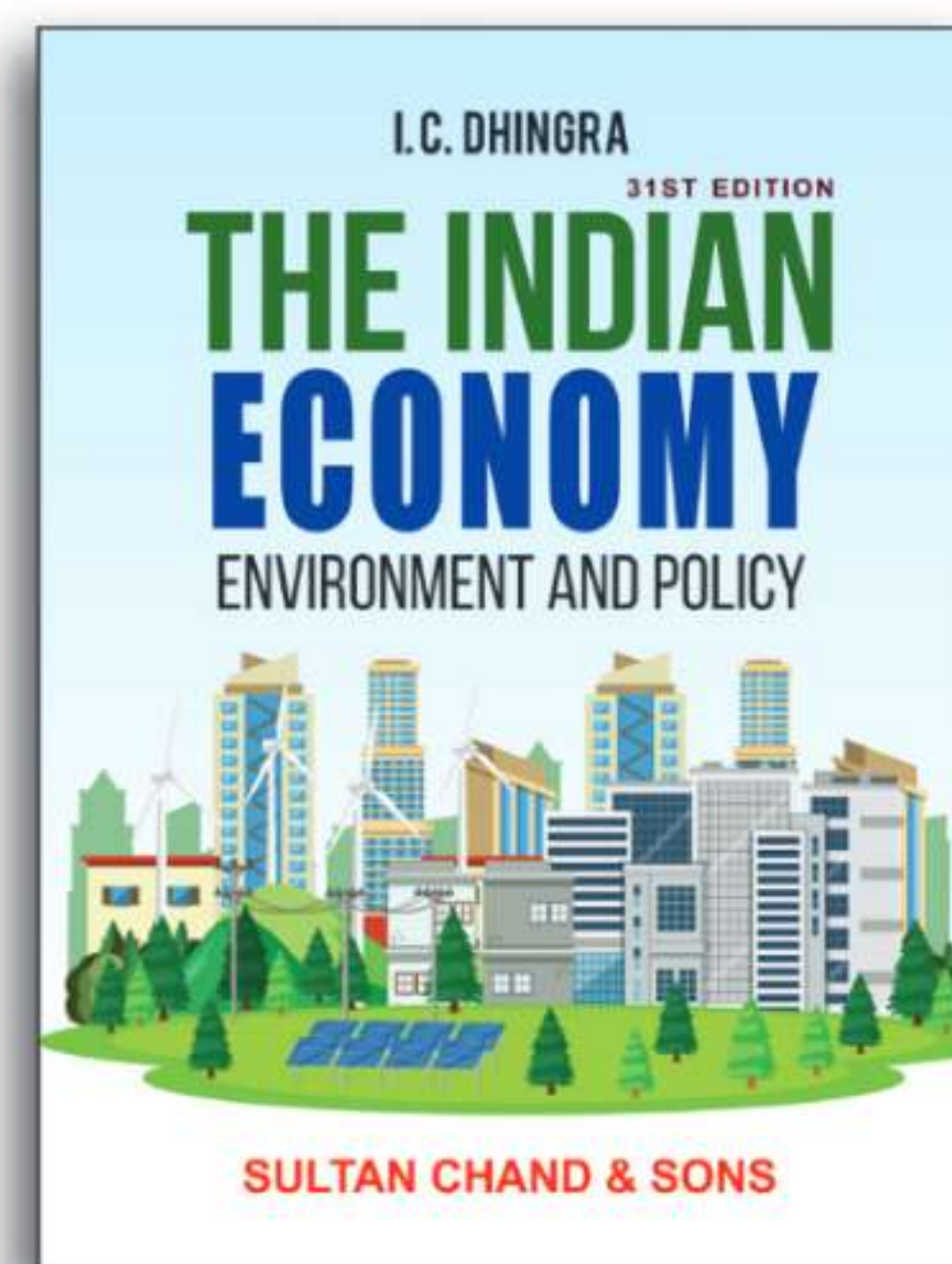
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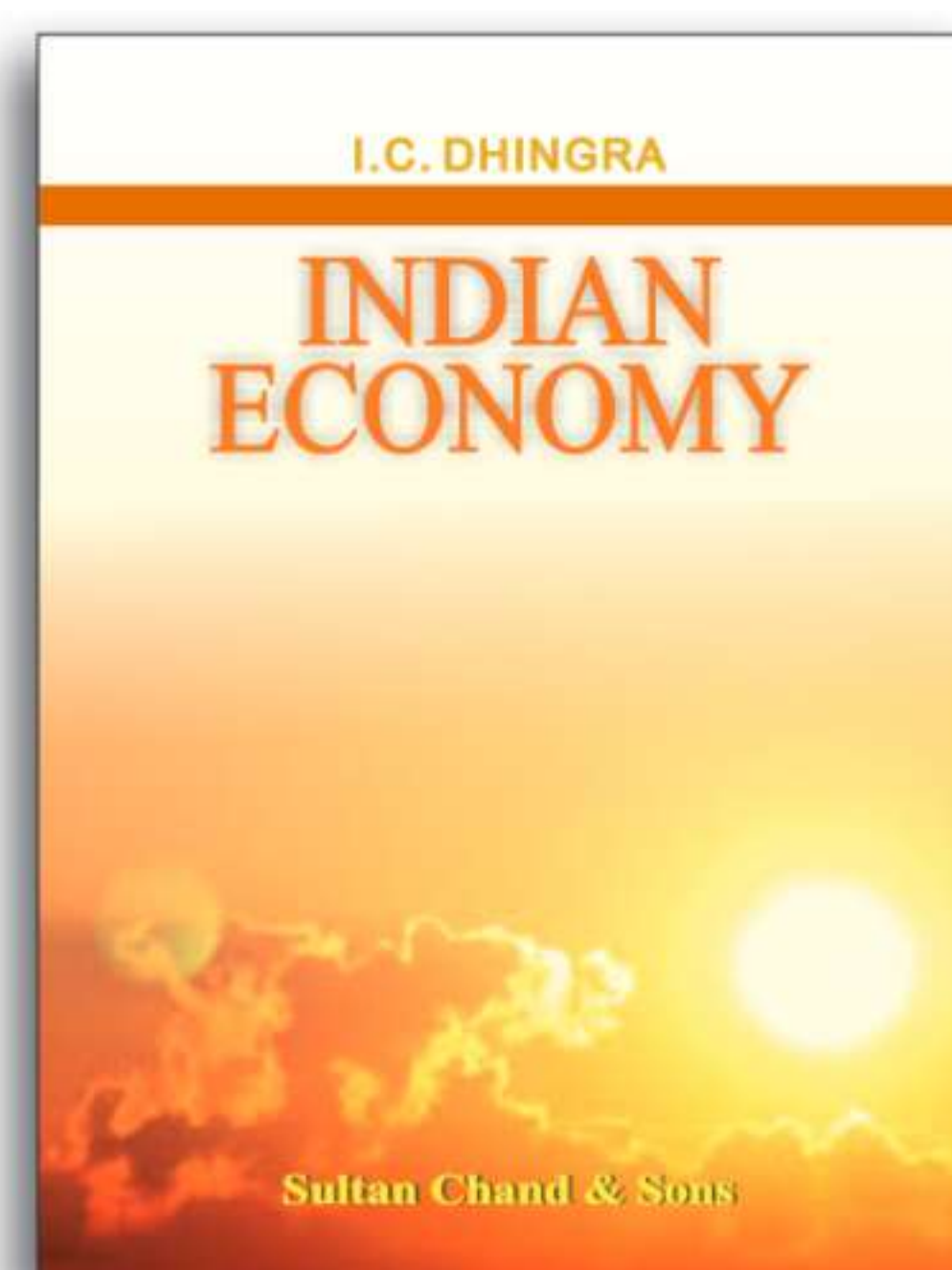
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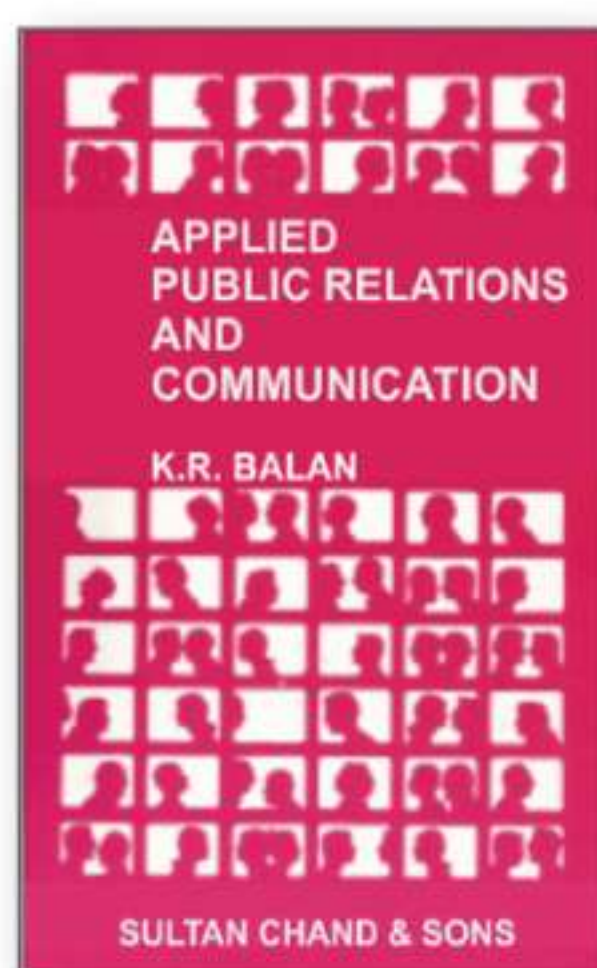
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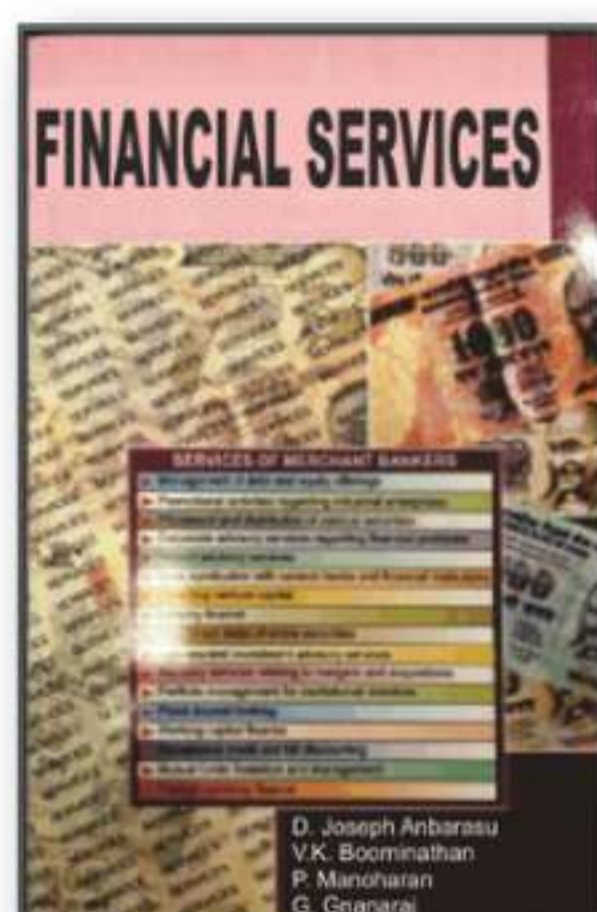
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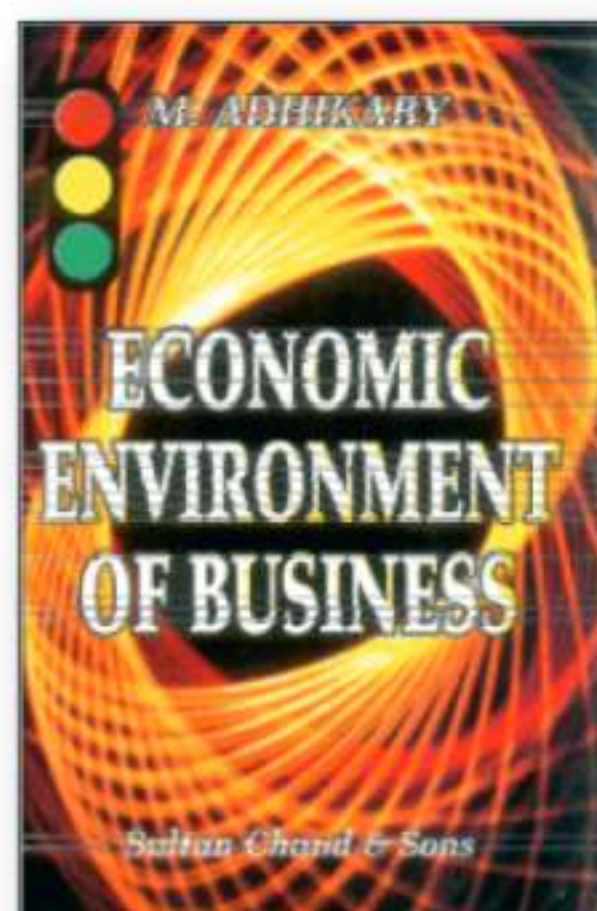
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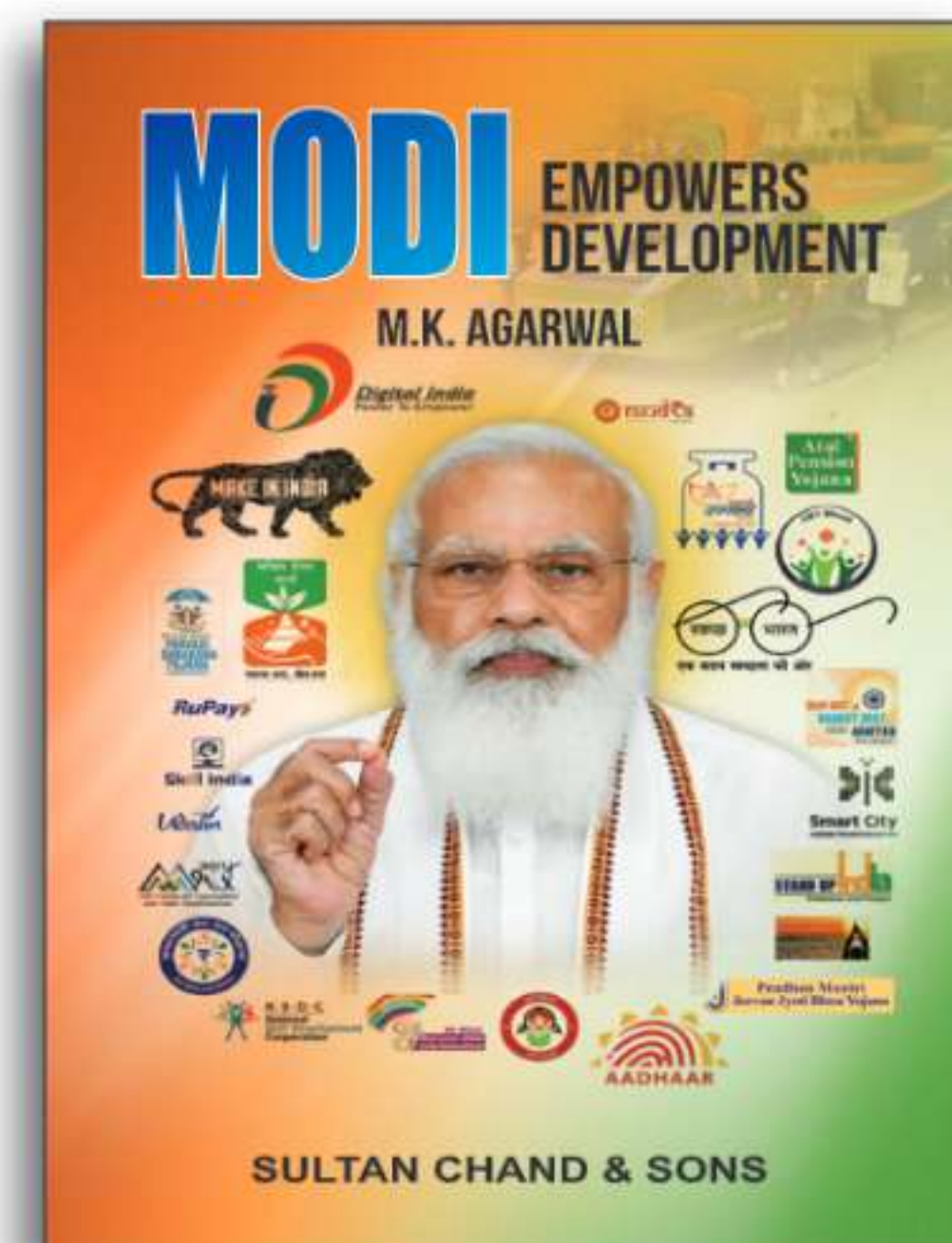
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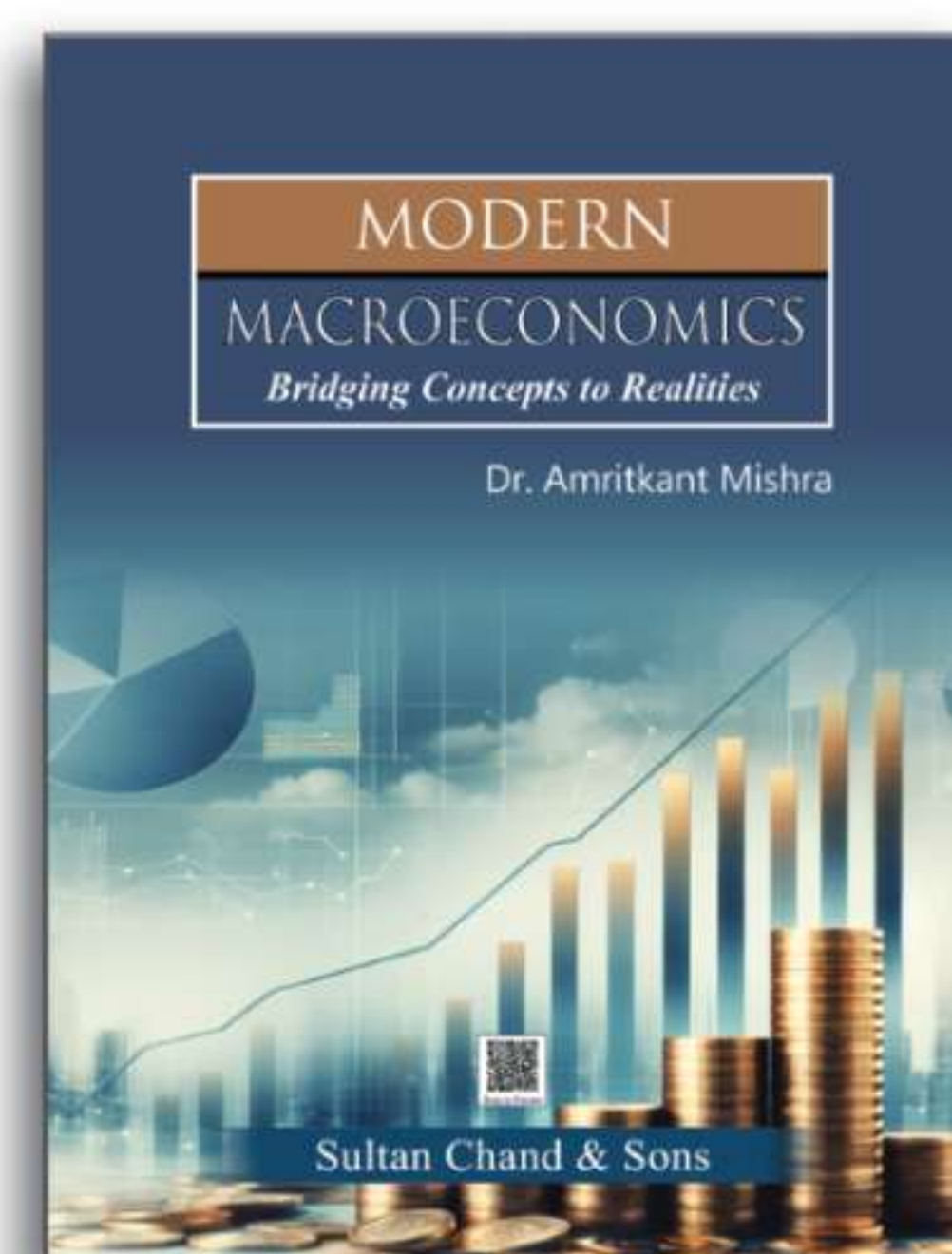
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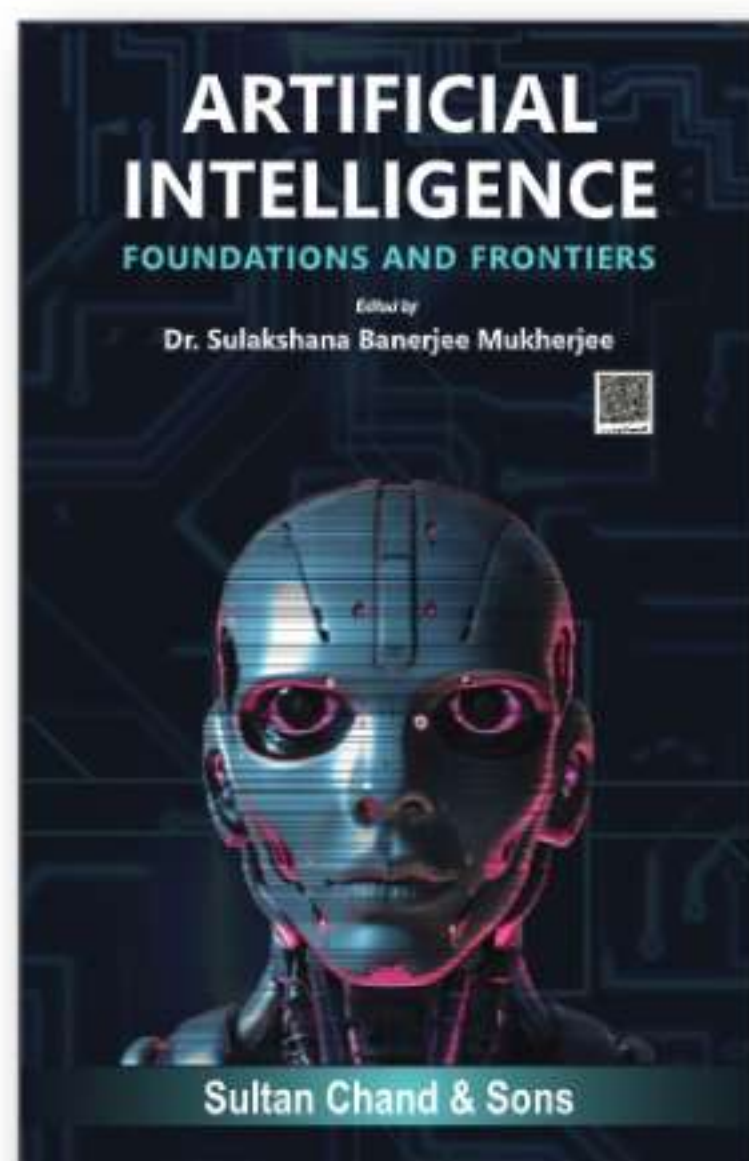
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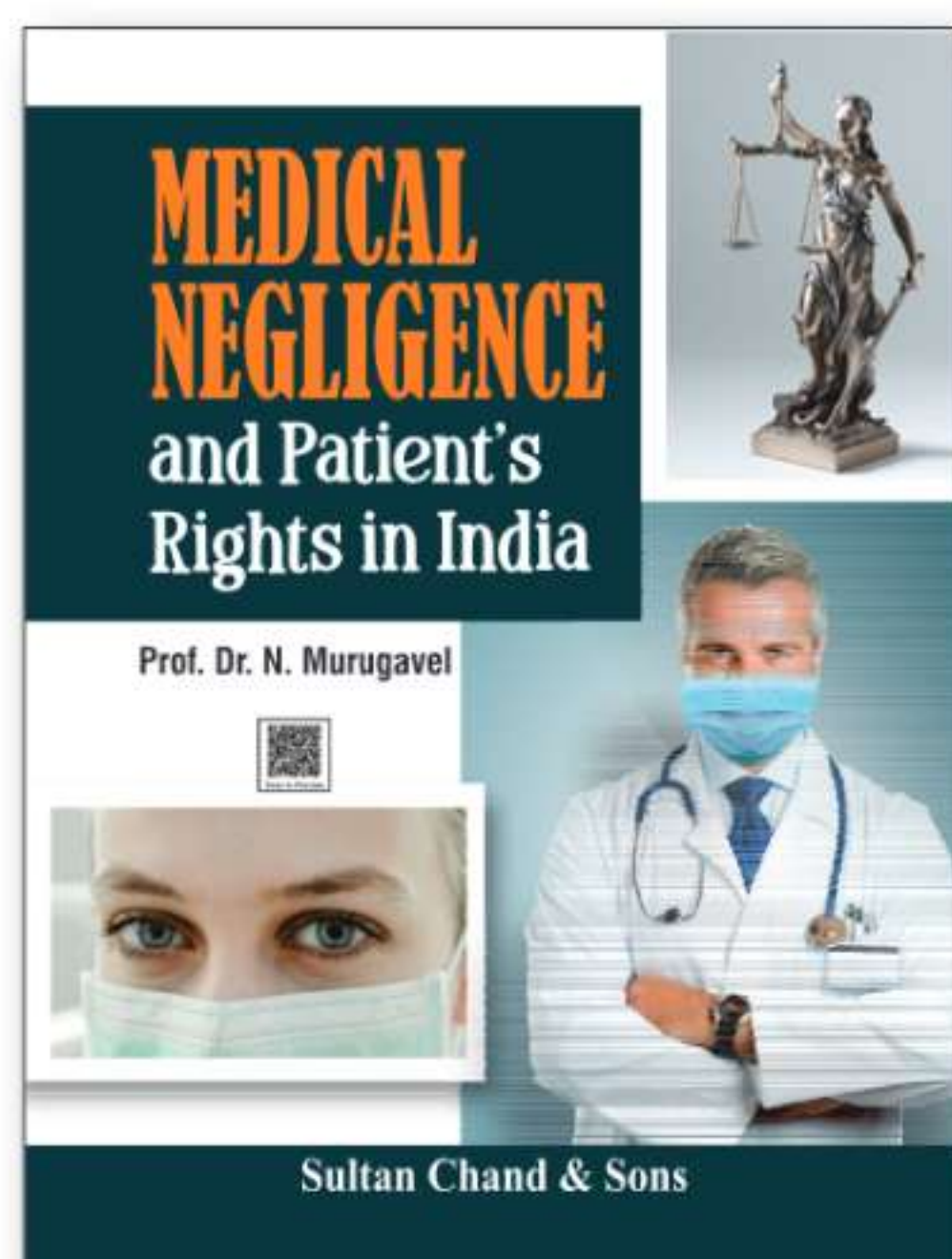
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*Prof. Dr. N. Murugavel*



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# The Crime of Honour Killing

## *A Critical Analysis of The Law in India*

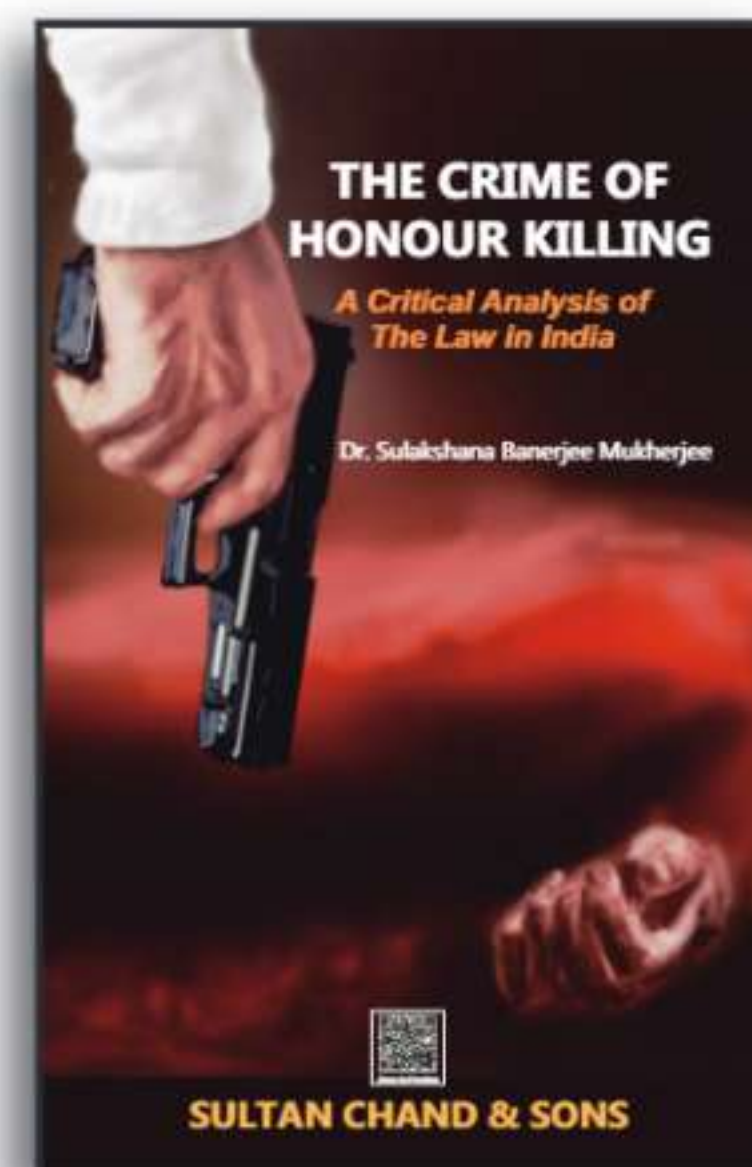
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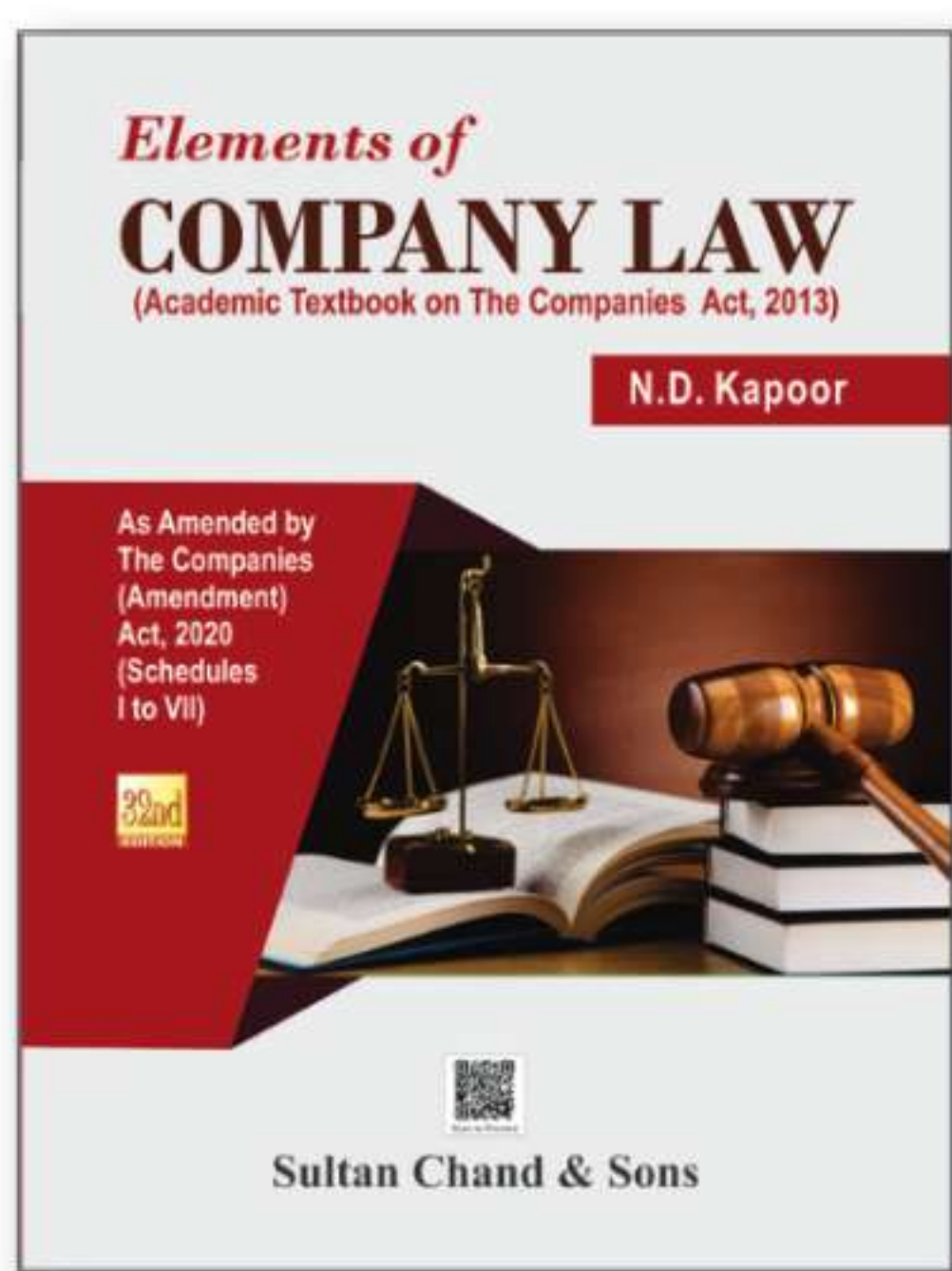




# Elements of Company Law

*[Academic Textbook on The Companies Act, 2013  
As Amended by The Companies (Amendment) Act, 2020 (Schedules I to VII)]*

N.D. Kapoor



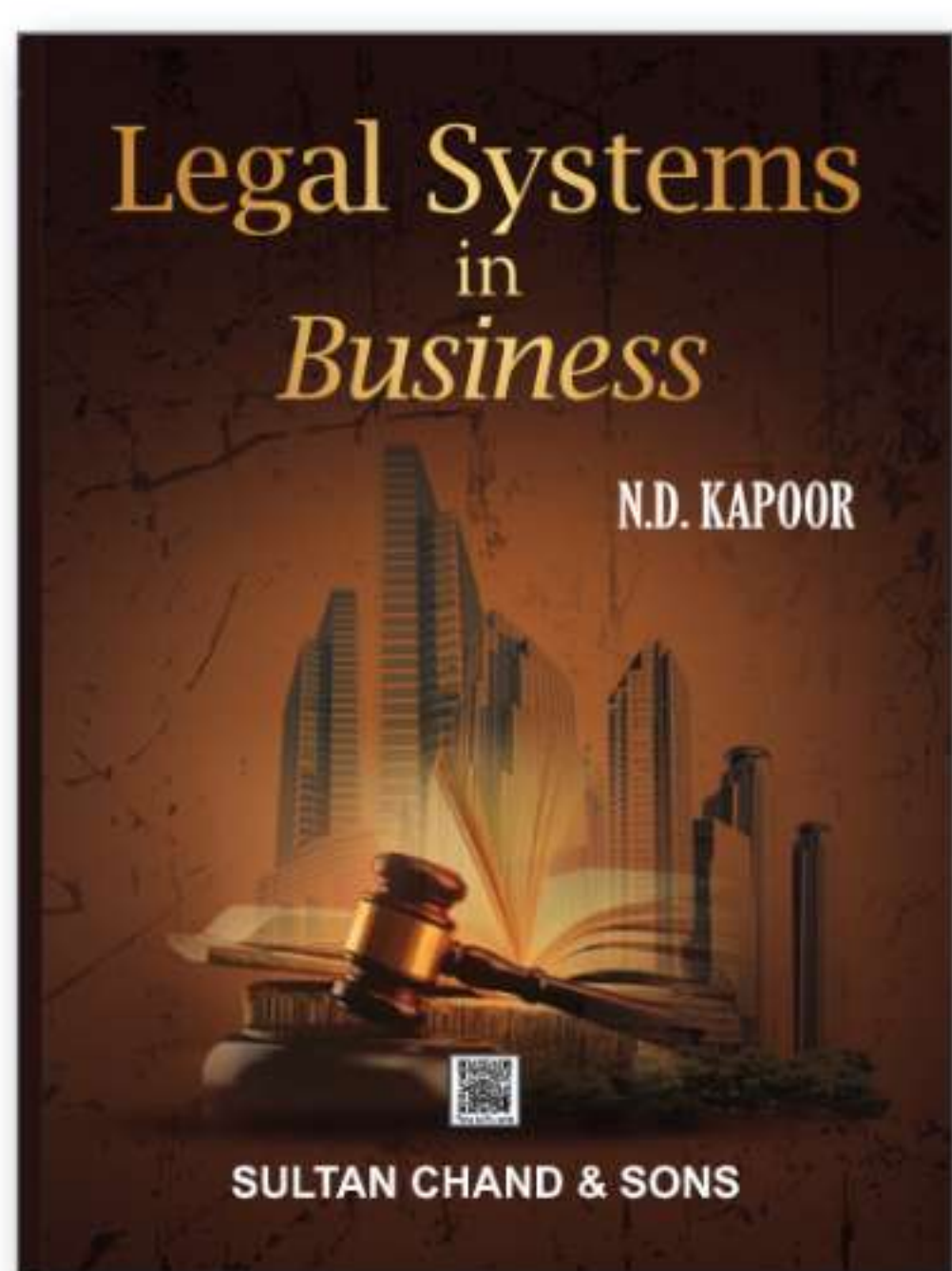
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N.D. Kapoor



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N.D. Kapoor

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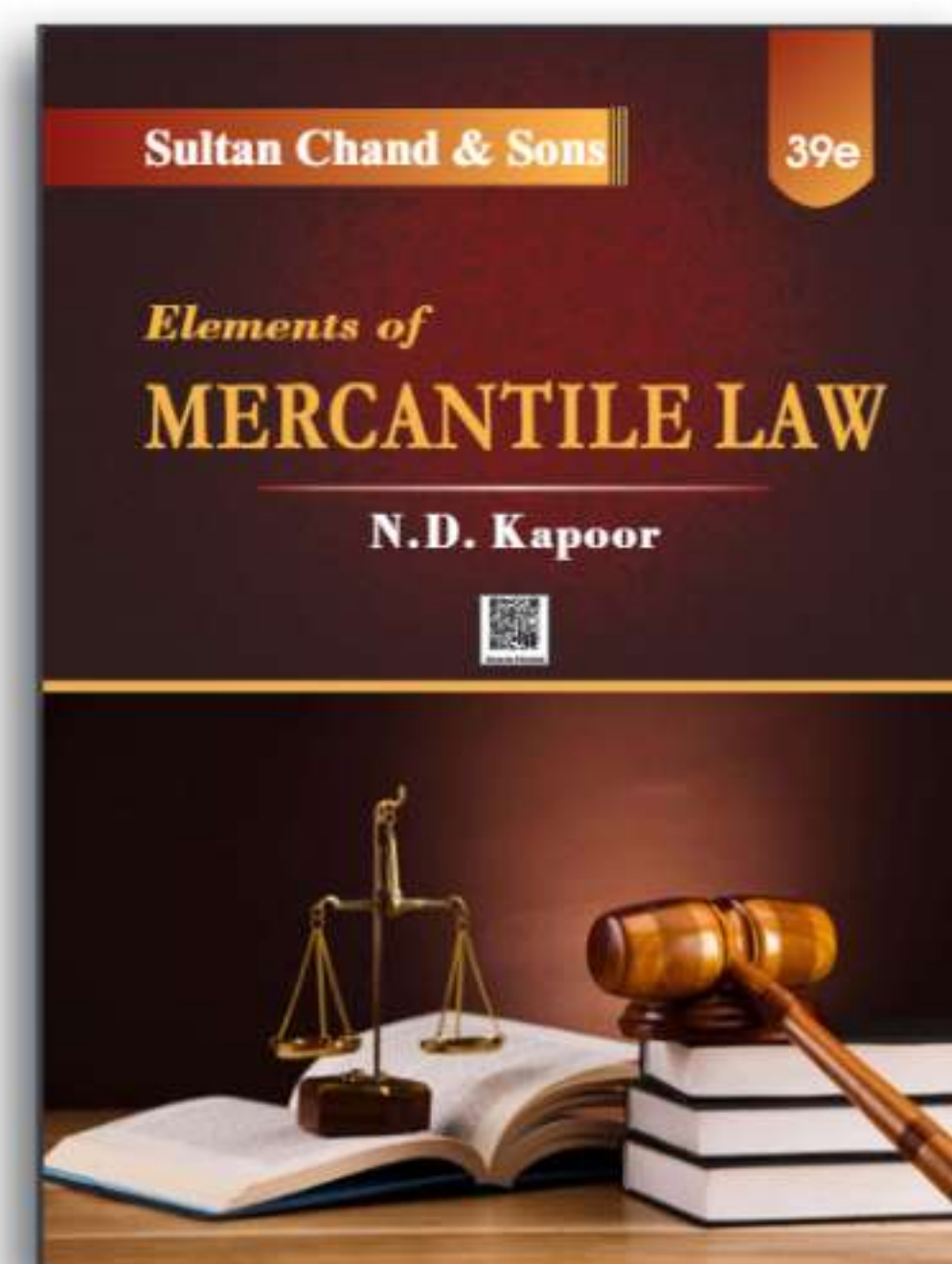
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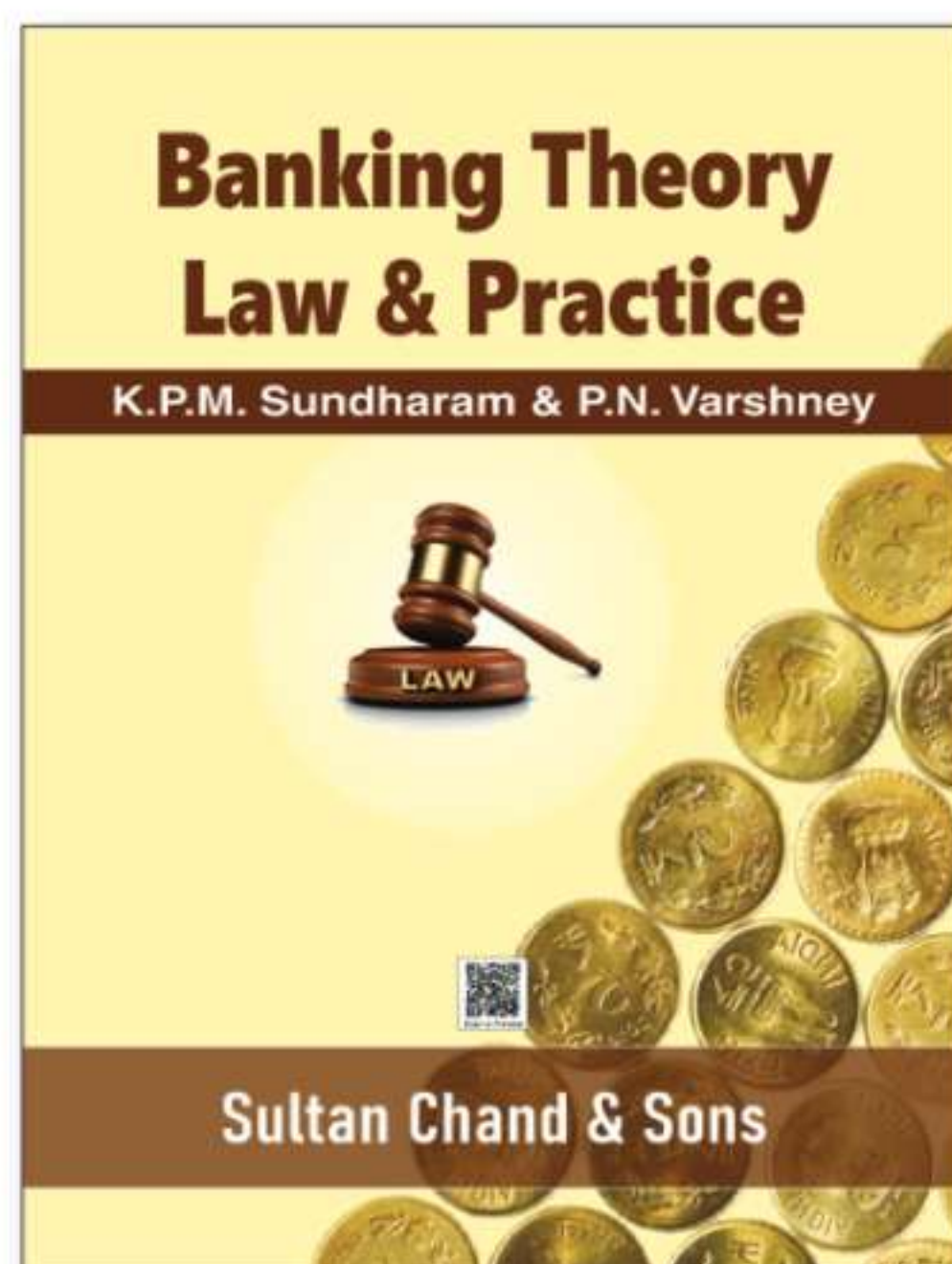
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## Banking Theory Law & Practice

K.P.M. Sundharam • P.N. Varshney



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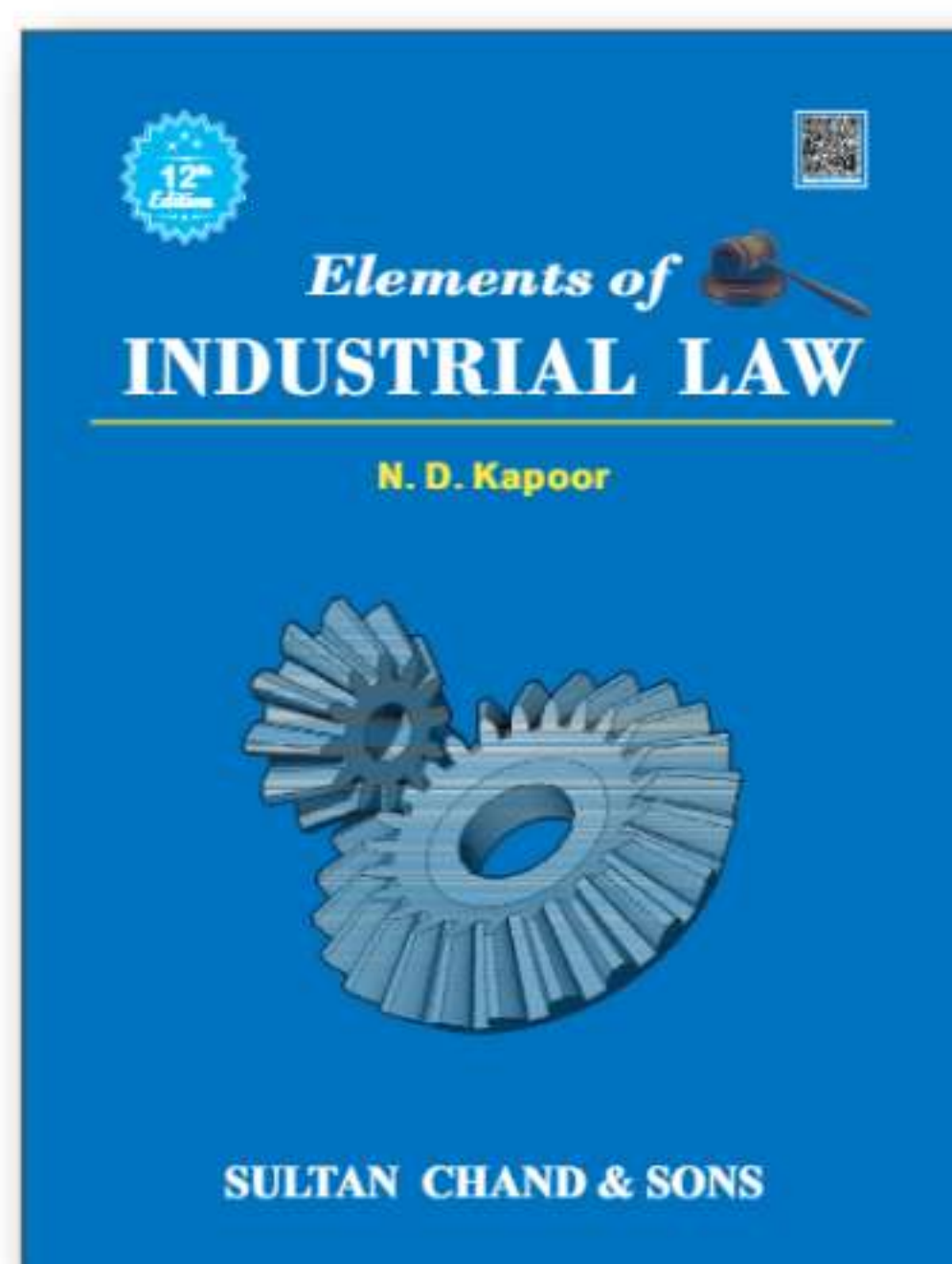
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N.D. Kapoor



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P.N. Varshney

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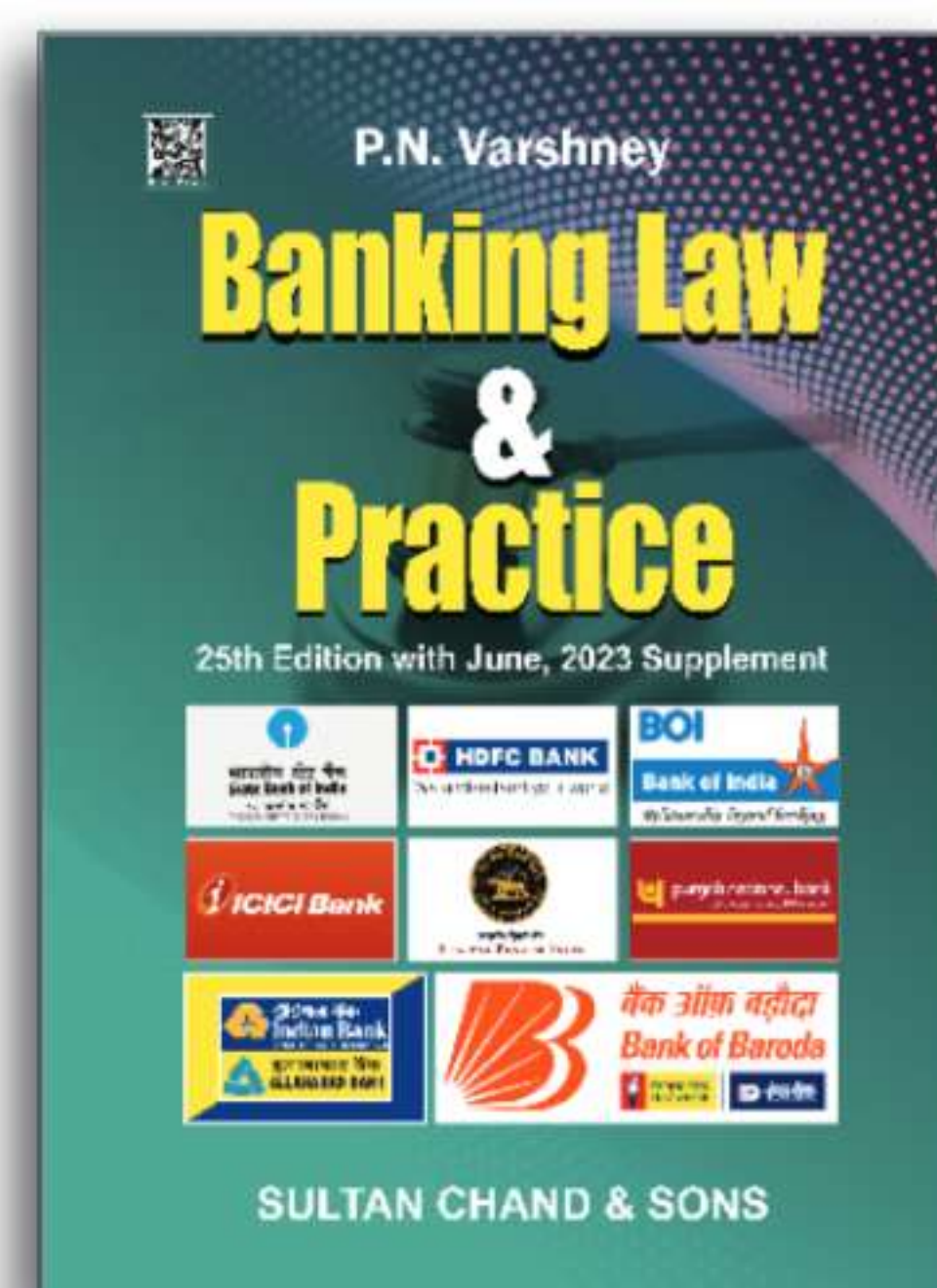
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**Part III – Law Relating to Negotiable Instruments:** Negotiable Instruments • Endorsements • Crossing of Cheques • Payment of Cheques • Collection of Cheques • Bills of Exchange and Promissory Notes • Rights and Liabilities of Parties and Negotiable Instruments.

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Supplement – June, 2023



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N.D. Kapoor

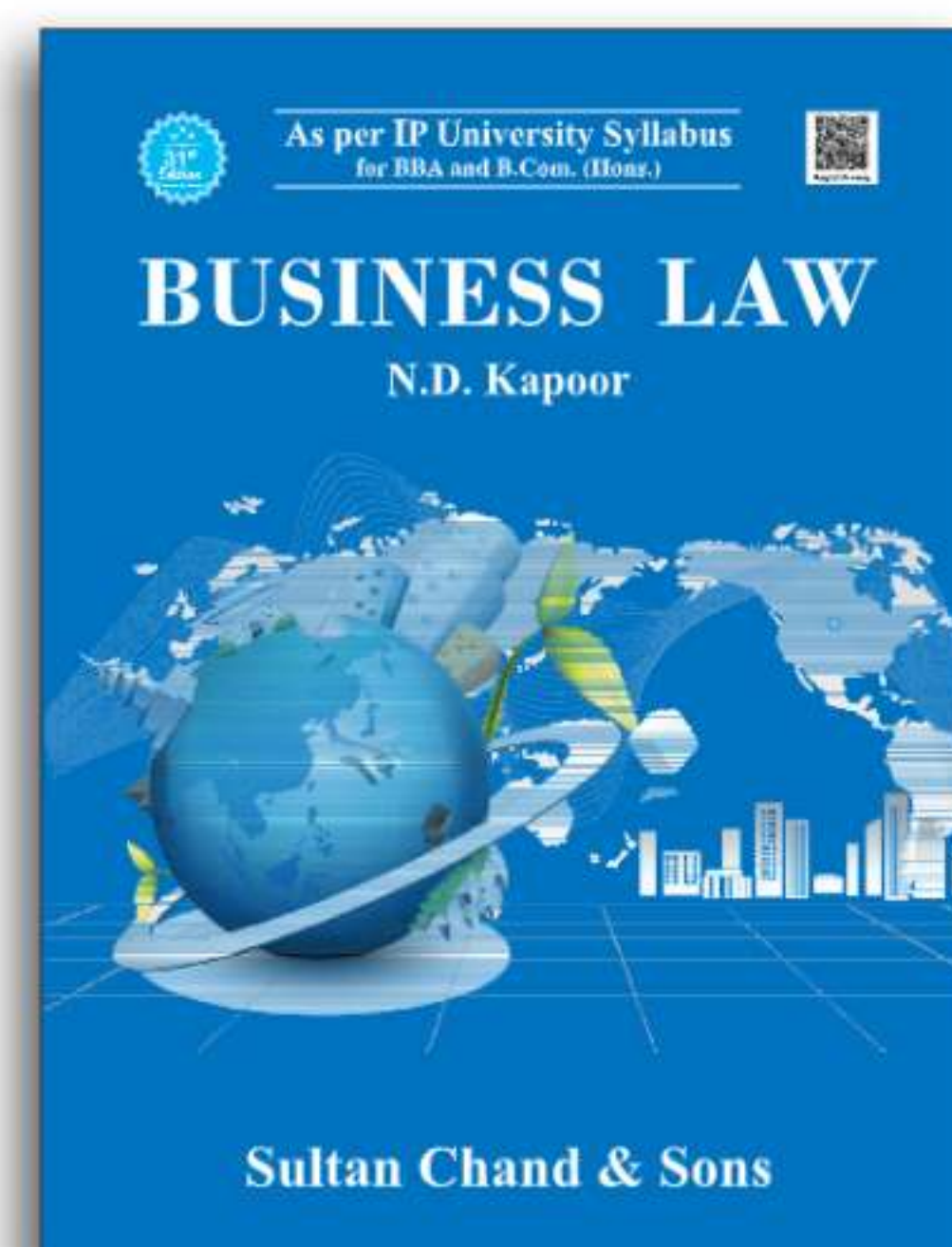
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**Unit III: The Companies Act, 2013 (Amended Upto 2019)** – Nature of Company • Kinds of Companies • Formation of Company • Memorandum of Association • Articles of Association • Prospectus • Share Capital and Debentures • Acceptance of Deposits by 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.

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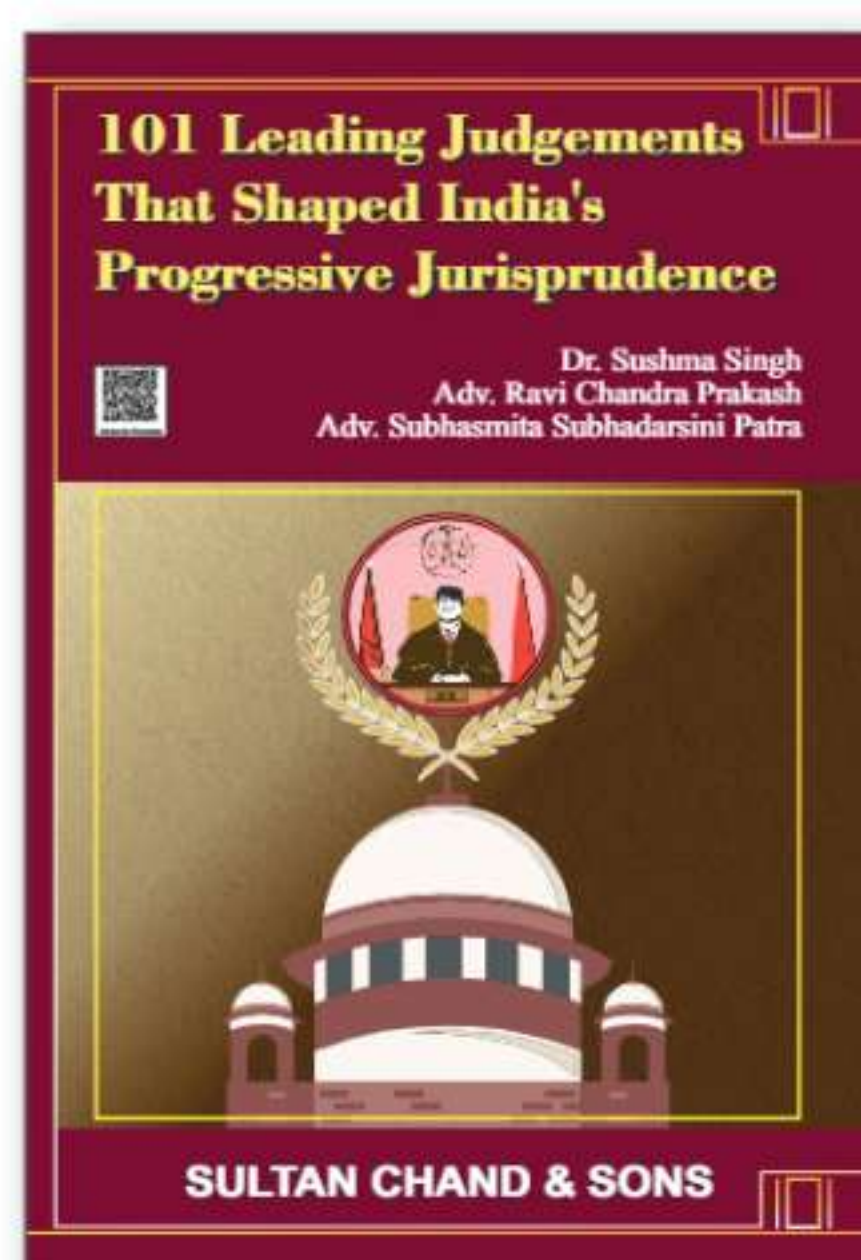
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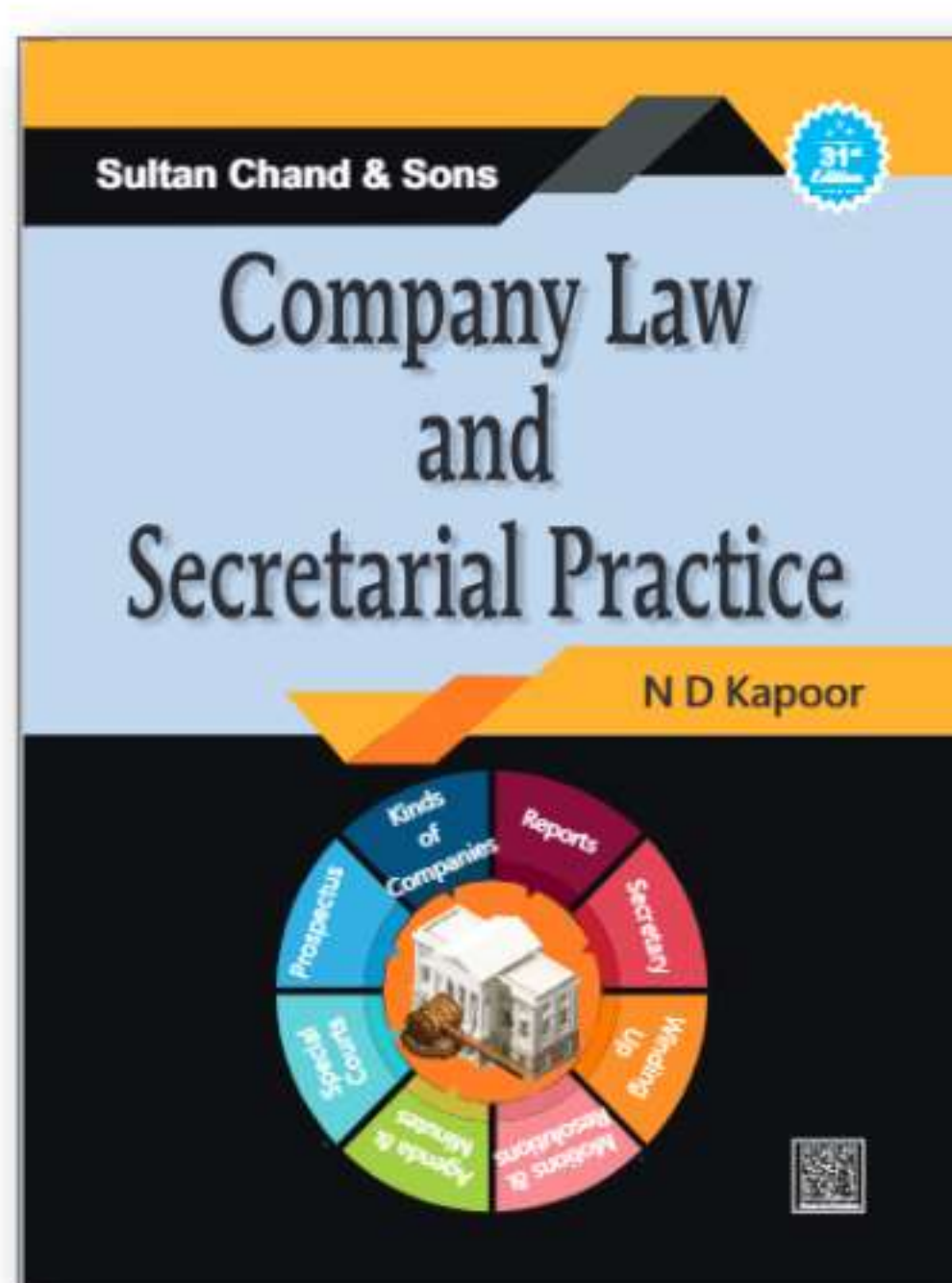
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N.D. Kapoor



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N.D. Kapoor

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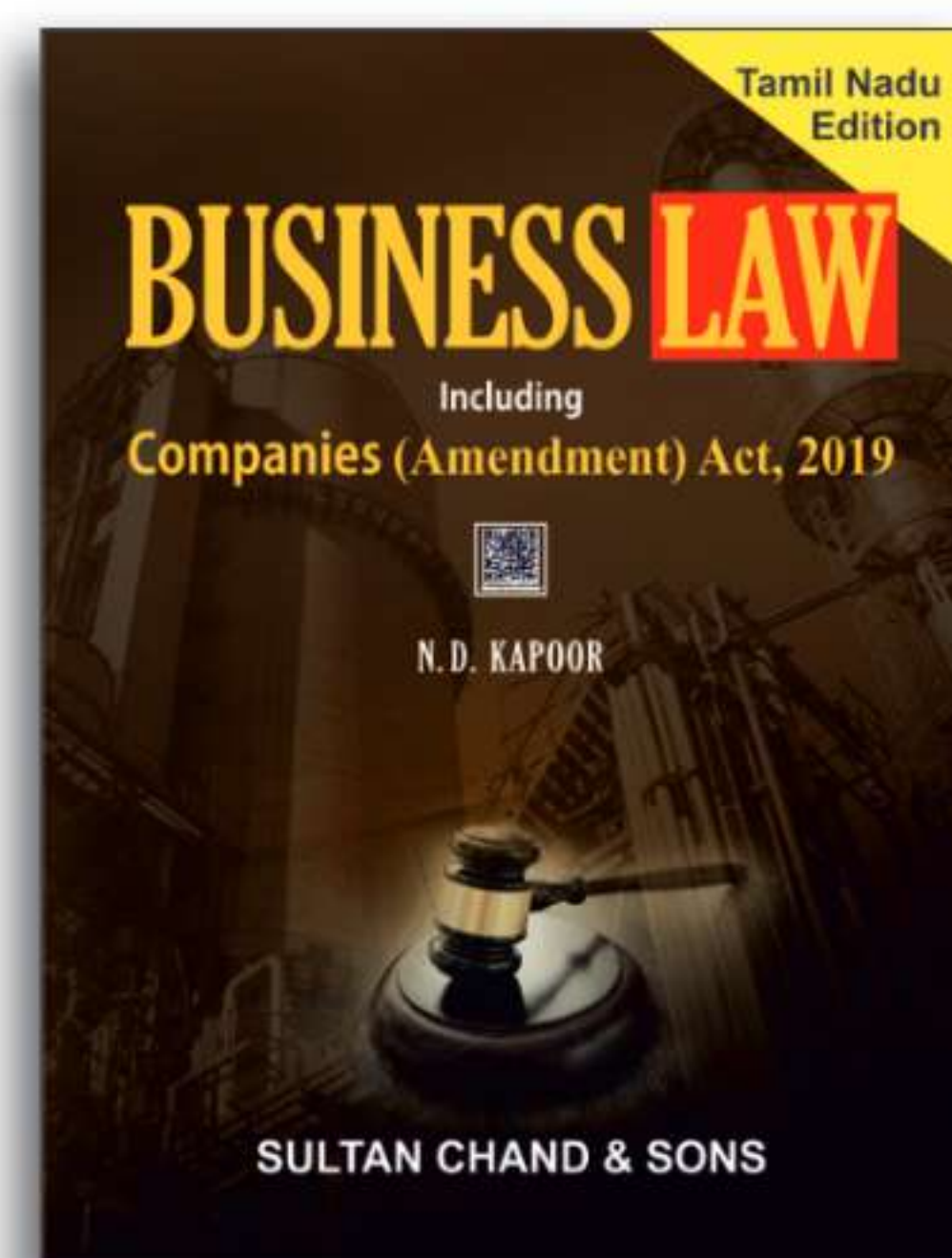
**Unit I: The Indian Contract Act, 1872** – General Principles of Law of Contract – Nature of Contract • Offer and Acceptance • Consideration • Capacity to Contract • Free Consent • Legality of Object • Void Agreements • Contingent Contracts • Performance of Contract • Discharge of Contract • Remedies for Breach of Contract • Quasi-Contracts • Indemnity and Guarantee • Bailment and Pledge • Contract of Agency.

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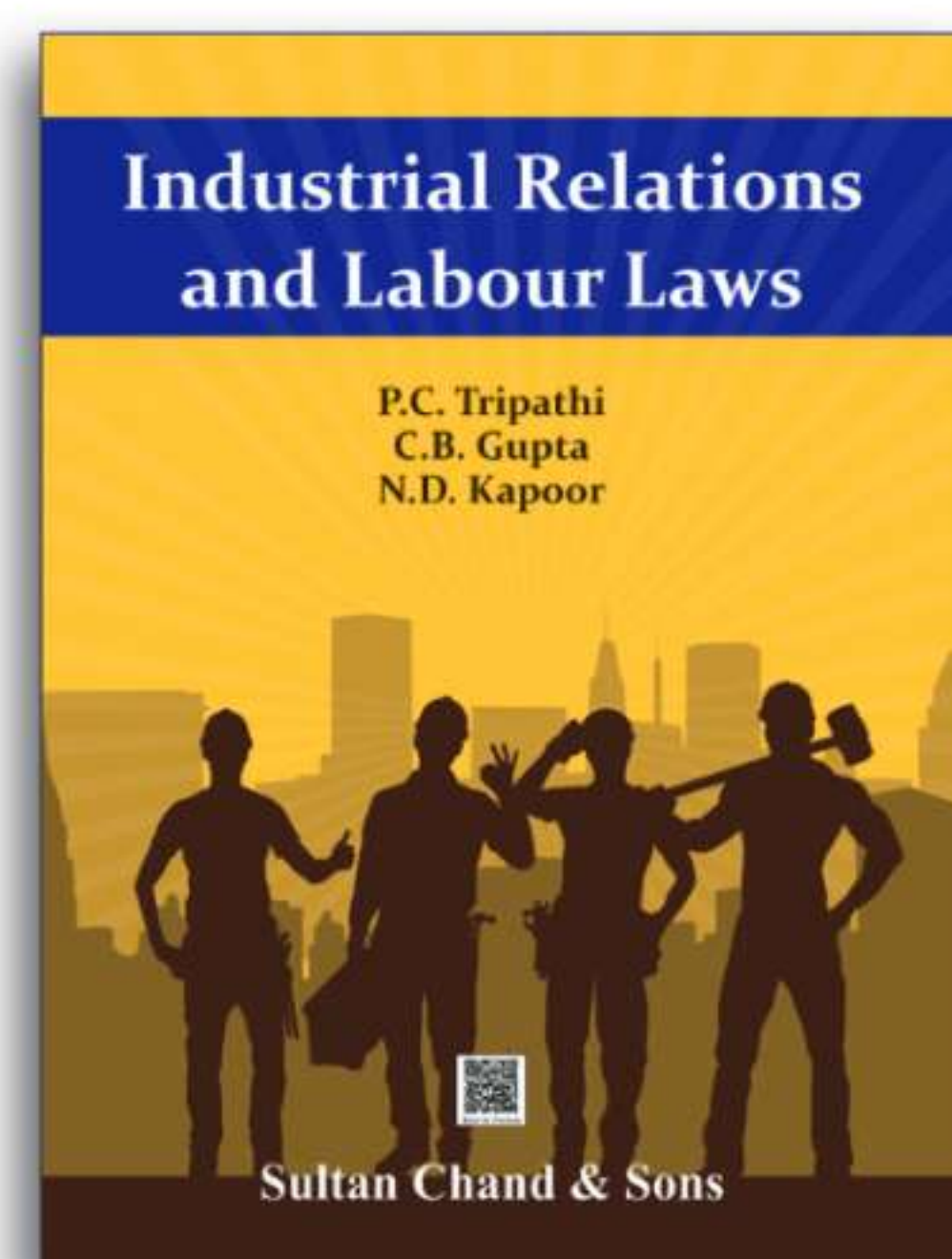
P.C. Tripathi • C.B. Gupta • N.D. Kapoor

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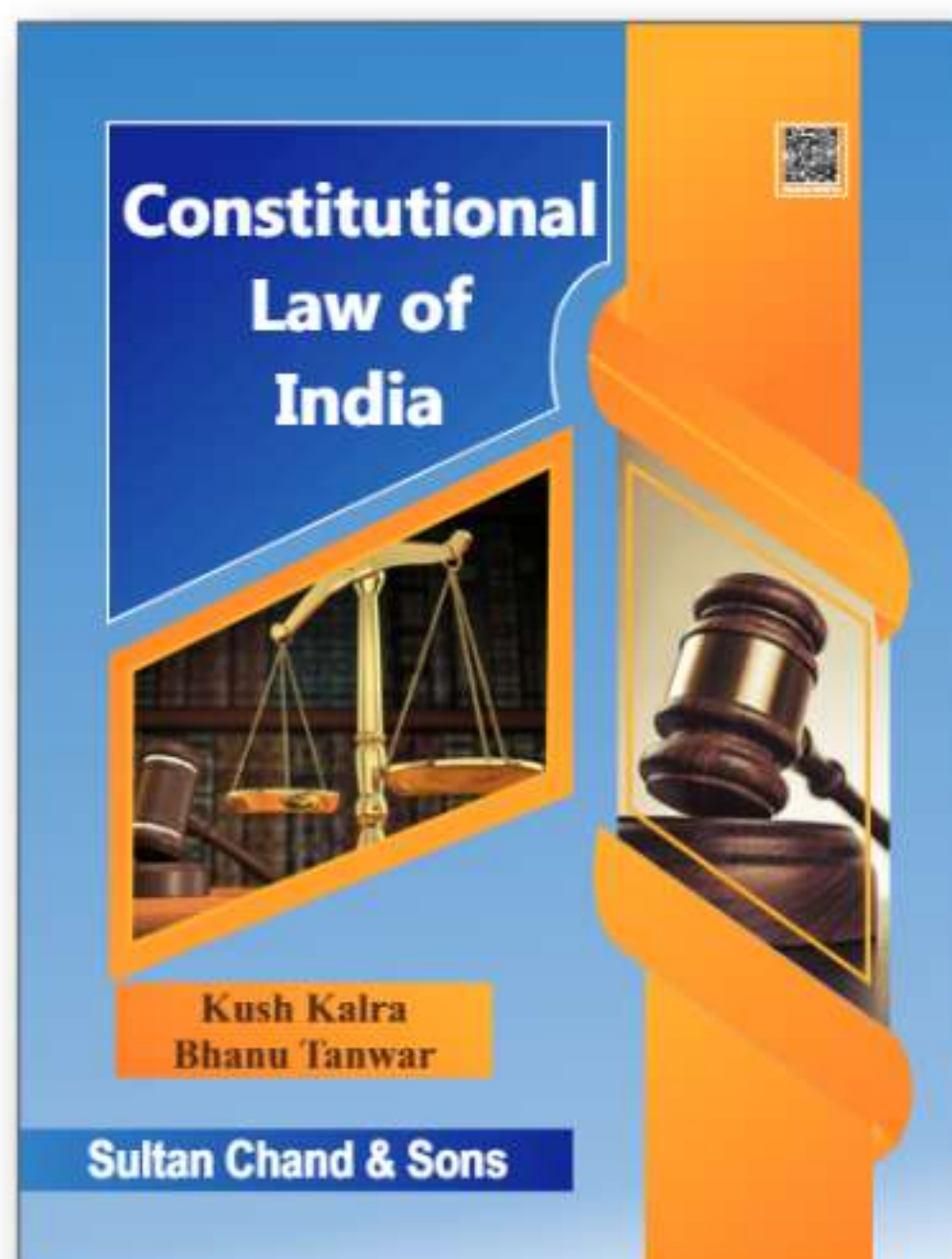
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Kush Kalra • Bhanu Tanwar



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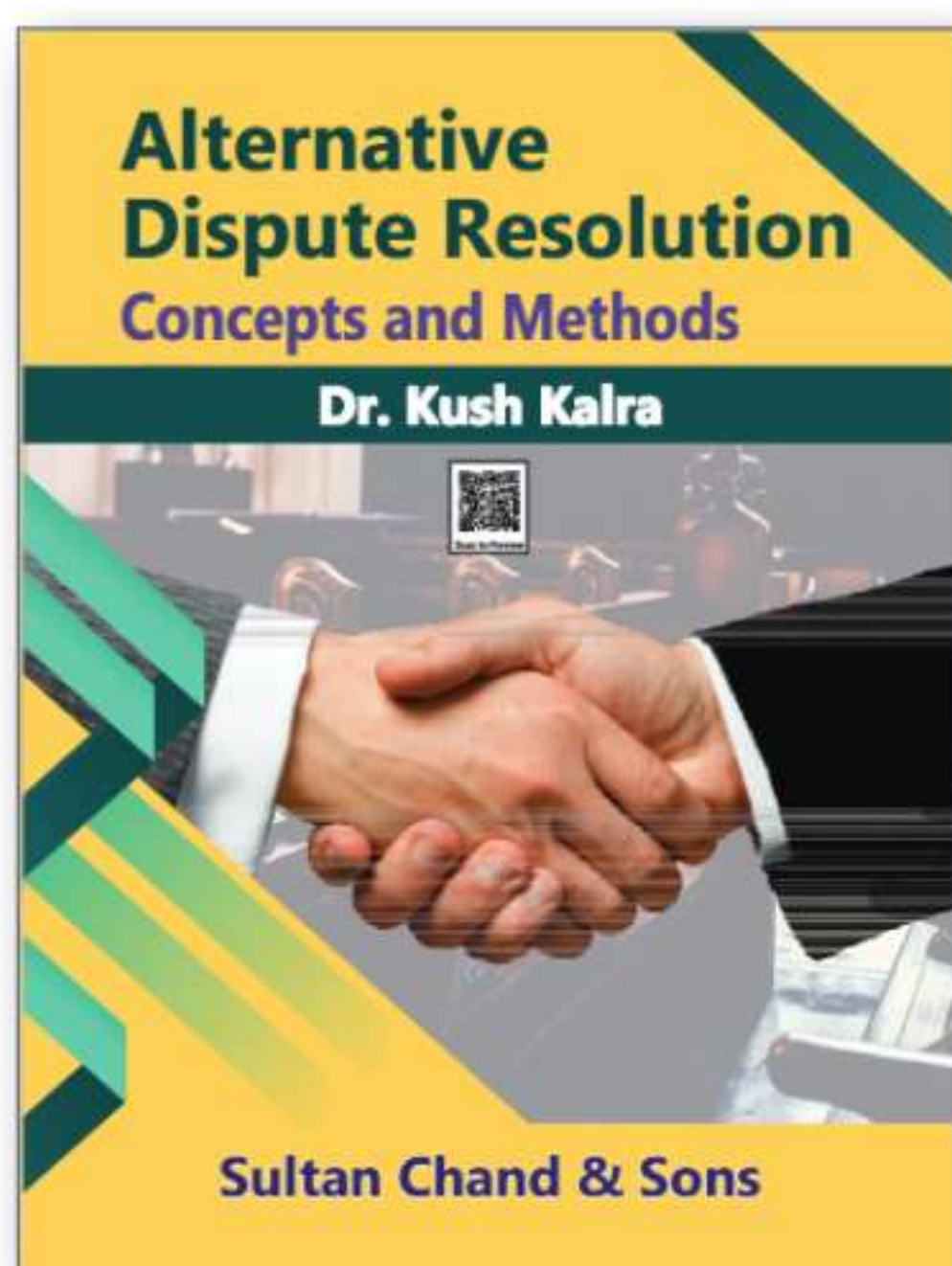
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Dr. Kush Kalra



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- Landmark Cases on ADR
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- Law Commission Report on Amendment to the Arbitration and Conciliation Act, 1996.

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# Advanced Cost and Management Accounting *Textbook*

V.K. Saxena • C.D. Vashist

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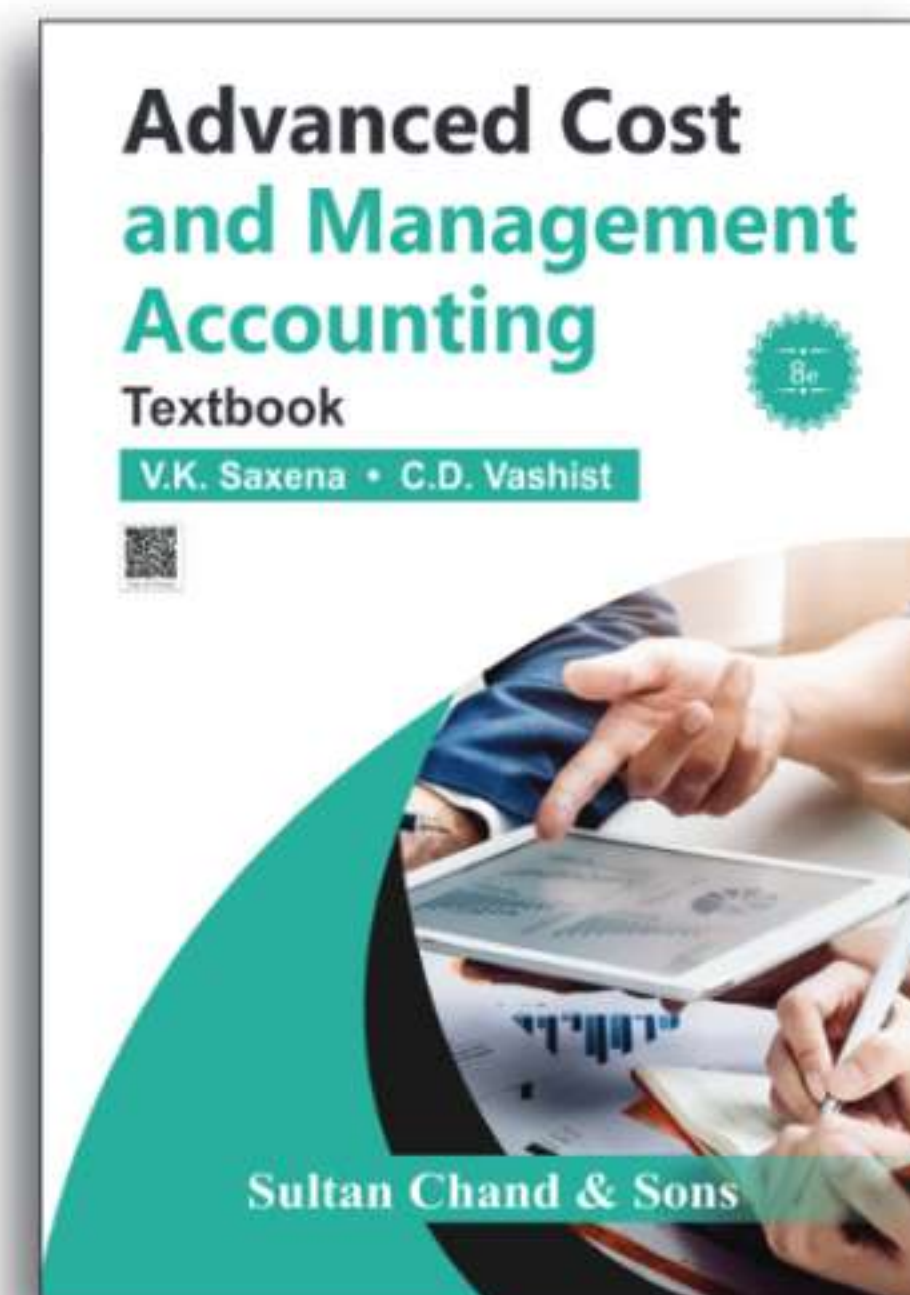
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# Cost and Management Accounting

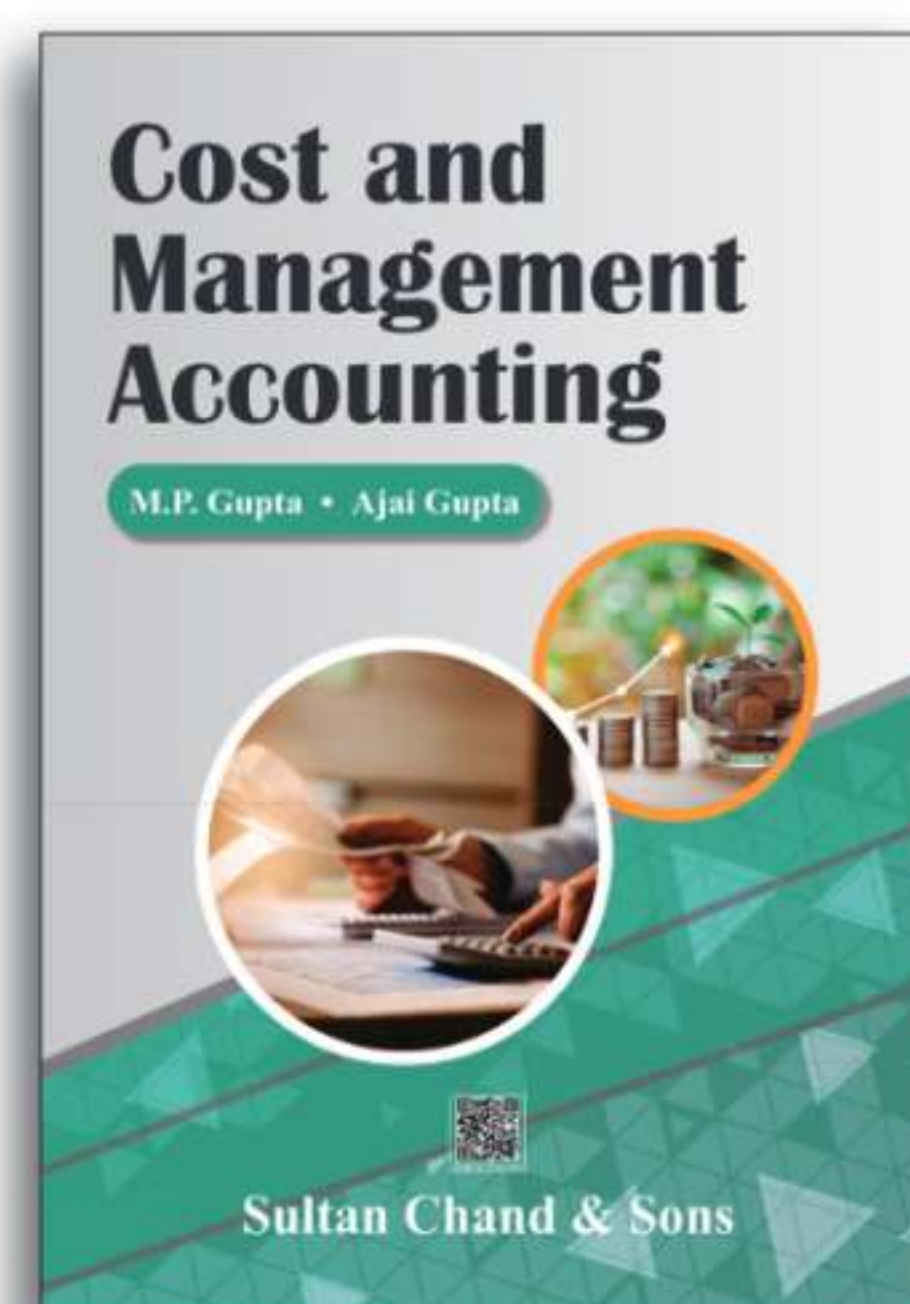
M.P. Gupta • Ajai Gupta

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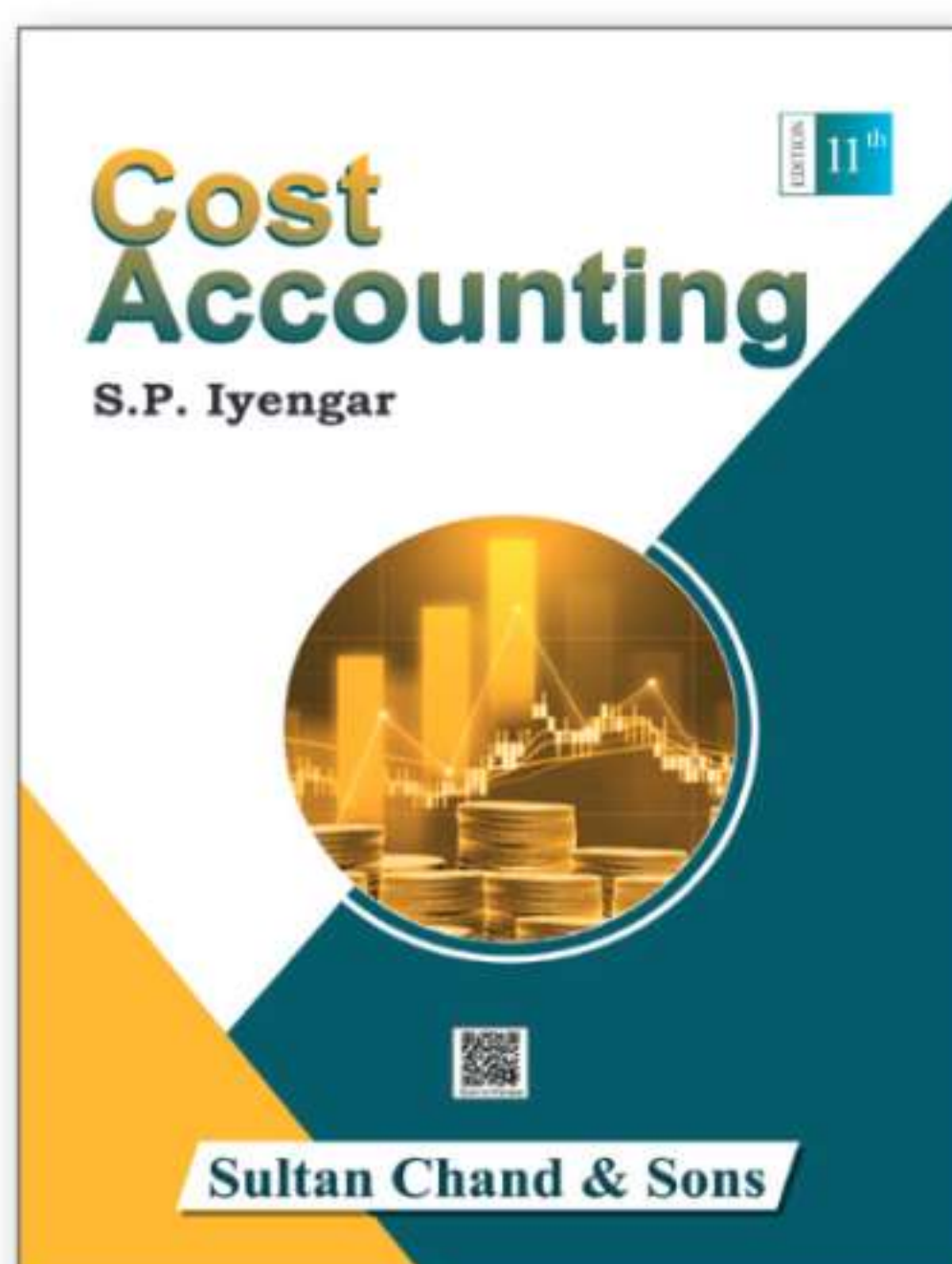
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## Cost Accounting

S.P. Iyengar



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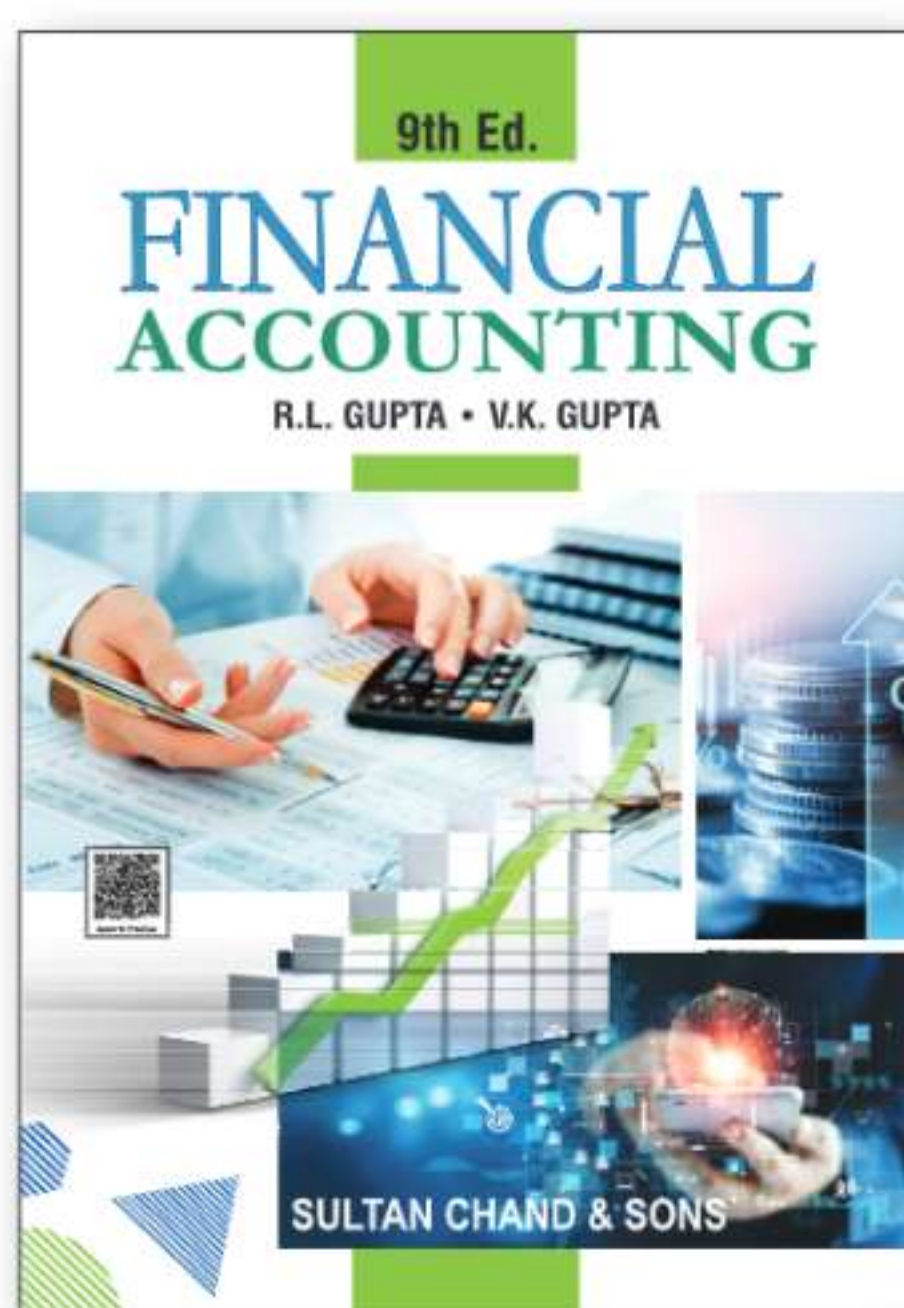
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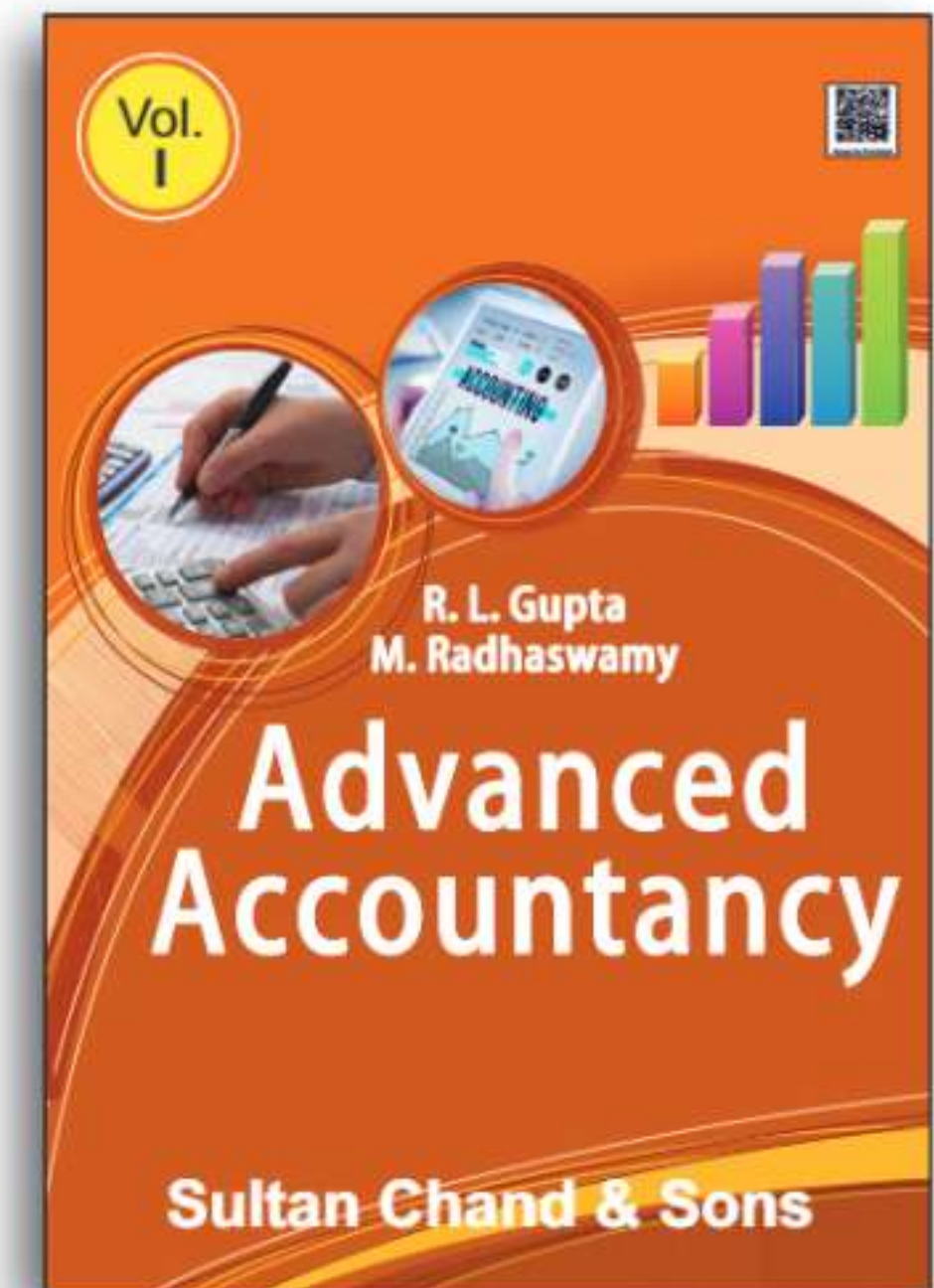
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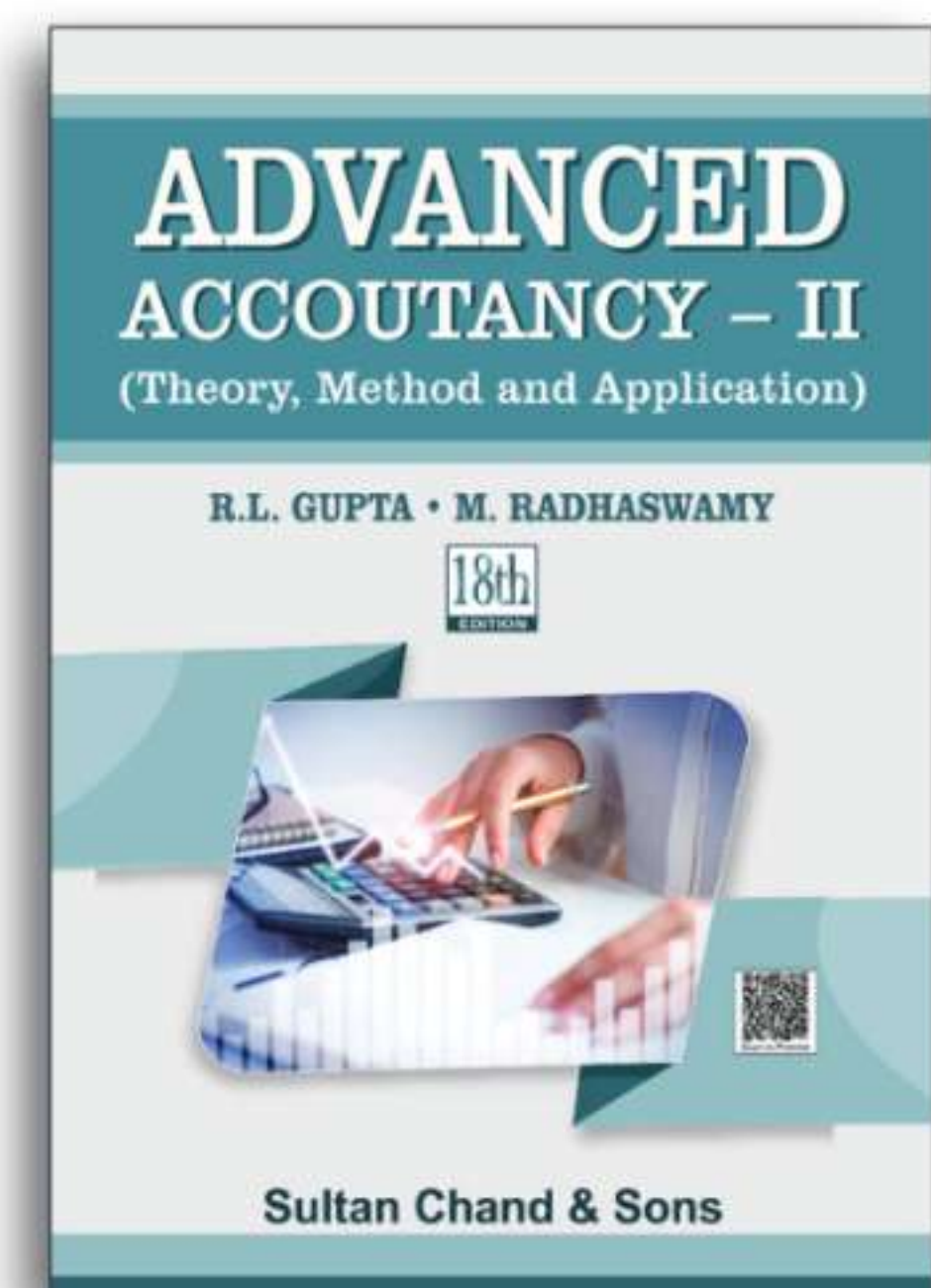
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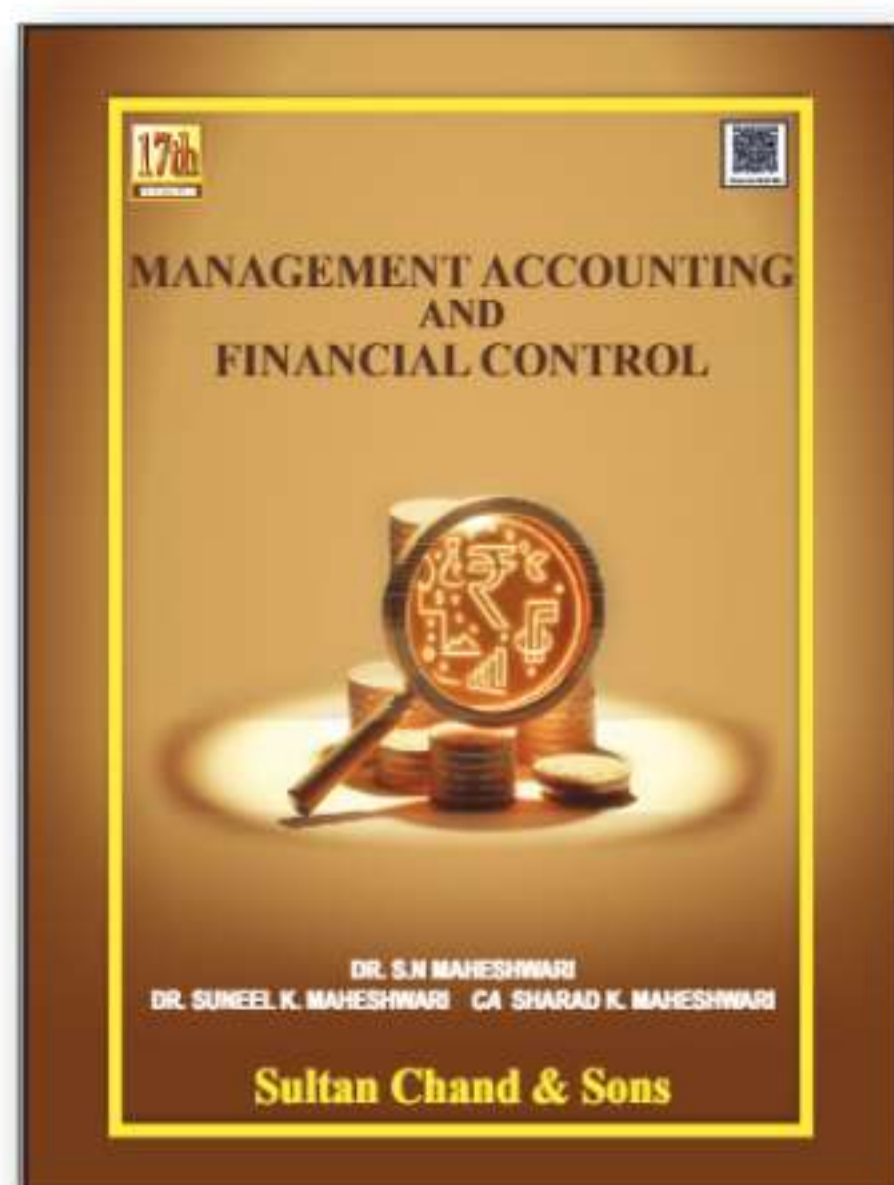
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# Management Accounting and Financial Control

Dr. S.N. Maheshwari

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



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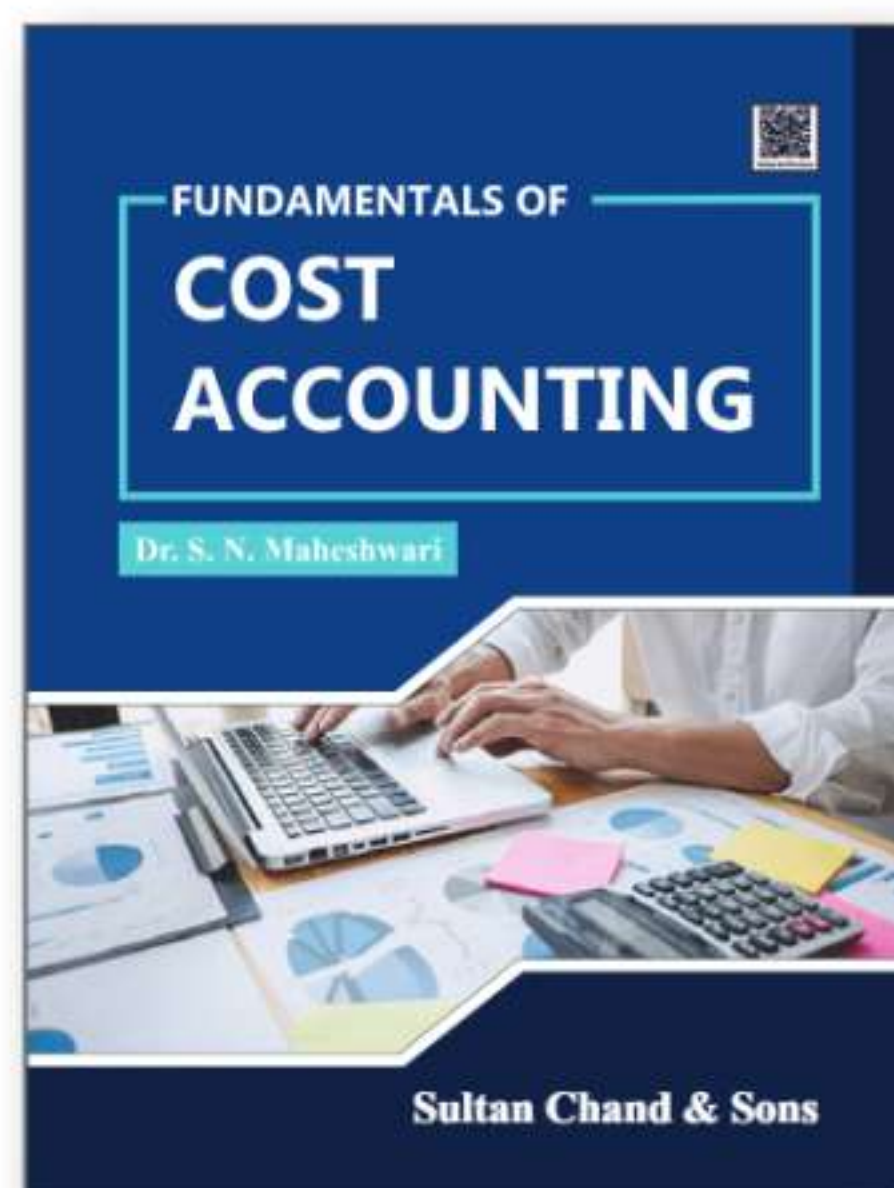
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# Fundamentals of Cost Accounting

Dr. S.N. Maheshwari



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# Corporate Accounting

M.P. Gupta • B.M. Agarwal

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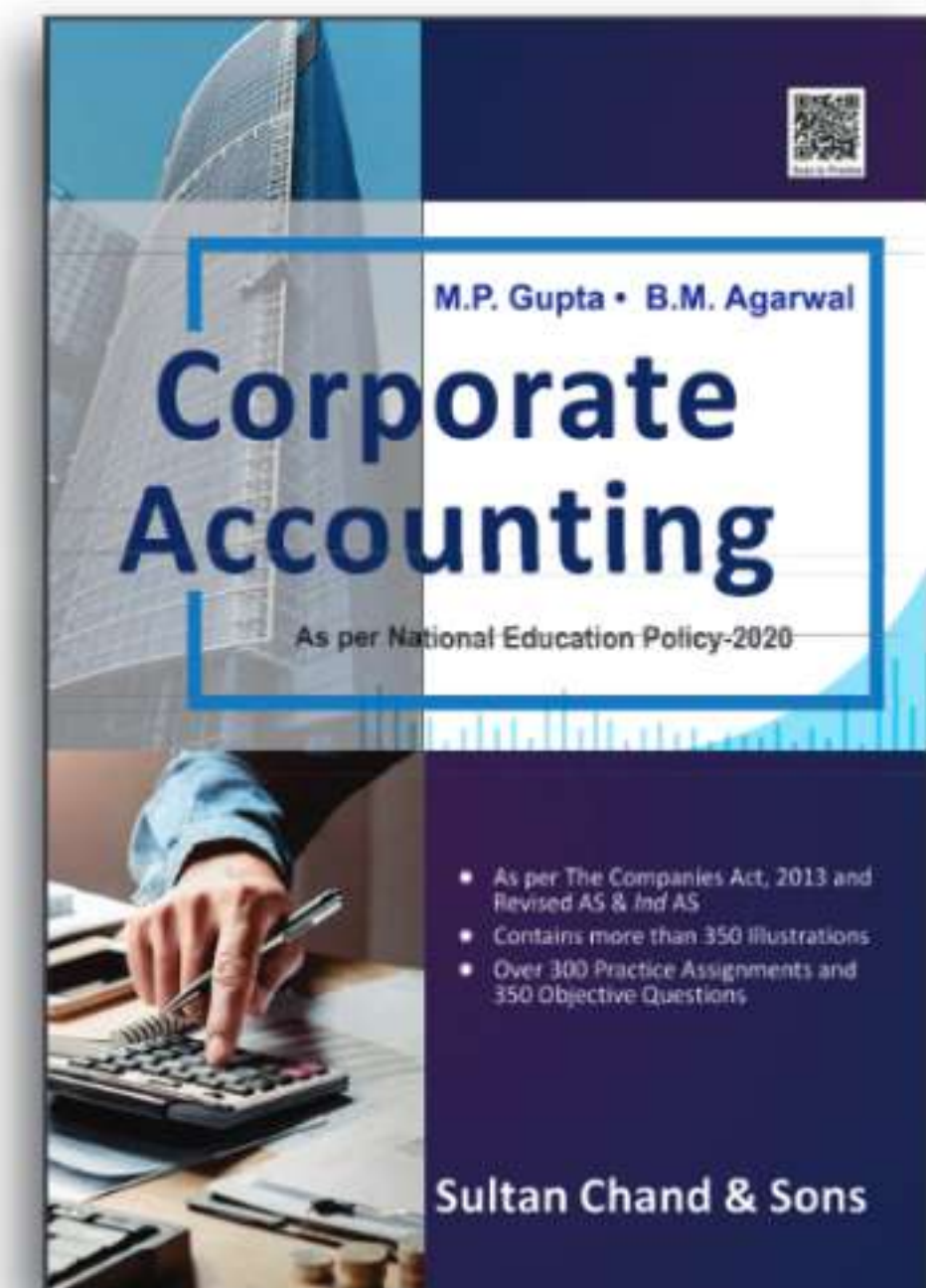
**Unit I: Accounting for Share Capital and Debentures** – Introduction of Company Accounts • Share Capital • Issue of Debentures • Underwriting of Shares and Debentures • Accounting of Bonus Issue and Right Issue • Accounting for Employees Stock Options • Redemption of Preference Shares • Buy-Back of Securities • Redemption of Debentures

**Unit II: Financial Statements of Companies** – Financial Statements of Companies • Profit or Loss Pre and Post-Incorporation • Cash Flow Statement • Corporate Financial Reporting

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**Unit IV: Amalgamation of Companies and Internal Reconstruction** – Accounting for Combination or Amalgamation of Companies • Accounting for Internal Reconstruction of Companies

*Appendix: Accounting Standards (AS) and Indian Accounting Standards (Ind AS)*



Edition: 1st, 2024

Pages: xx + 798

ISBN: 978-93-91820-64-0 (TC 1300)

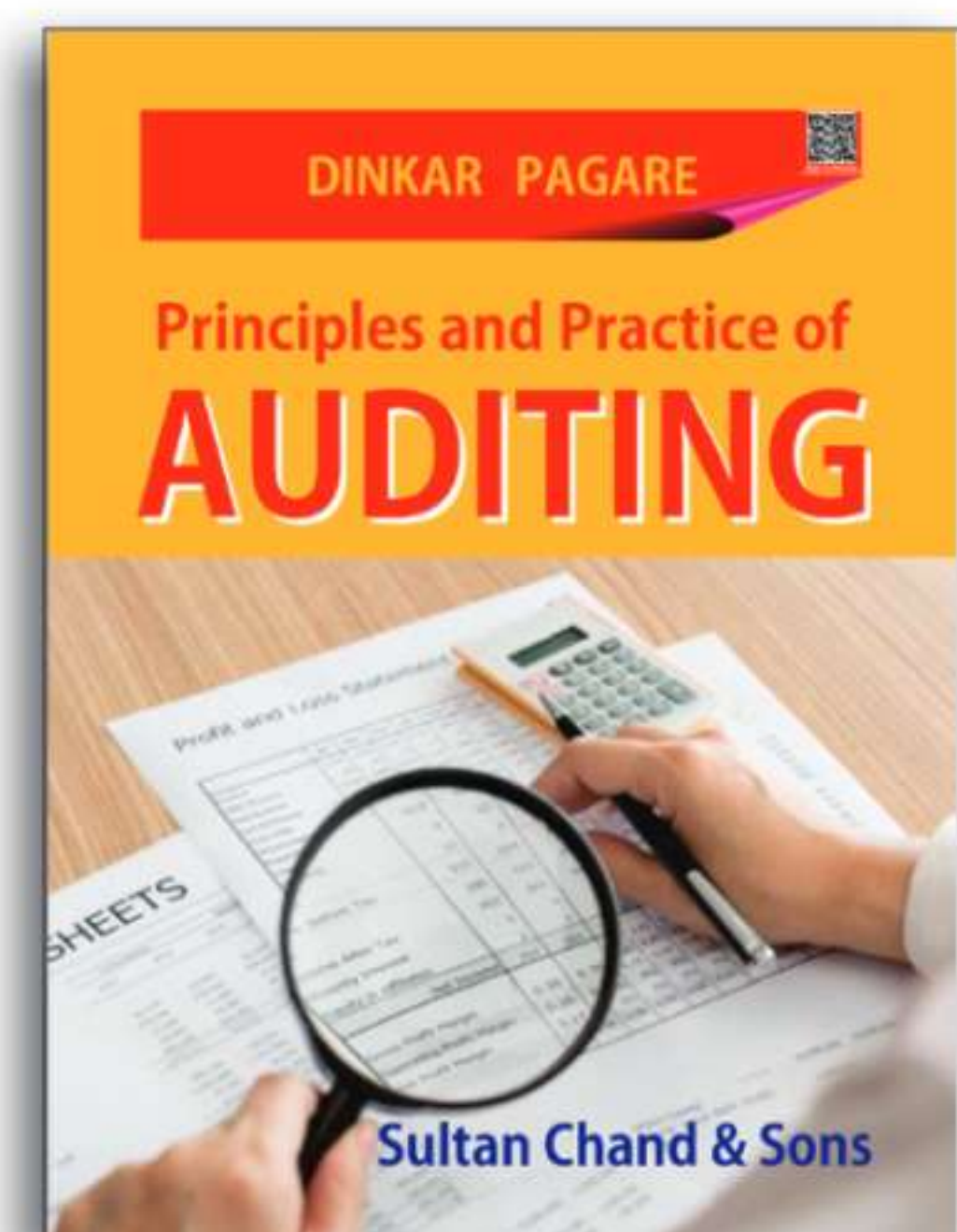
MRP: ₹ 725.00

# Principles and Practice of Auditing

Dinkar Pagare

## Contents

Introductory • Objects of Audit • Classification or Types of Audit • Internal Control/Internal Check/Internal Audit • Audit Planning, Audit Program and Working Papers • Audit Evidence and Sampling • Vouching – Audit of Cash Transactions • Vouching – Audit of Trading Transactions • Vouching of Impersonal Ledger • Verification and Valuation of Assets and Liabilities • Auditing in EDP Environment • Company Audit – Appointment, Qualifications and Removal of Auditors • Company Audit – Rights and Duties of Auditors • Company Audit – Audit of Share Capital and Share Transfer • Top-level Management of Company and Their Remuneration • Audit of Divisible Profits and Dividend • Specialized Audit • Special Features of Government Audit • Audit Report • Management Audit • Liabilities of Auditors or Professional Accountants • Cost Audit • Tax Audit; Investigations • Professional Ethics and Regulation • Auditing Statements and Standards on Auditing. Financial Accounting.



Edition: 13th, 2020

Pages: xxiv + 376

ISBN: 978-93-5161-170-7 (TC 101)

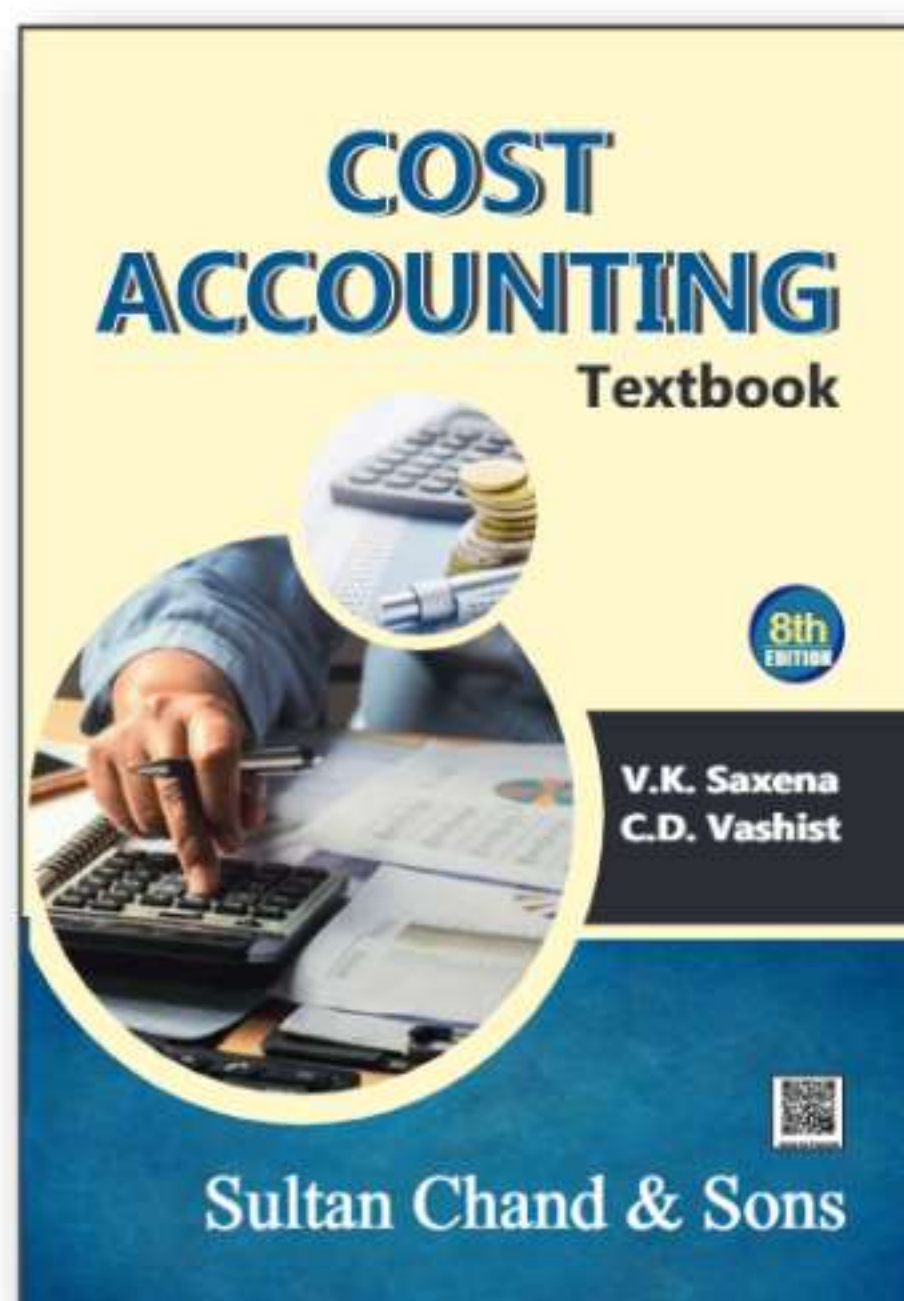
MRP: ₹ 390.00





## Cost Accounting: *Textbook*

V.K. Saxena • C.D. Vashist



### Contents

Overview of Cost Accounting: Concepts and Practices • Materials Cost • Employee Cost (Labour) • Direct or Chargeable Expenses • Overheads • Introduction to Activity Based Costing (ABC) • Cost Book-keeping: Cost Control Accounts • Reconciliation of Cost and Financial Accounts • Job and Batch Costing • Contract Costing • Single or Output or Unit Costing, Calculation of Tender Price or Estimates • Process Costing • Operating or Service Costing • Joint Product and By-product Costing • Marginal Costing and Cost-Volume-Profit Analysis • Decision Involving Alternative Choice • Budgetary Control • Standard Costing and Variance Analysis • Uniform Costing and Inter-Firm Comparison • Miscellaneous Topics.

*Appendix A – Extracts from C.I.M.A. (London) Management/Cost Accounting Official Terminology (Revised 2005)*

*Appendix B – Emerging Trends in Cost Accounting Question Papers*

Edition: 8th, 2024

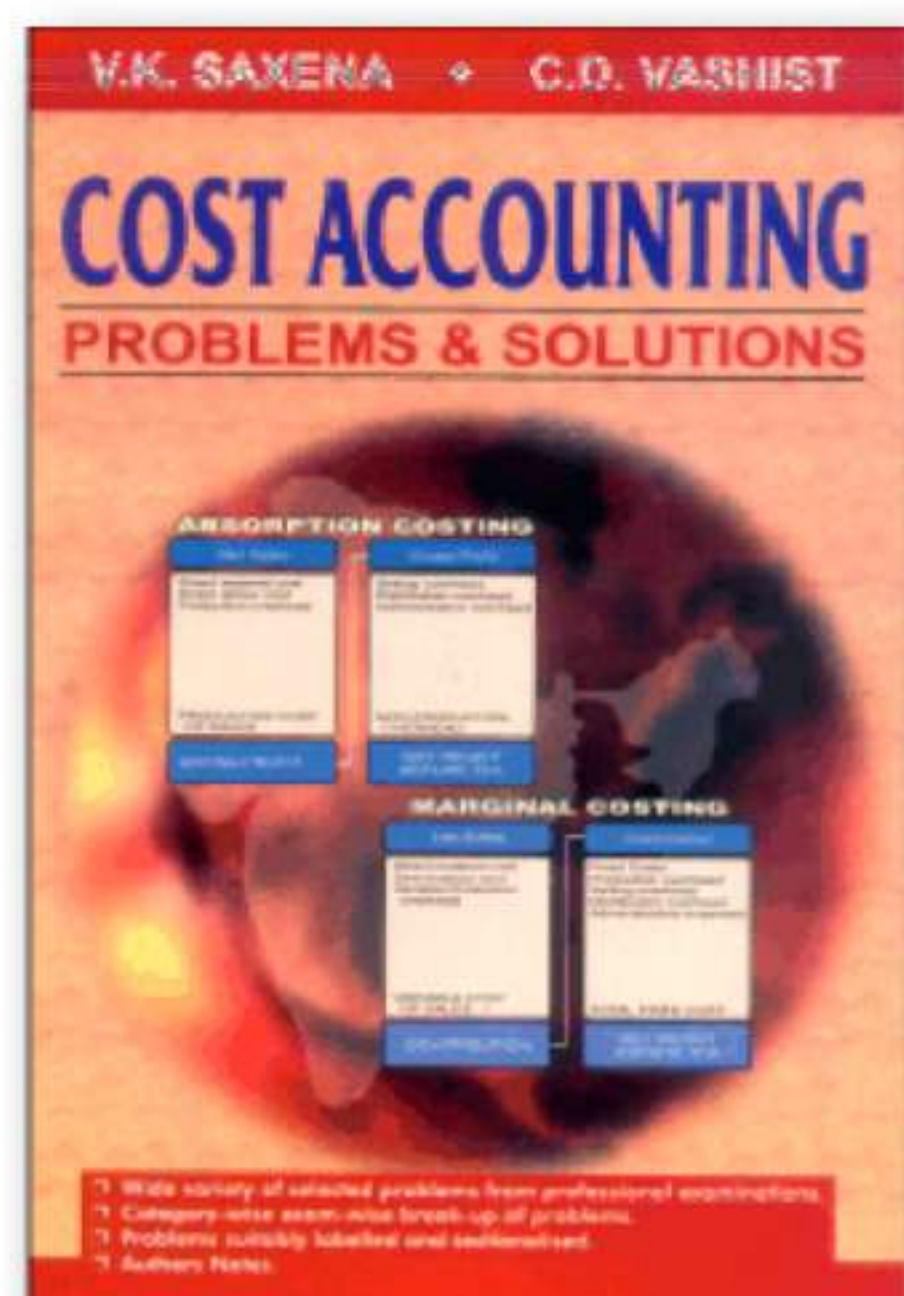
Pages: xl + 1,304

ISBN: 978-951043-5-2 (TC 111)

MRP: ₹ 895.00

## Cost Accounting *Problems & Solutions*

V.K. Saxena • C.D. Vashist



### Contents

- Materials
- Labour
- Overheads
- Cost Book-Keeping
- Reconciliation of Cost and Financial Accounts
- Job Costing and Contract Costing
- Single or Output Costing
- Contract Costing
- Process Costing
- Service Costing
- Joint Product and By-Products
- Marginal Costing and Cost-Volume-Profit Analysis
- Short-Term Decision Making
- Budgetary Control
- Standard Costing – Variance Analysis

*Appendix A – Problems from Recent Examinations*

*Appendix B – Preparing for Professional Examinations*

Edition: 11th, 2006

Pages: xxiv + 926

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

MRP: ₹ 450.00



# Financial and Management Accounting

Dr. S.N. Maheshwari

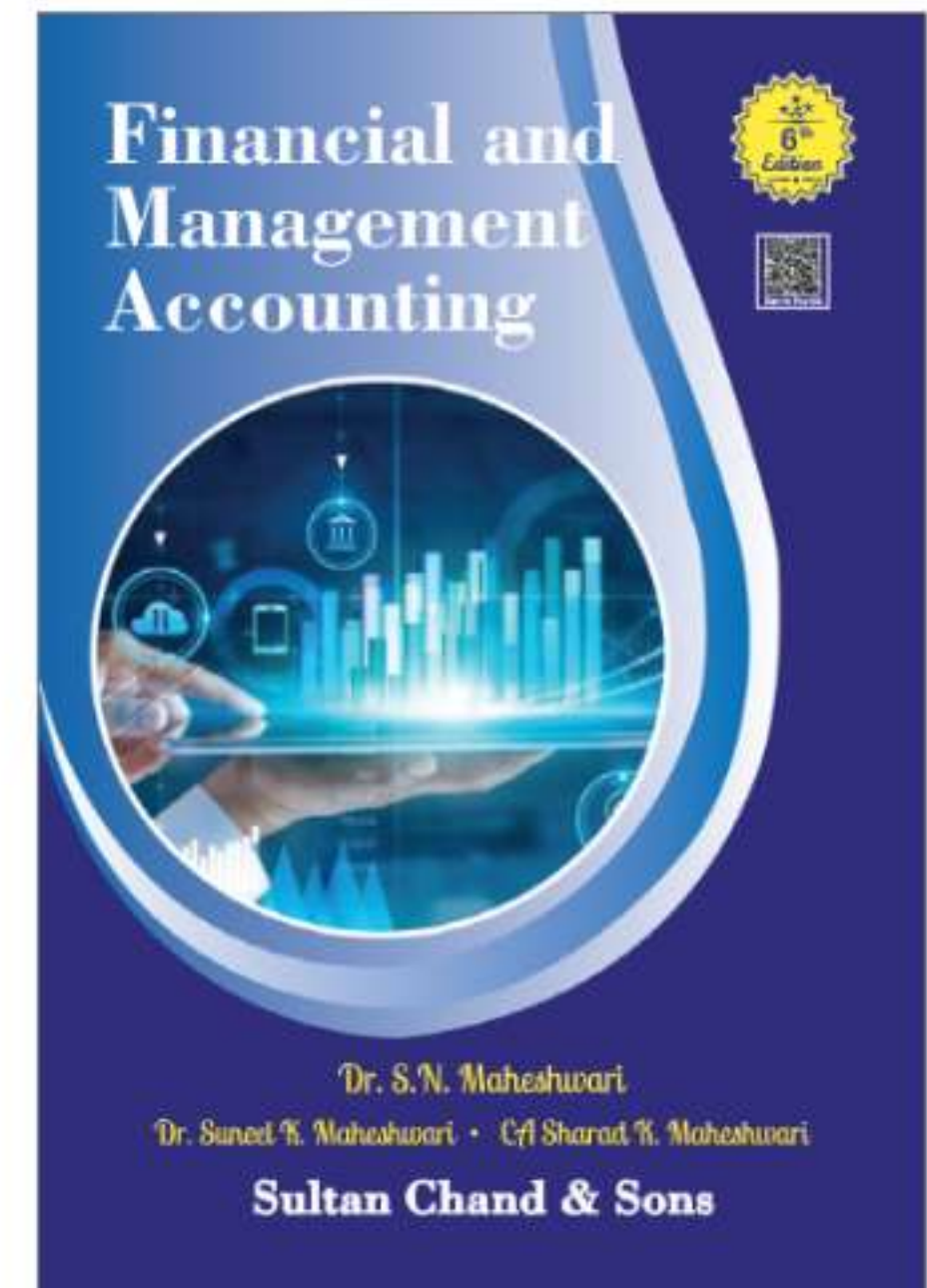
Dr. Suneel K. Maheshwari • CA Sharad K. Maheshwari

## Contents

**Part I: Financial Accounting** – Meaning and Scope of Accounting • Accounting Principles • Journalising Transactions • Ledger Posting and Trial Balance • Sub-division of Journal • Negotiable Instruments • Bank Reconciliation Statement • Matching Concept • Capital and Revenue • Final Accounts.

## Part II: Management Accounting

*Section A: Fundamentals* • Management Accounting – Nature and Scope • Basic Cost Concepts • *Section B: Financial Analysis* • Financial Statements – Analysis and Interpretation • Ratios Analysis • Funds Flow Analysis • Cash Flow Analysis • *Section C: Planning & Control* • Budgetary Control • Standard Costing • Variance Analysis • Marginal Costing and Profit Planning • Decisions involving Alternative Choices • *Section D: Appendices* • Appendix 1: Presentation of Financial Statements • Appendix 2: Balanced Scorecard.



Edition: 6th, 2022

Pages: xvi + 768

ISBN: 978-93-91820-21-3 (TC 825)

MRP: ₹ 595.00

# Accounting for Management

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

## Contents

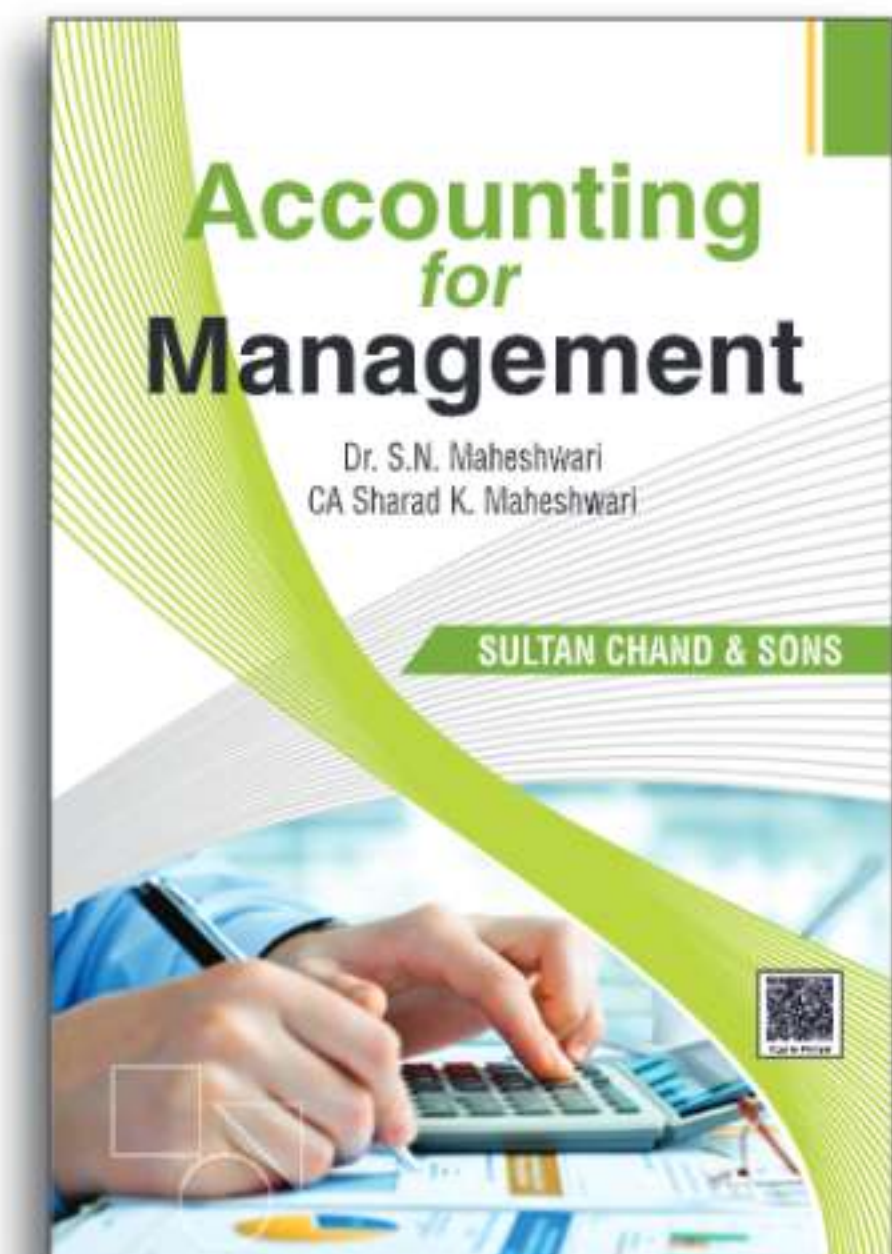
**Part I: Financial Accounting** – *Section 1: Accounting Principles & Processes* – Meaning and Scope of Accounting • Accounting Principles • Journalising Transactions • Ledger posting and Trial Balance • Sub-division of Journal • Negotiable Instruments • Bank Reconciliation Statement • Matching Concept • Capital and Revenue • Final Accounts • Inventory Valuation • Fixed Assets and Depreciation Accounting • Rectification of Errors.

**Part II: Cost Accounting** – *Section 2: Cost Accounting Concepts & Elements of Cost* – Cost Accounting : Meaning and Scope • Basic Cost Concepts • Material Cost Control • Valuation of Materials • Material Losses • Labour Cost Control • Labour Remuneration • Direct Expenses • Overheads – General • Overheads – Distribution.

*Section 3: Costing Methods* – Single, Unit or Output Costing • Job and Batch Costing • Contract Costing • Process Costing • Operation Costing • Operating or Service Costing • Reconciliation of Cost and Financial Accounts.

**Part III: Management Accounting** – *Section 4: Planning & Control* – Budgetary Control • Standard Costing • Variance Analysis • Marginal Costing and Profit Planning • Decisions Involving Alternative Choices • Miscellaneous Concepts.

**Part IV: Suggested Answers.**



Edition: 3rd, 2012

Pages: xx + 1,158

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

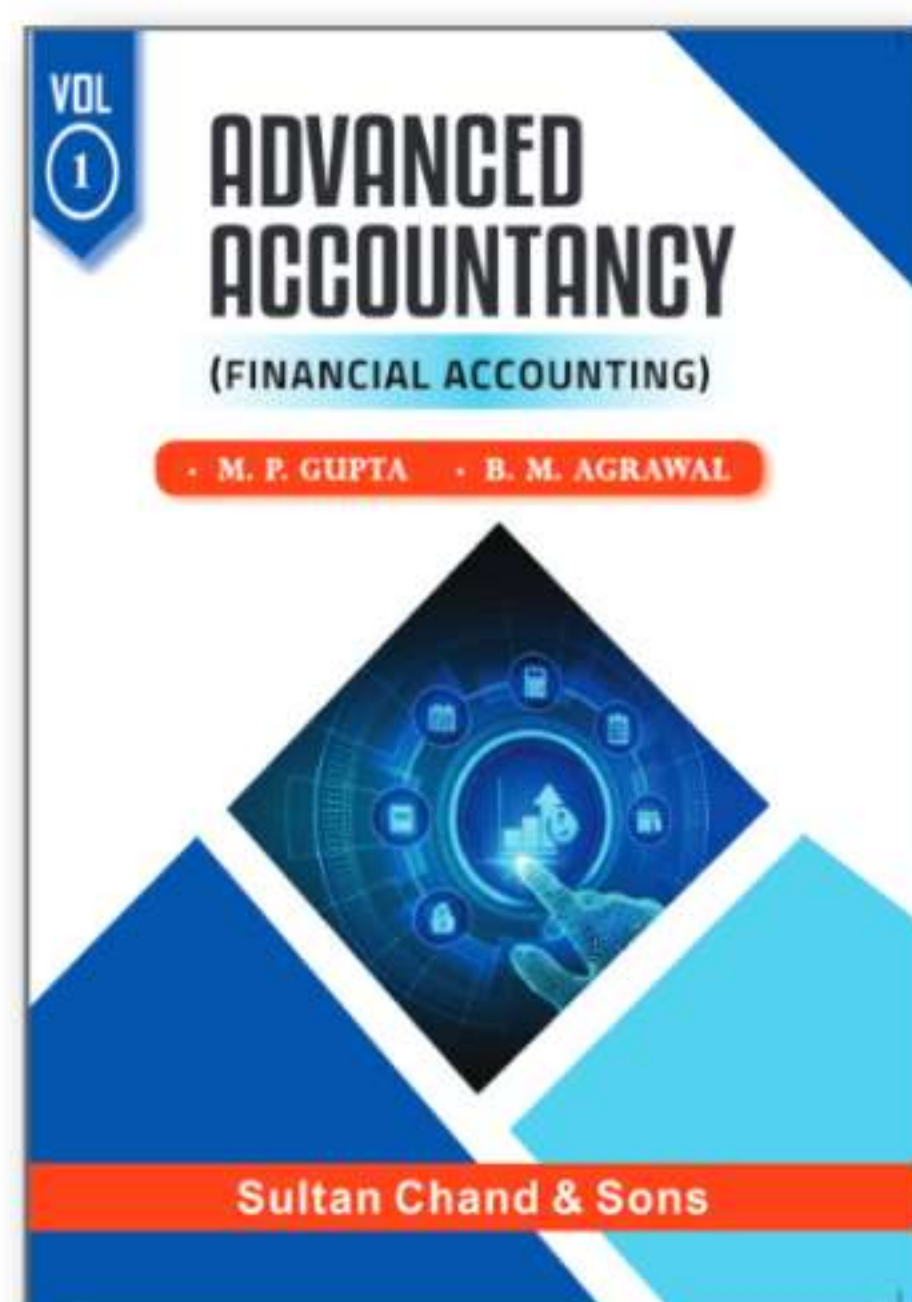
MRP: ₹ 695.00



## Advanced Accountancy – Vol. I

### *Financial Accounting*

M.P. Gupta • B.M. Agrawal



#### Contents

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

Edition: 1st, 2022

Pages: xxiv + 1,734

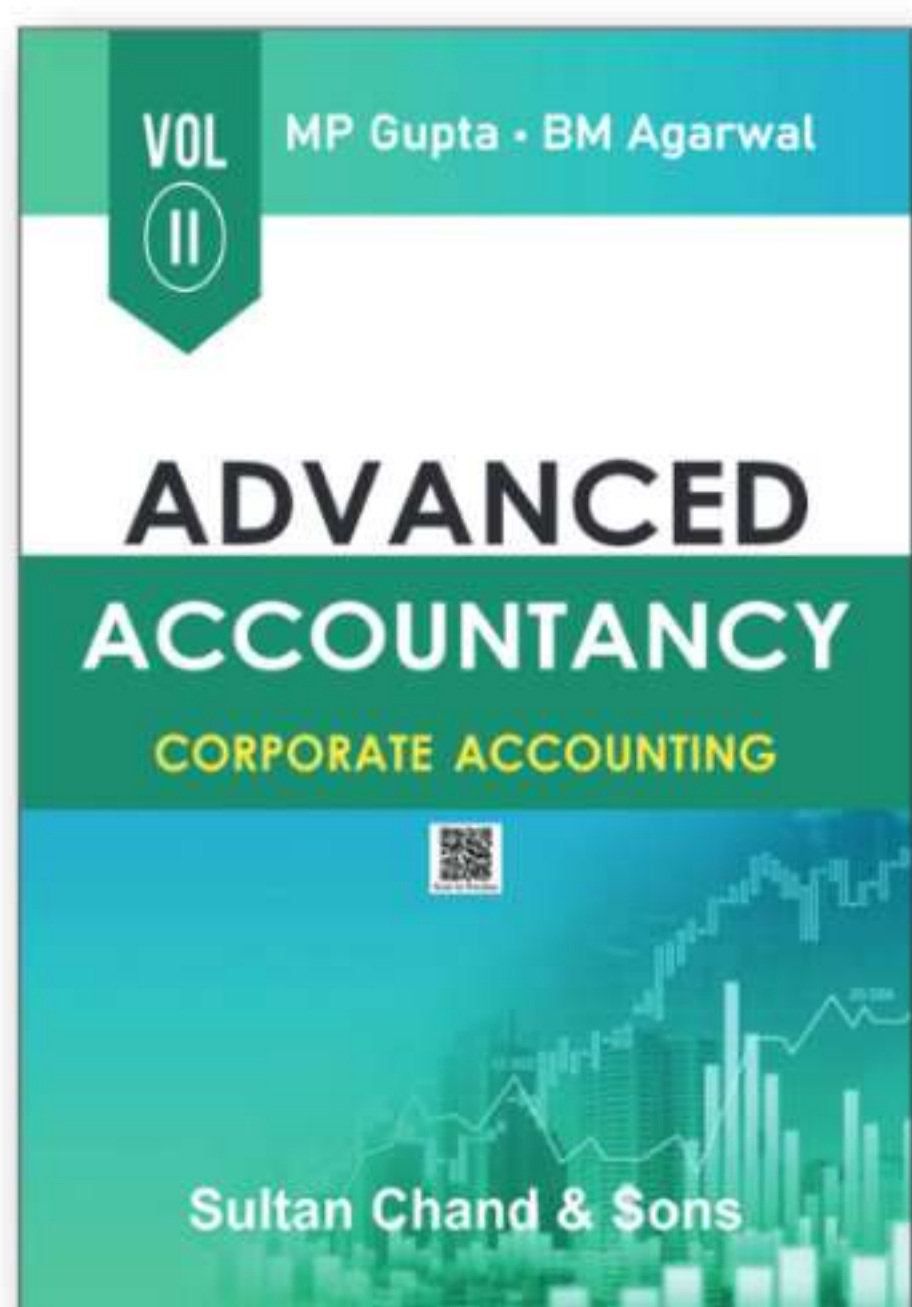
ISBN: 978-81-954071-3-2 (TC 1241)

MRP: ₹ 995.00

## Advanced Accountancy – Vol. II

### *Corporate Accounting*

M.P. Gupta • B.M. Agarwal



#### Contents

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Edition: 1st, 2023

Pages: xvi + 1,368

ISBN: 978-93-91820-03-9 (TC 1251)

MRP: ₹ 995.00





## Cost Accounting

*As per National Education Policy 2020*

M.P. Gupta • Ajay Gupta

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**Unit II: Elements of Cost: Material and Employee Cost** – Materials Cost • Employees Cost (Labour)

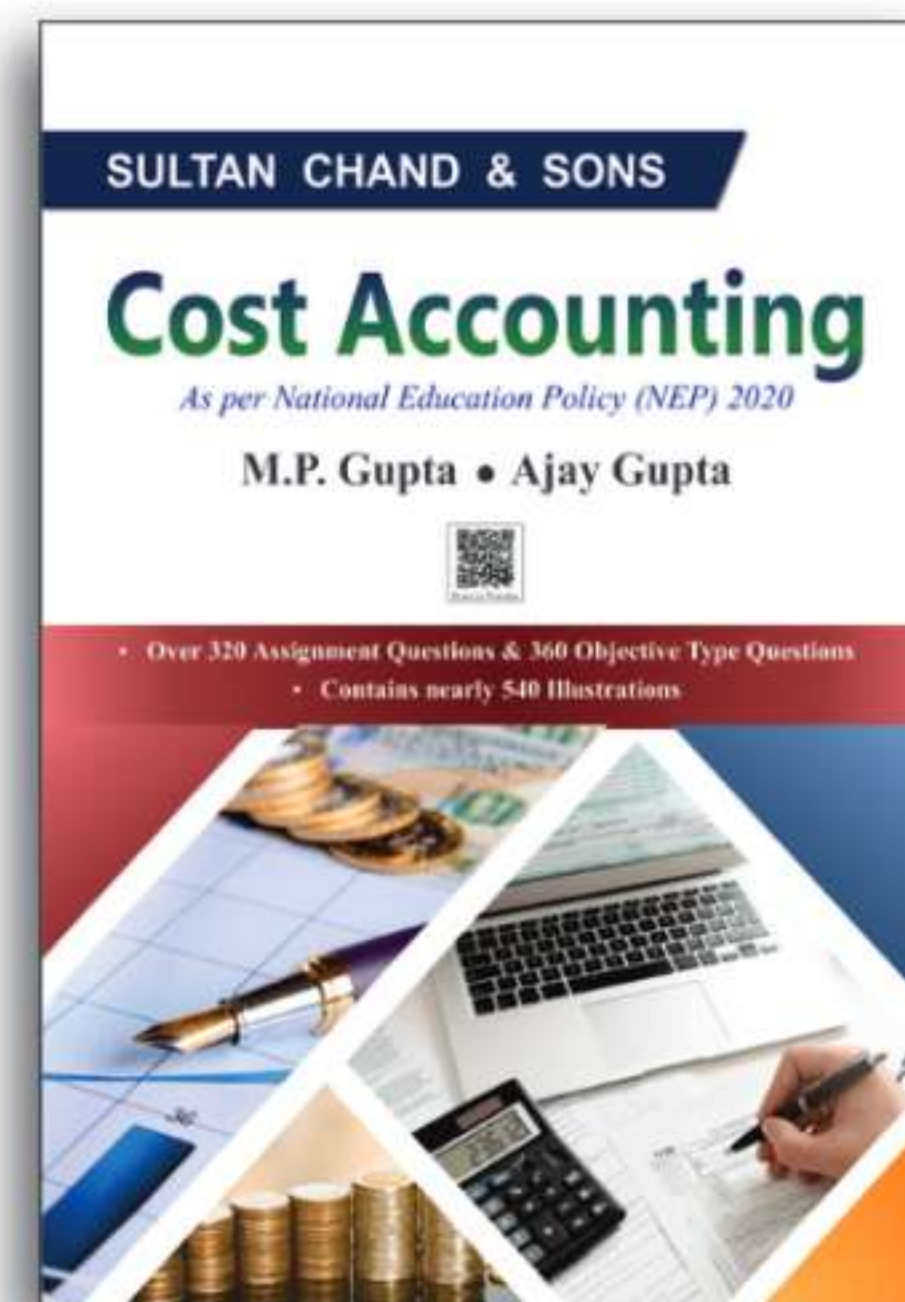
**Unit III: Elements of Cost: Overheads** – Overheads

**Unit IV: Methods of Costing** – Single or Output or Unit Costing-1 • Unit Costing-2 – Calculation of Tender Price or Estimates/Quotations • Job, Batch and Contract Costing • Process Costing • Operating or Service Costing

**Unit V: Cost Accounting Book-Keeping System** – Cost Book Keeping: Cost Control Accounts • Integrated or Integral Cost Accounts • Reconciliation of Cost and Financial Accounts

*Appendix 1 • Cost Accounting Standards (CAS)*

*Appendix 2 • Developments in Cost and Accounting.*



*Edition:* 1st, 2024

*Pages:* xvi + 904

ISBN: 978-93-91820-66-4 (TC 1306)

MRP: ₹ 795.00

## Principles of Management Accounting

Dr. S.N. Maheshwari

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

### Contents

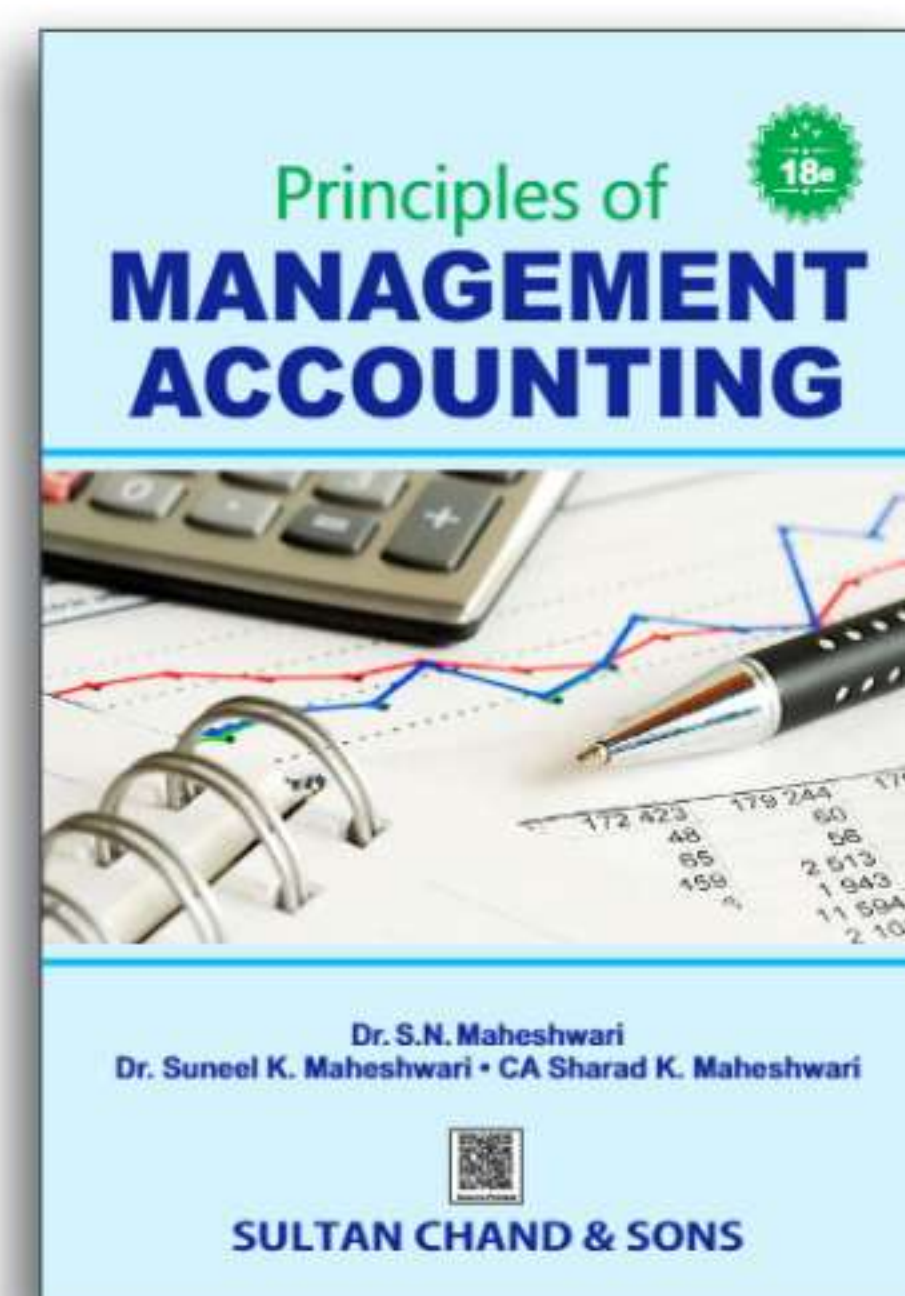
**Section A: Fundamentals** – Management Accounting: Nature and Scope; • Financial Accounting Principles; • Basic Cost Concepts; • Activity Based Costing (ABC).

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

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

**Section D: Appendices** – Appendix 1: Balanced Scorecard; • Appendix 2: Present Value of ₹ 1; • Appendix 3: Present Value of ₹ 1 Received annually for N Years; • Appendix 4: Compound Value of ₹ 1; • Appendix 5: Presentation of Financial Statements.

*University Question Papers • Subject Index • Author Index.*



*Edition:* 18th, 2021

*Pages:* xxviii + 736

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

MRP: ₹ 650.00

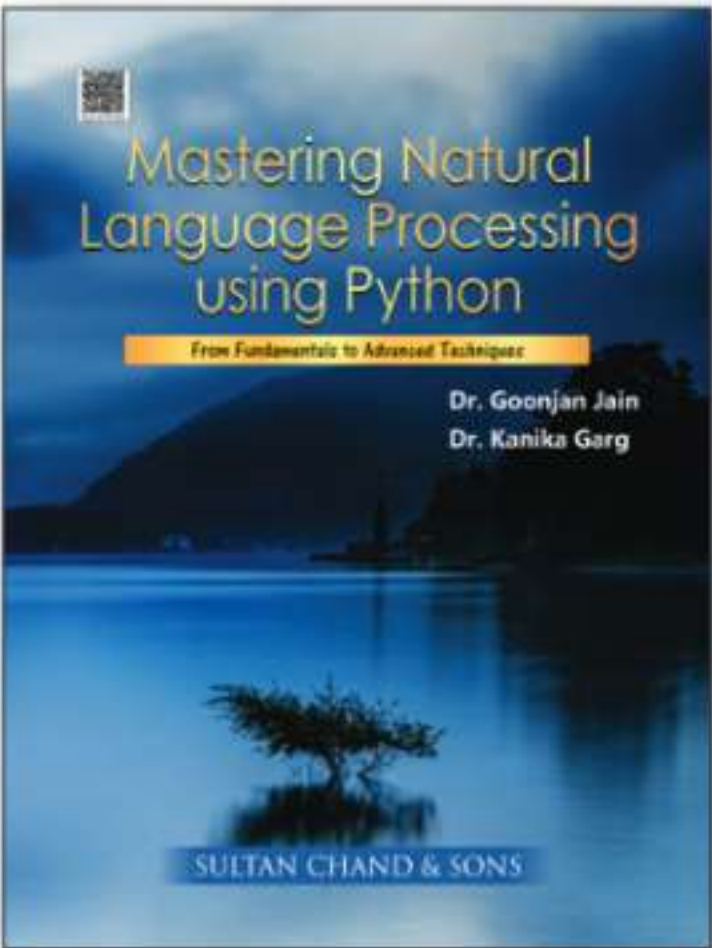




# Mastering Natural Language Processing using Python

## From Fundamentals to Advanced Techniques

Dr. Goonjan Jain • Dr. Kanika Garg



### Contents

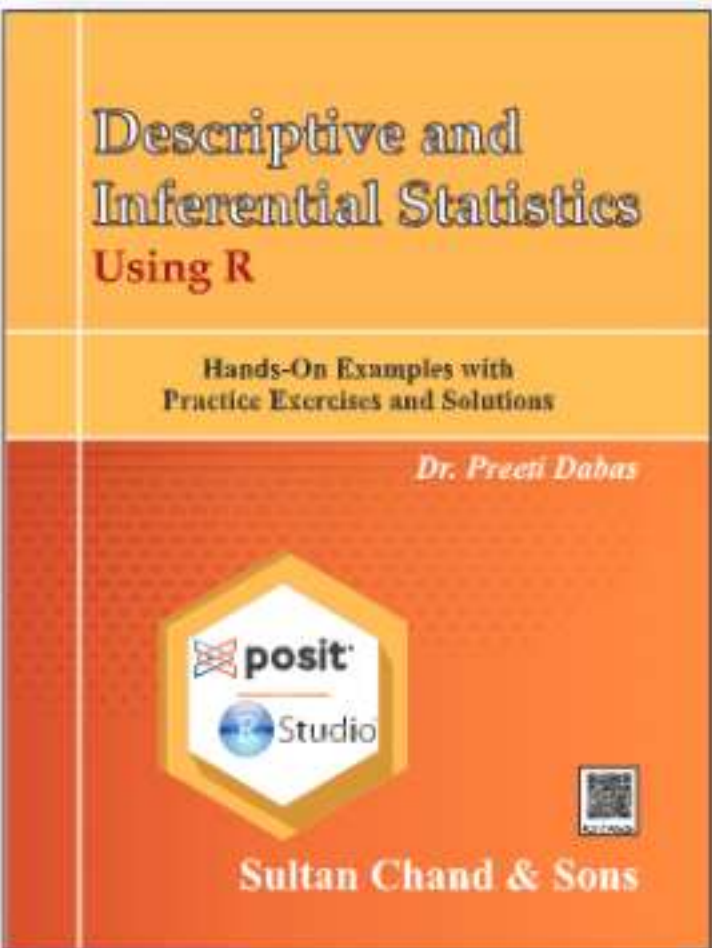
Introduction to Language Processing • Language Modeling • Lexical Analysis • Syntactic Analysis • Semantic Analysis • Discourse Processing • Natural Language Generation • Tasks in NLP • Advanced Deep Learning and Large Language Models

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Edition: 1st, 2025      Pages: xii + 324      ISBN: 978-93-49290-62-4 (TC 1319)      MRP: ₹ 395.00

# Descriptive and Inferential Statistics using R

## Dr. Preeti Dabas



### Contents

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**Part I: Univariate Analysis** – Univariate Analysis: Only One Variable

**Part II: Bivariate Analysis** – Bivariate Analysis: With Binary Dependent Variable • Bivariate Analysis: With Nominal Dependent Variable • Bivariate Analysis: With Ordinal Dependent Variable • Bivariate Analysis: With Metric Dependent Variable • Bivariate Analysis: With Two Paired Variables

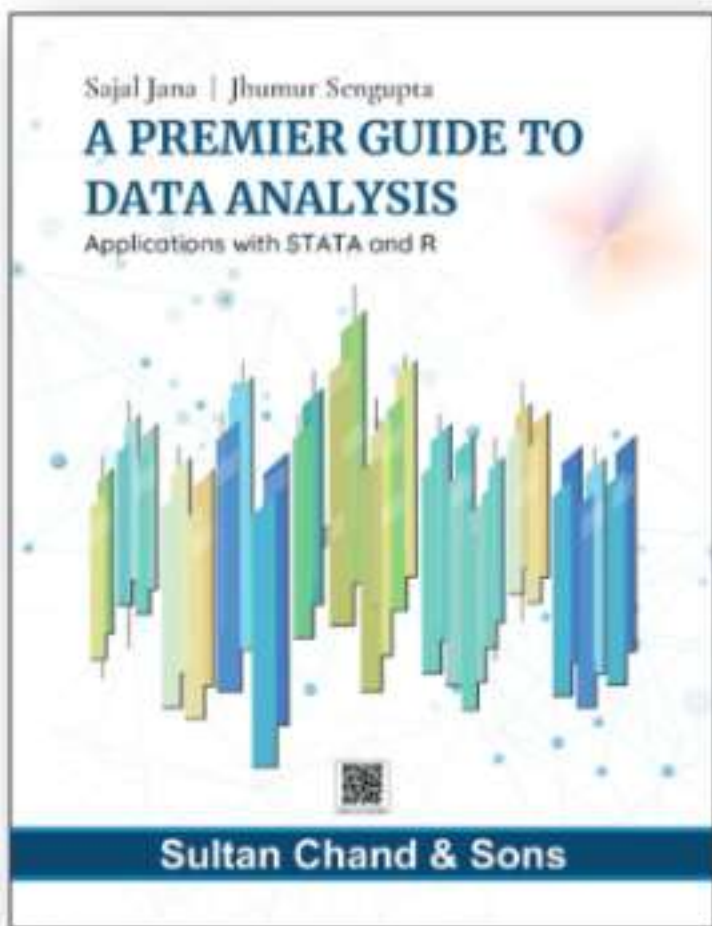
**Part III: Multivariate Analysis** – Multivariate Analysis: With Binary Dependent Variable • Multivariate Analysis: With Nominal Dependent Variable • Multivariate Analysis: With Ordinal Dependent Variable • Multivariate Analysis: With Metric Dependent Variable

Edition: 1st, 2024      Pages: xxviii + 444      ISBN: 978-93-91820-80-0 (TC 1307)      MRP: ₹ 450.00

# A Premier Guide to Data Analysis

## Applications with STATA and R

Sajal Jana • Jhumur Sengupta



### Contents

Data Management and Data Source • Basic Data Analysis • Getting Started with MS-Excel • An Introduction to STATA • An Introduction to R • Distribution Functions • Sampling Techniques and Survey Design • Index Number • Hypothesis Testing and Statistical Inference • Linear Correlation and Regression • Time Series, Panel and Non-LinearRegression Model • Analysis of National Accounts Statistics in RStudio • Analysis of National Sample Survey Data Using STATA • Reserve Bank of India Data Analysis in STATA • Analysis of Census Data Using RStudio.

Edition: 1st, 2024      Pages: xxviii + 372      ISBN: 978-93-91820-89-3 (TC 1281)      MRP: ₹ 495.00





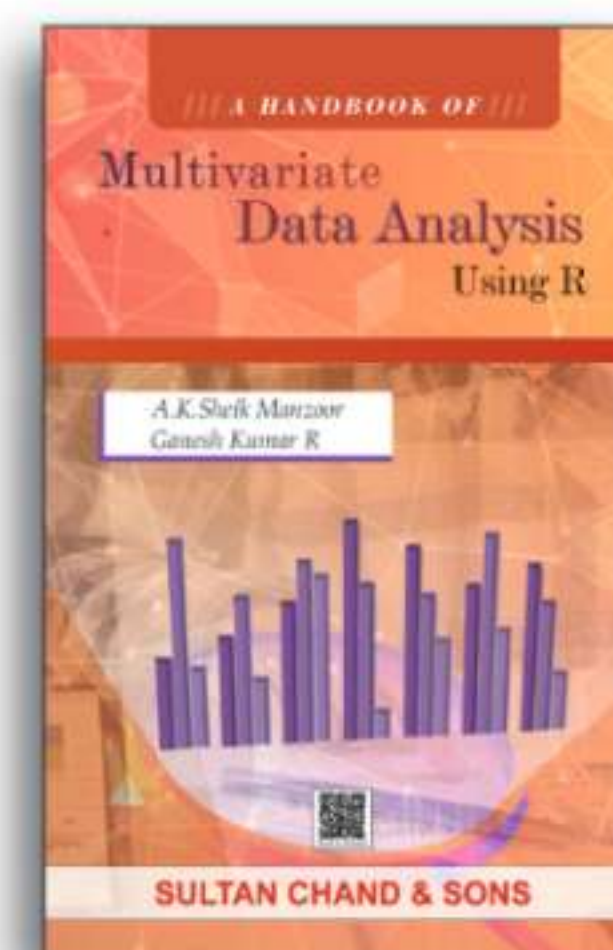
# A Handbook of Multivariate Data Analysis Using R

A.K. Sheik Manzoor • Ganesh Kumar R

## Contents

- Introduction to Multivariate Data Analysis
- Assessing the Characteristics of Data
- Multiple Linear Regression
- Discriminant Analysis
- Logistic Regression
- MANOVA
- Conjoint Analysis
- Cluster Analysis
- Multidimensional Scaling
- Correspondence Analysis
- Exploratory Factor Analysis
- Confirmatory Factor Analysis
- Structural Equations Modelling.

Glossary



Edition: 1st, 2024

Pages: vi + 130

ISBN: 978-93-91820-84-8 (TC 1308)

MRP: ₹ 225.00

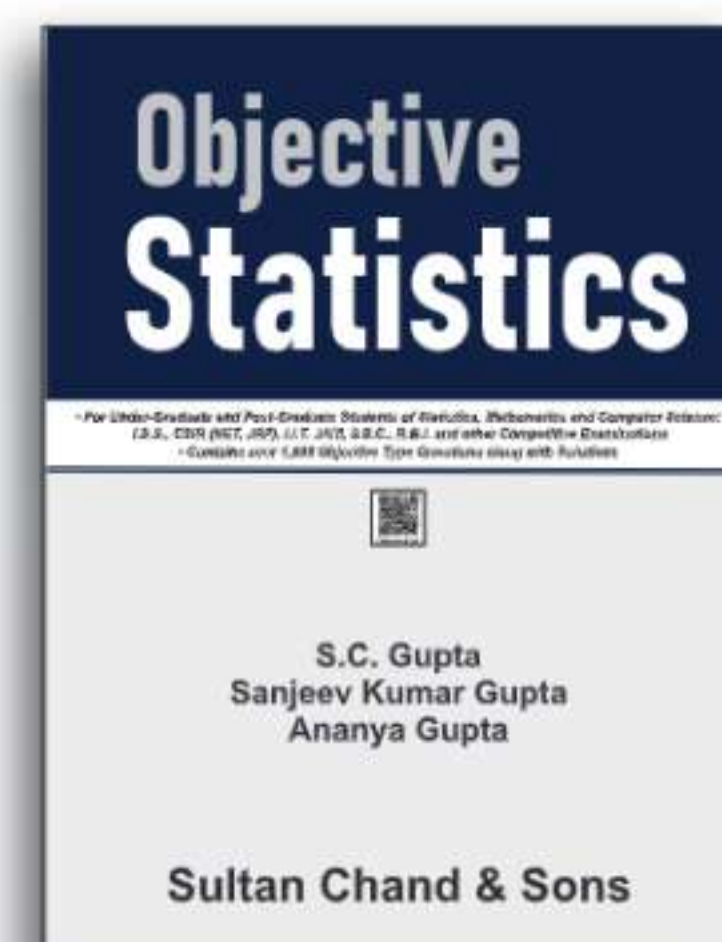
# Objective Statistics

S.C. Gupta • Sanjeev Kumar Gupta  
Ananya Gupta

## Contents

Descriptive Measures: Measures of Central Tendency, Dispersion, Skewness and Kurtosis  
• Theory of Probability • Random Variables and Distribution Functions • Mathematical Expectation and Generating Functions • Discrete Probability Distributions • Theoretical Continuous Distributions • Chebyshev's Inequality, Strong and Weak Law of Large Numbers, and Central Limit Theorems • Correlation and Regression • Chi-Square, t, F and Z Distributions, and Z Transformation • Bivariate Normal Distribution • Theory of Estimation-1 (Point Estimation)  
• Theory of Estimation-2 (Interval Estimation) • Testing of Hypothesis.

Appendix: Numerical Tables • Bibliography • Index



Edition: 1st, 2024

Pages: xiv + 928

ISBN: 978-93-91820-59-6 (TC 1272)

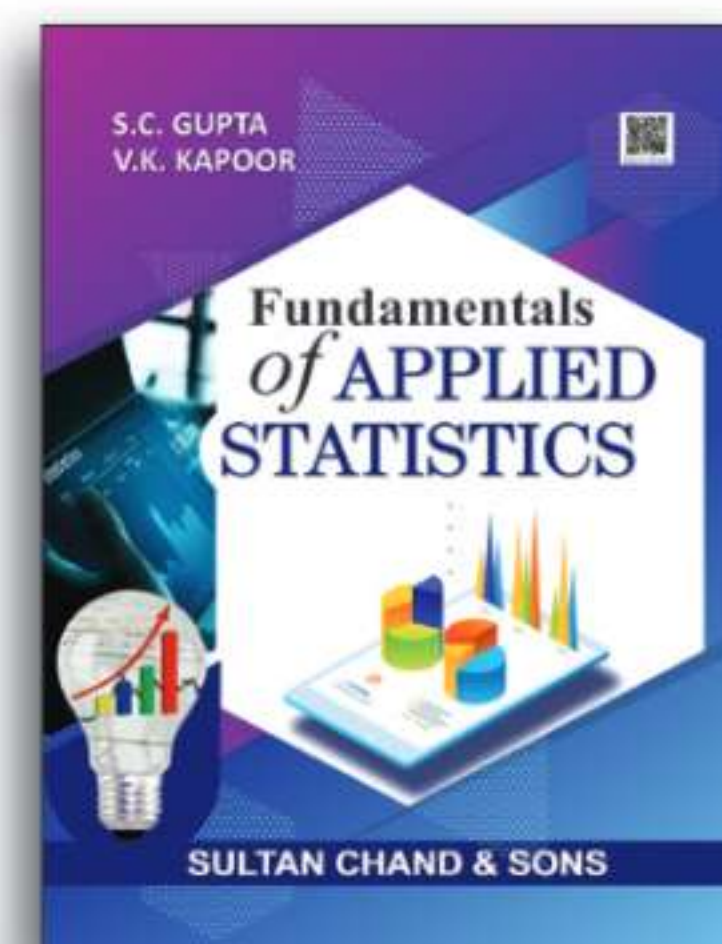
MRP: ₹ 795.00

# Fundamentals of Applied Statistics

S.C. Gupta • V.K. Kapoor

## Contents

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



Edition: 4th, 2007

Pages: xvi + 712

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

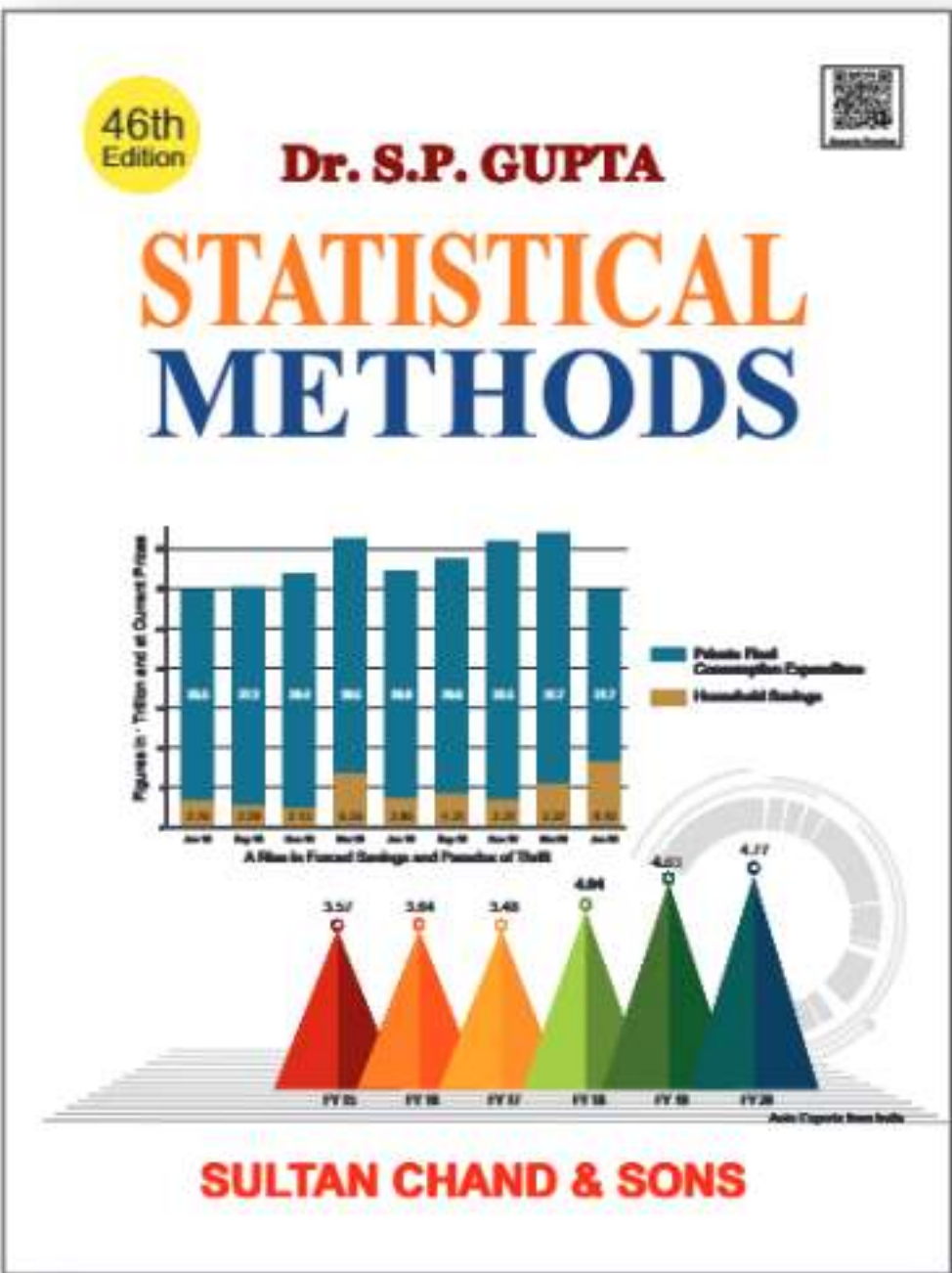
MRP: ₹ 625.00





# Statistical Methods

Dr. S.P. Gupta



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

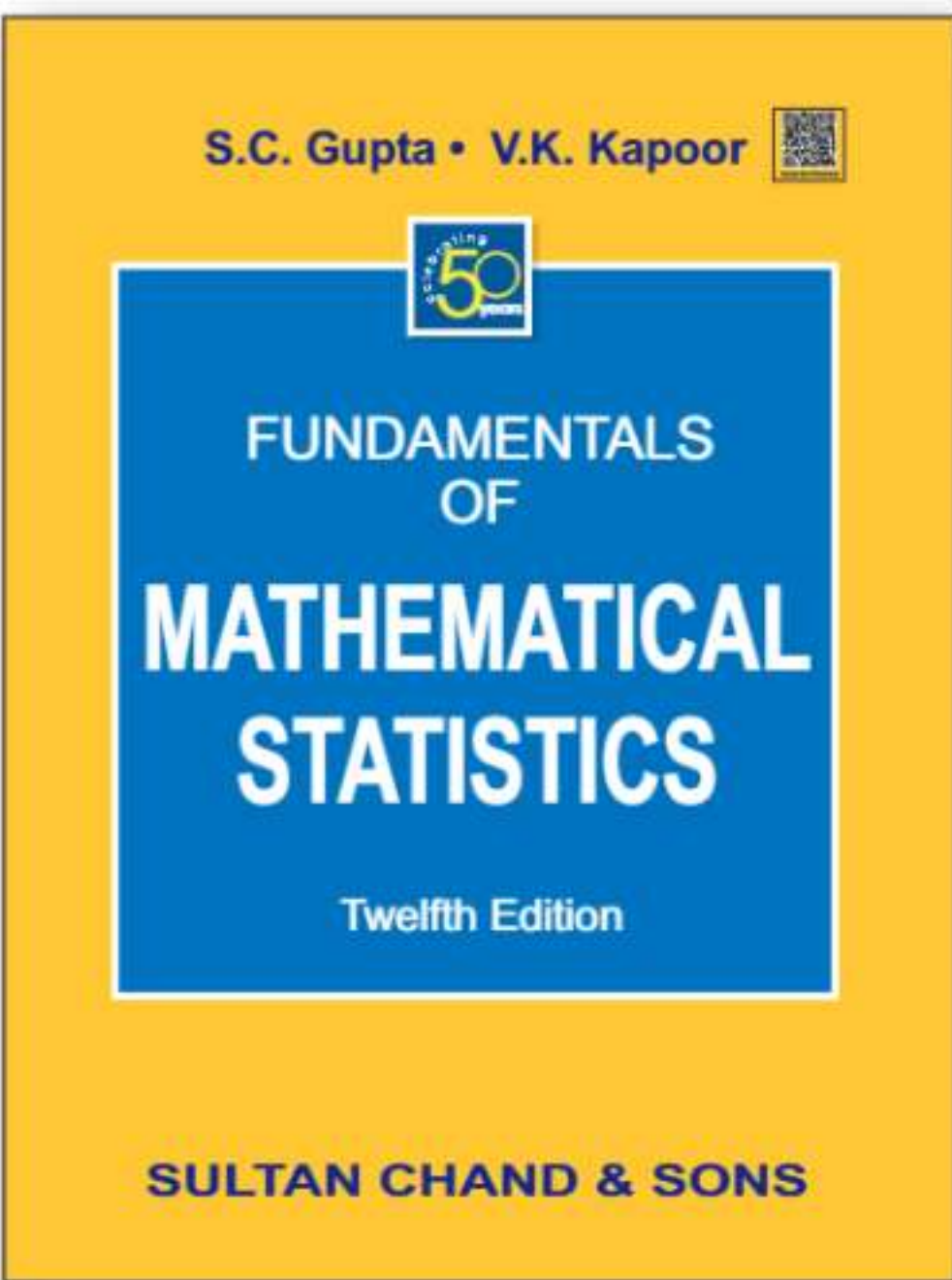
**Volume II:** Probability and Expected Value • Theoretical Distributions • Statistical Inference – Test of Hypothesis • Chi<sup>2</sup> test and Goodness of Fit • F-Test and Analysis of Variance • Experimental Designs • Statistical Quality Control • Business Forecasting • Partial and Multiple Correlation • Statistical Decision Theory • Non-Parametric Tests.

Revisionary Exercise  
Appendices.

Edition: 46th, 2021      Pages: xxiv + 1,304      ISBN: 978-93-5161-176-9 (TC 506)      MRP: ₹ 795.00

# Fundamentals of Mathematical Statistics

S.C. Gupta • V.K. Kapoor



## Contents

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

Appendices  
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Edition: 12th, 2020      Pages: xx + 1,322      ISBN: 978-93-5161-173-8 (TC 499)      MRP: ₹ 795.00





## Introduction to Management Science Operations Research

Kanti Swarup • P.K. Gupta • Man Mohan

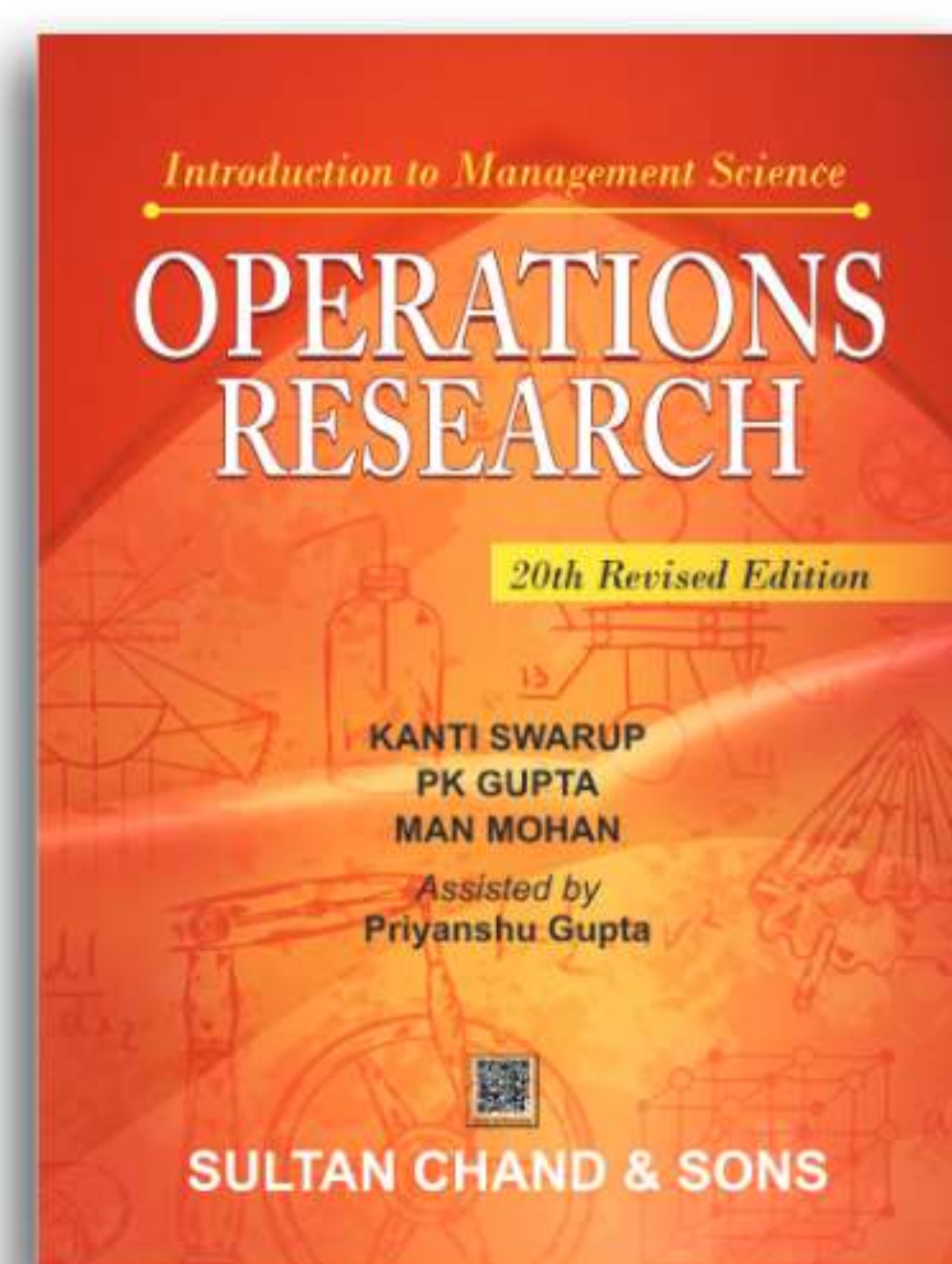
### Contents

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

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Edition: 20th, 2022

Pages: xxiv + 1,160

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

MRP: ₹ 795.00

## Business Mathematics

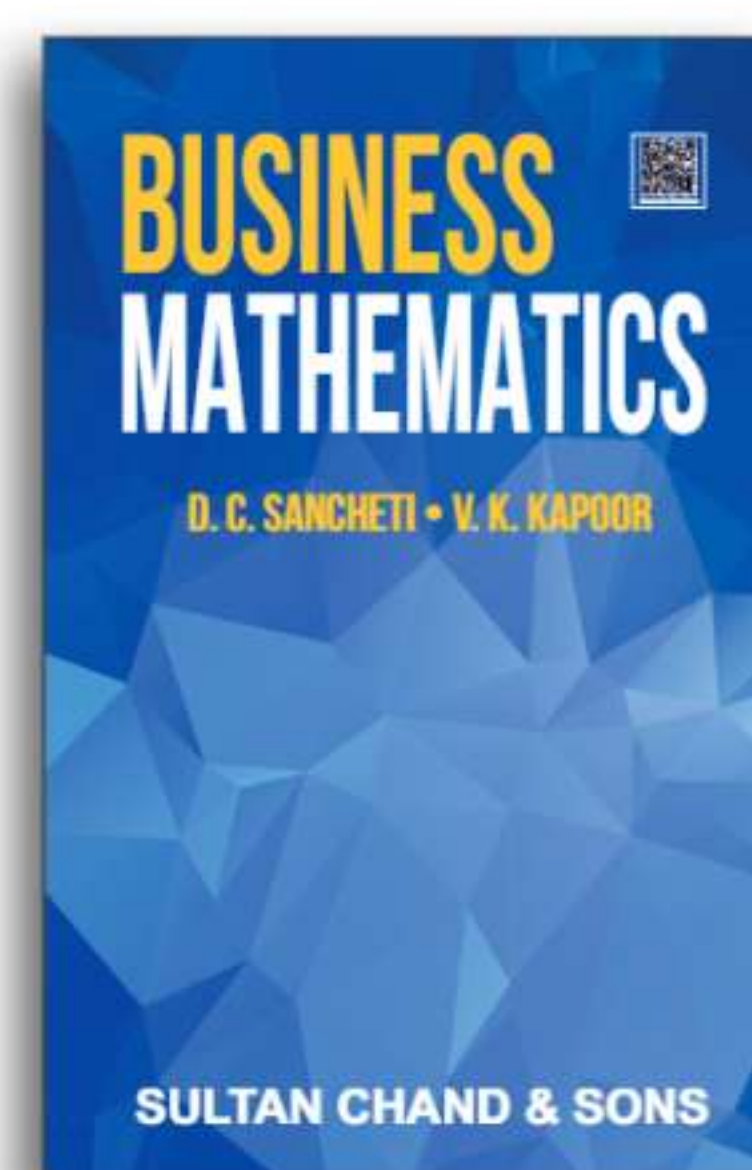
D.C. Sancheti • V.K. Kapoor

### Contents

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

Some Additional Topics

Numerical Tables.



Edition: 11th, 2011

Pages: xvi + 1,184

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

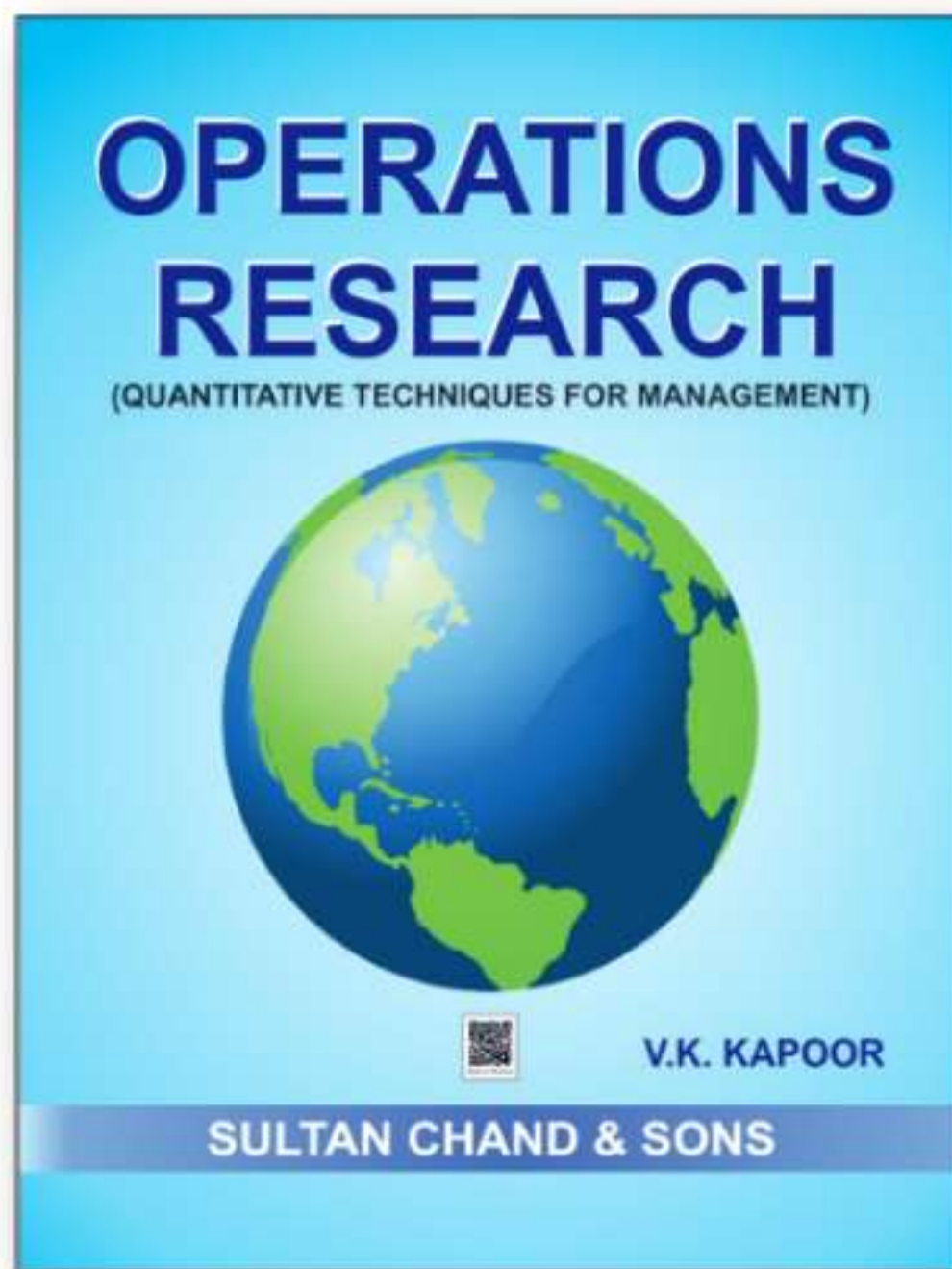
MRP: ₹ 595.00





## Operations Research (Quantitative Techniques for Management)

V.K. Kapoor



### Contents

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

Edition: 9th, 2014

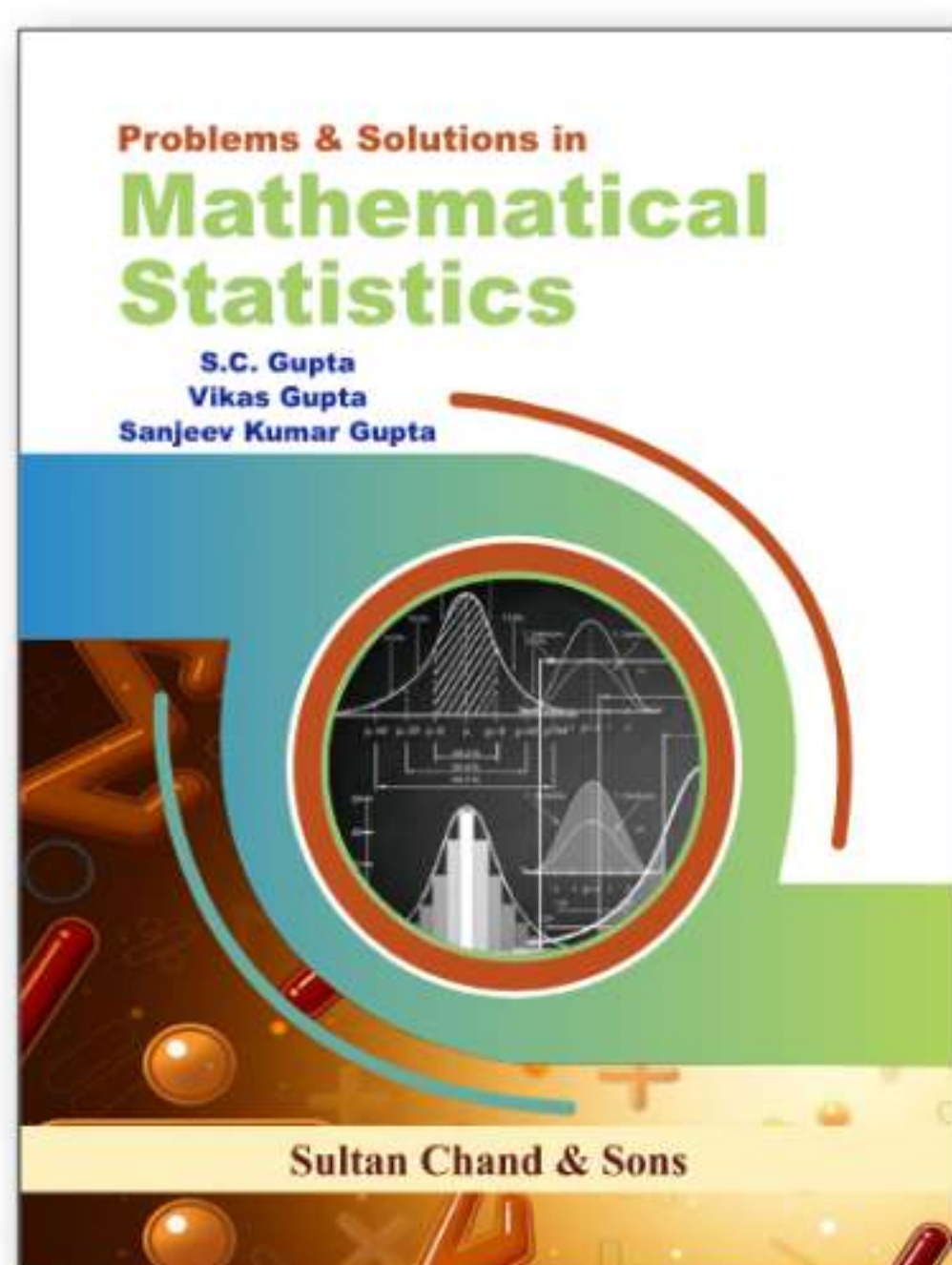
Pages: xvi + 624

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

MRP: ₹ 625.00

## Problems & Solutions in Mathematical Statistics

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



### Contents

- Descriptive Measures [Measures of Central Tendency, Dispersion, Skewness and Kurtosis]
- Probability
- Random Variables and Distribution Functions
- Mathematical Expectation
- Generating Functions and Law of Large Numbers
- Discrete Probability Distributions
- Continuous Probability Distributions
- Correlation
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- Bivariate Normal Distribution
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Appendix 1 – Numerical Tables

Appendix 2 – Bibliography.

Edition: 1st, 2016

Pages: viii + 640

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

MRP: ₹ 495.00





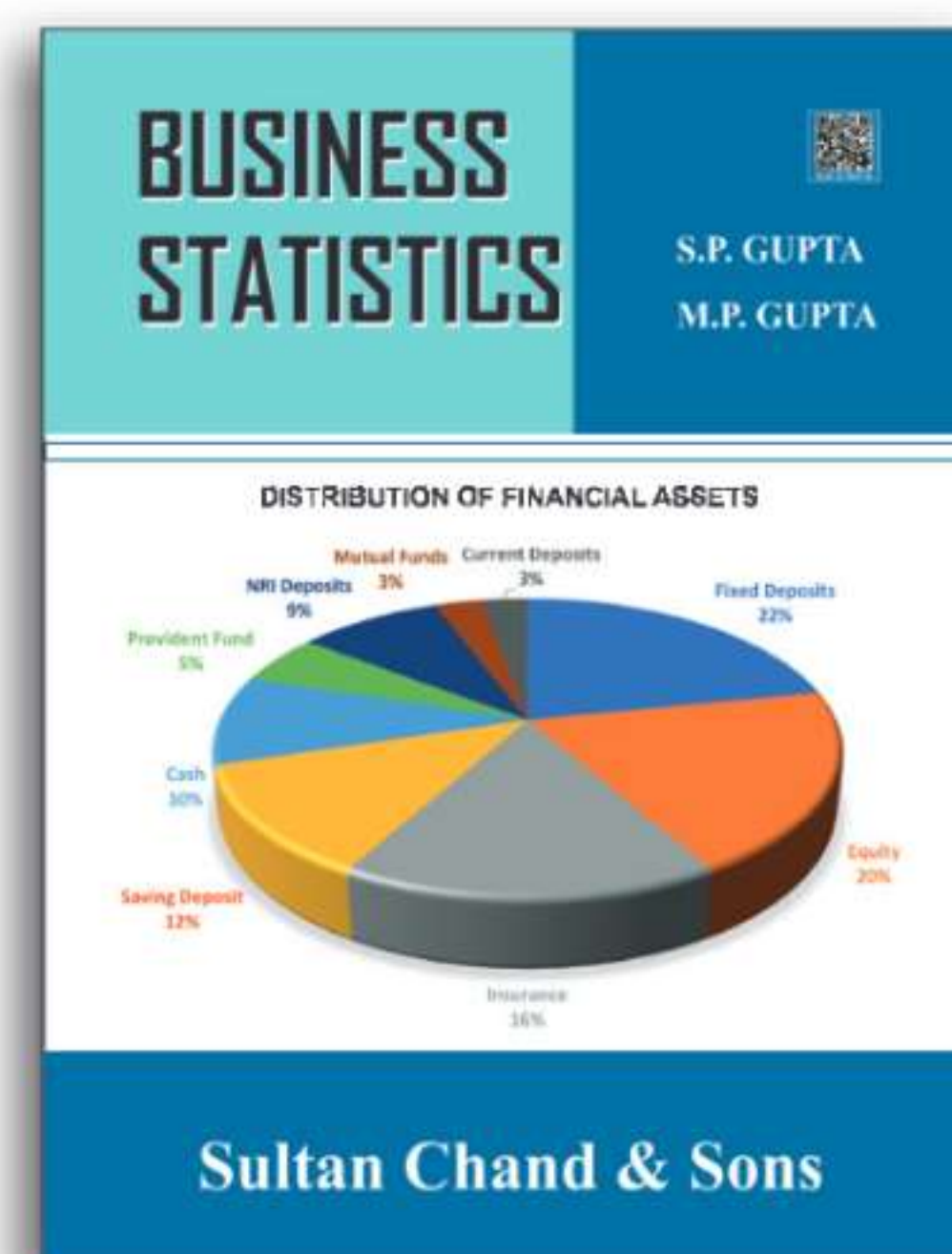
# Business Statistics

S.P. Gupta • M.P. Gupta

## Contents

- Business Statistics – What & Why
- Collection of Data
- Presentation of Data
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- Measures of Variations
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- Regression Analysis
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- Business Forecasting and Time Series Analysis
- Probability
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- Estimation of Parameters
- Test of Hypothesis
- Small Sampling Theory
- Chi-Square Test
- Analysis of Variance
- Statistical Quality Control
- Partial and Multiple Correlation and Regression
- Statistical Decision Theory

Appendix: Statistical Tables.



Edition: 19th, 2017

Pages: xxiv + 800

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

MRP: ₹ 595.00

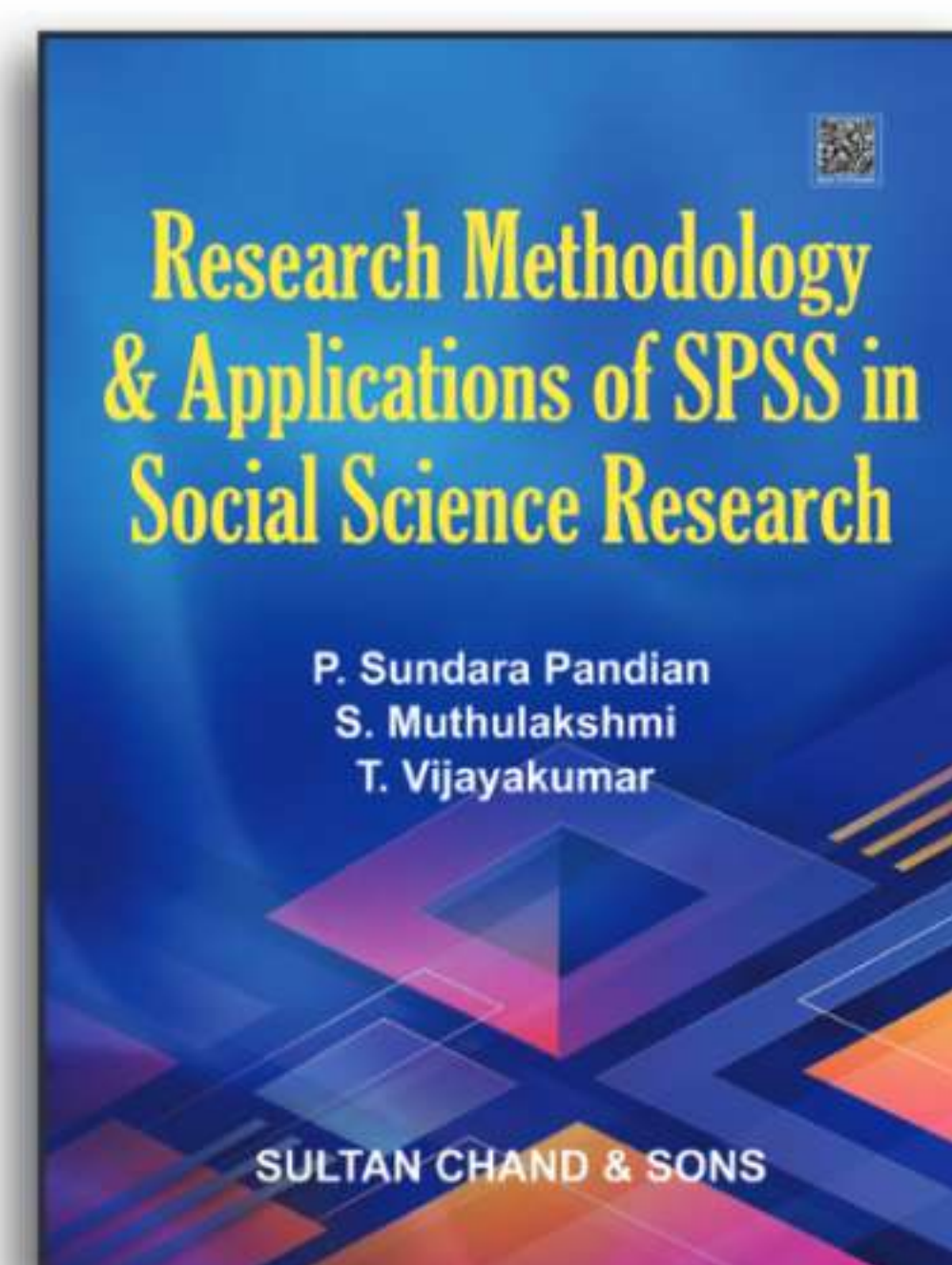
# Research Methodology & Applications of SPSS in Social Science Research

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

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

Bibliography



Edition: 1st, 2022

Pages: xxxvi + 324

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

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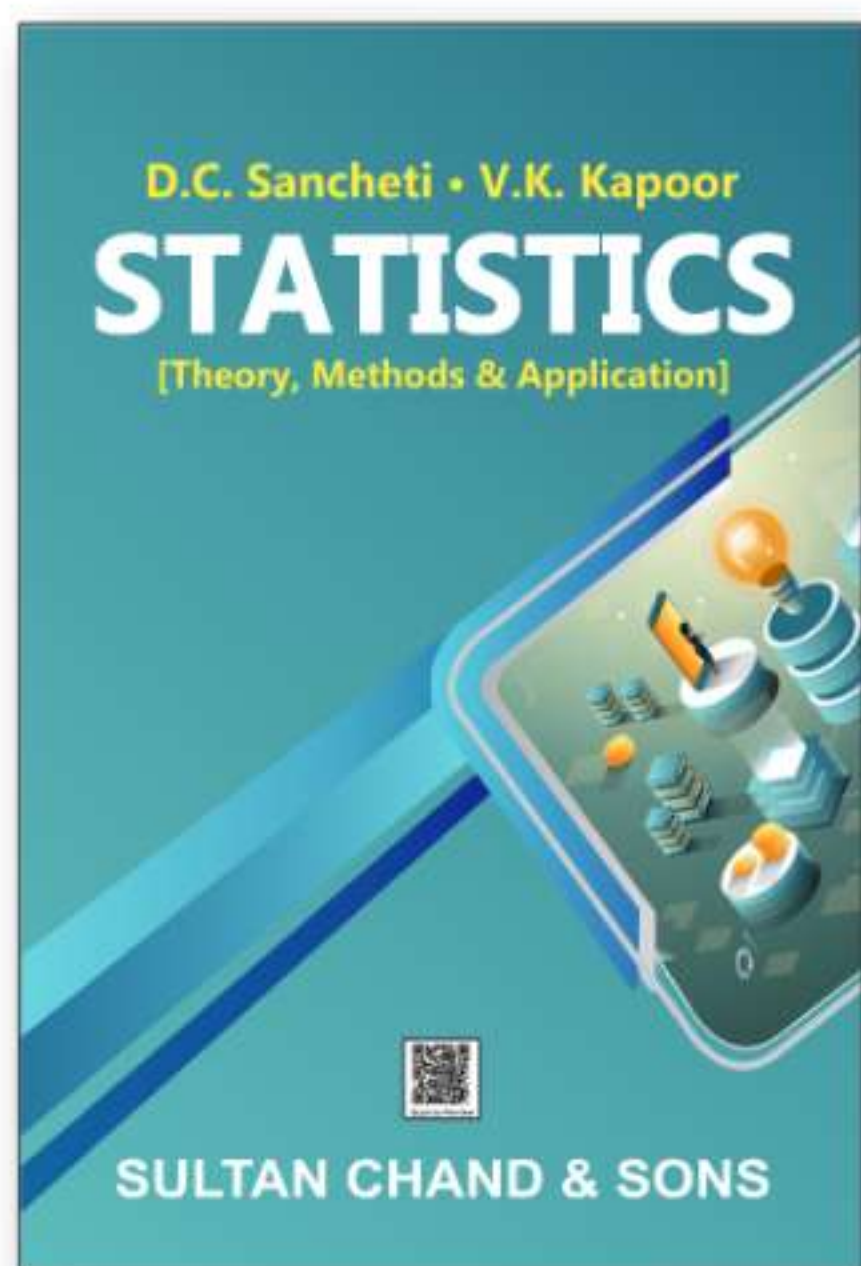




# Statistics

(Theory, Methods & Application)

D.C. Sancheti • V.K. Kapoor



## Contents

- Meaning and Scope
- Statistical Survey
- Classification and Tabulation
- Diagrammatic and Graphic Presentation
- Measures of Averages
- Measures of Dispersion
- Skewness, Moments & Kurtosis
- Correlation Analysis
- Regression Analysis
- Index Numbers
- Analysis of Time Series
- Association of Attributes
- Interpolation
- Probability and Expected Value
- Statistical Decision Theory
- Theoretical Distributions
- Sampling and Designing of a Sample Survey
- Test of Hypothesis
- Chi-Square Test
- F-Test and Analysis of Variance
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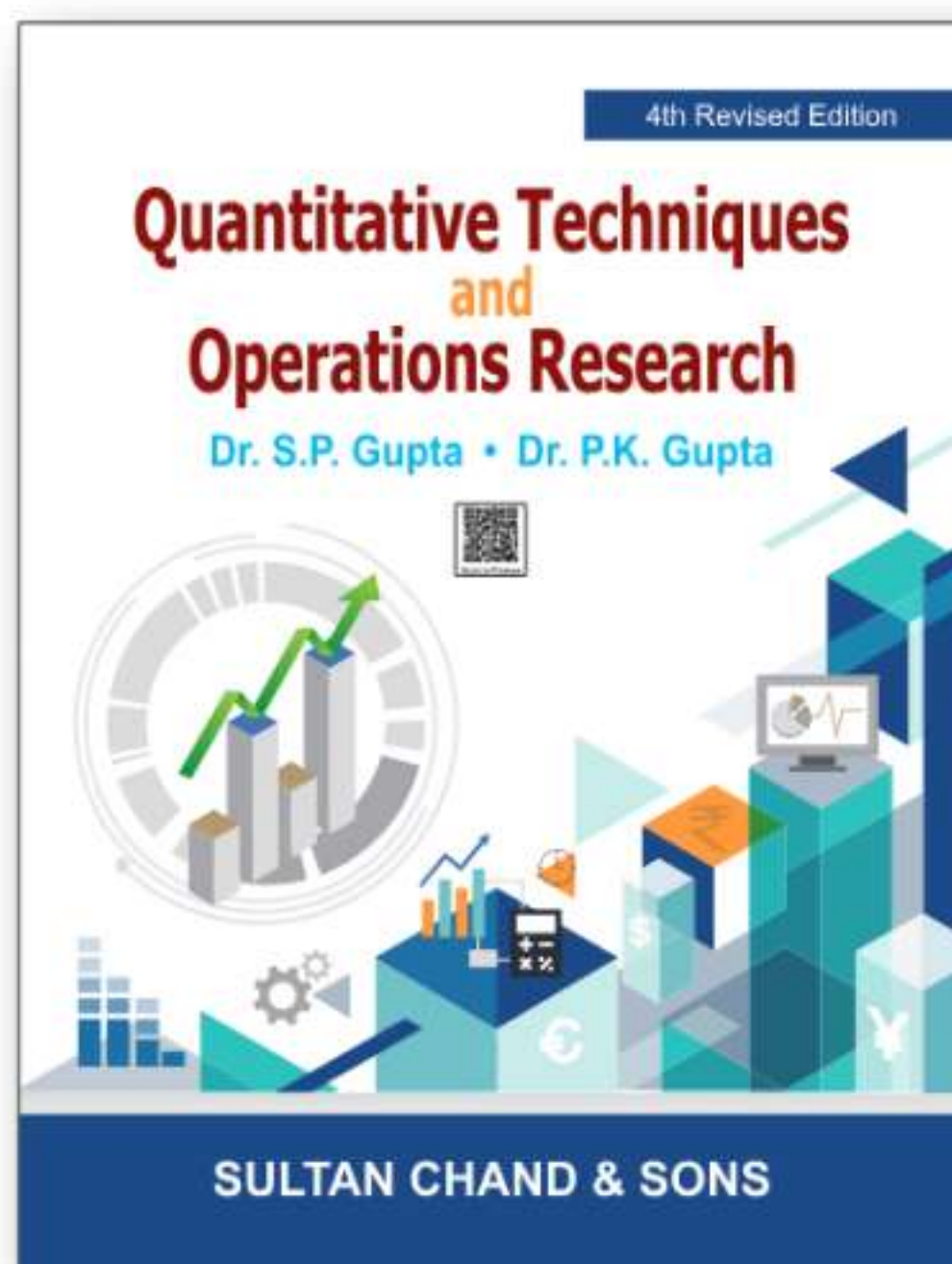
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# Quantitative Techniques and Operations Research

Dr. S.P. Gupta • Dr. P.K. Gupta



## Contents

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

Question Papers  
Appendix.

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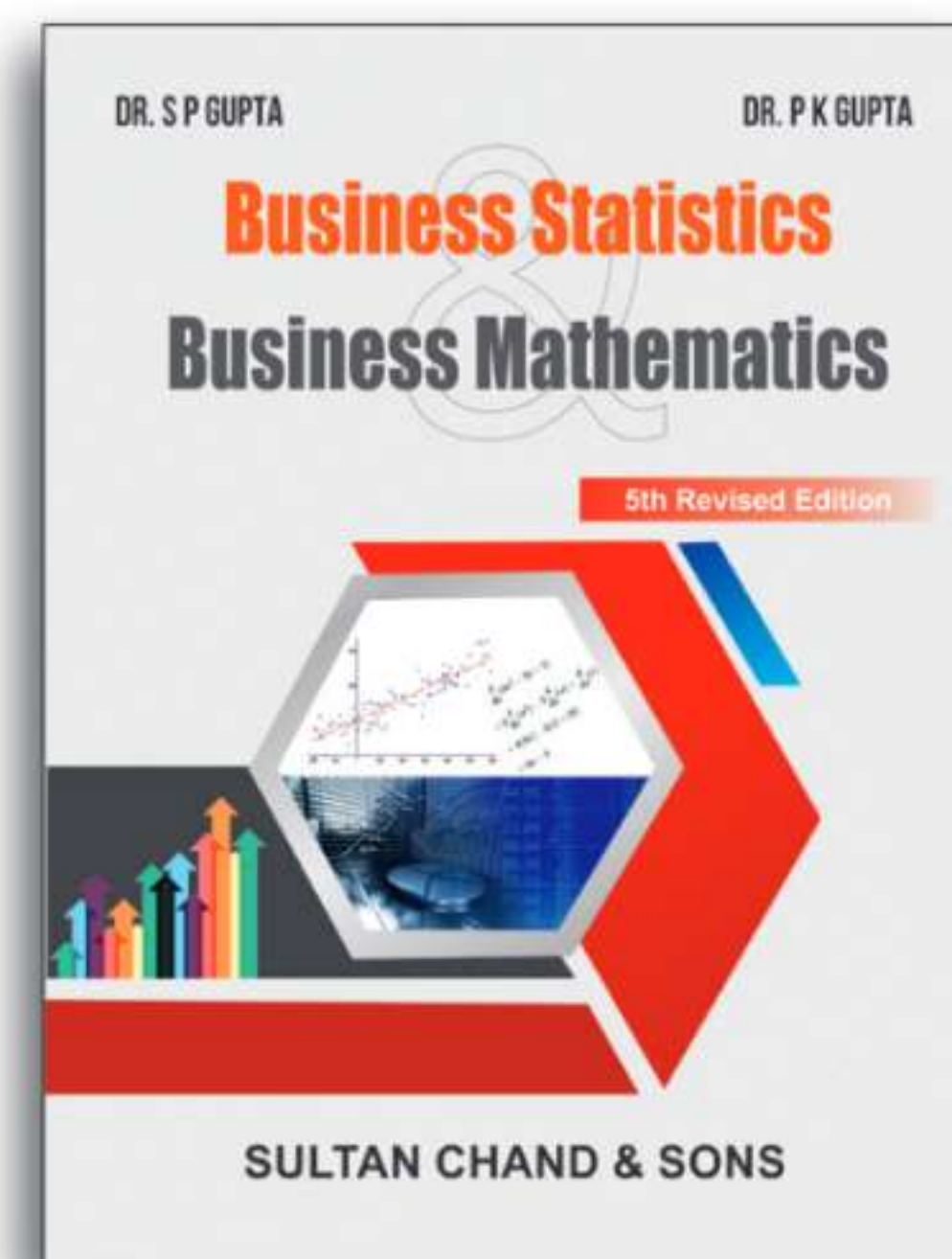
# Business Statistics & Business Mathematics

Dr. S.P. Gupta • Dr. P.K. Gupta

## Contents

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

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



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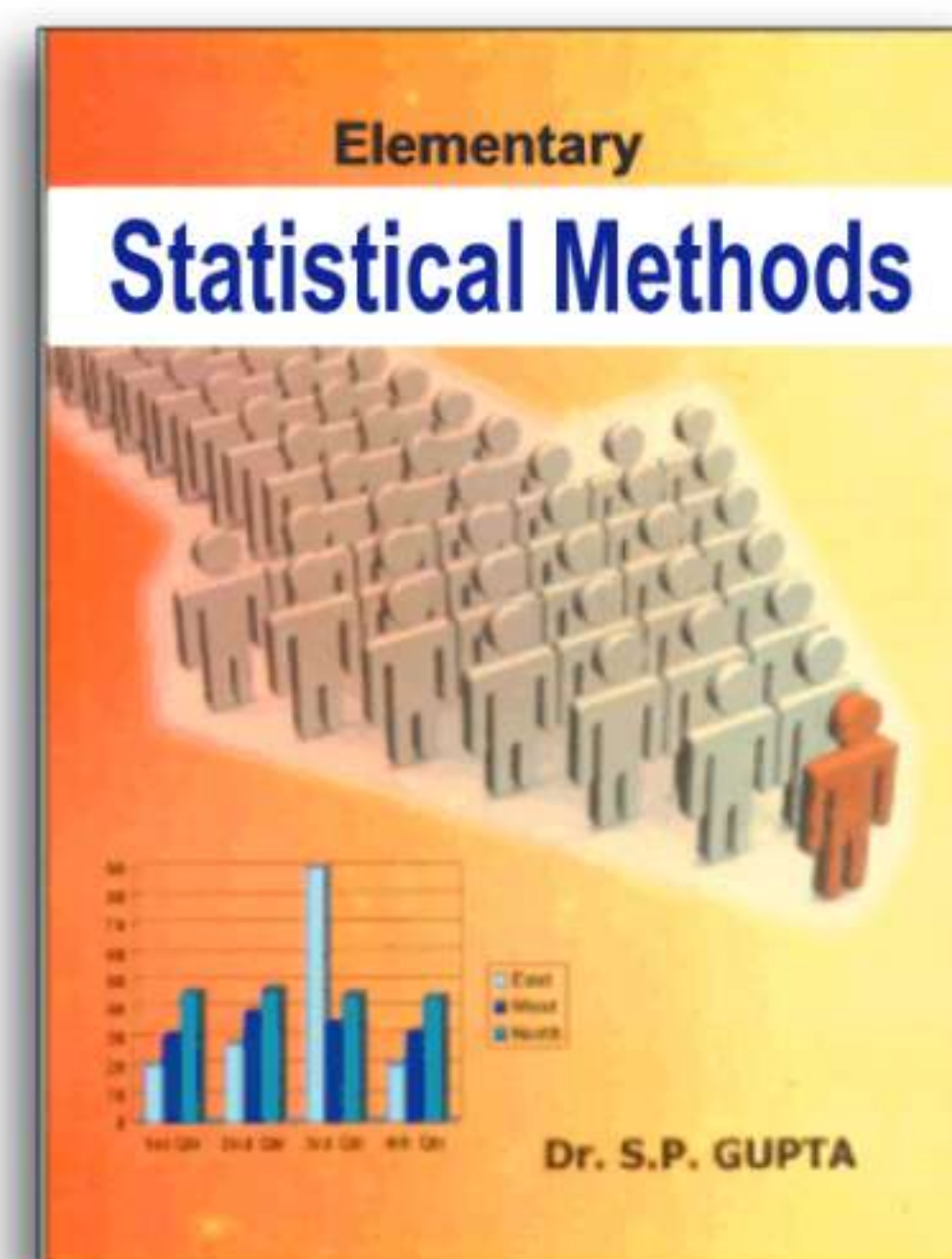
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# Elementary Statistical Methods

Dr. S.P. Gupta

## Contents

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



Edition: 19th, 2022

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## सांख्यिकी के सिद्धान्त

डॉ. एस.पी. गुप्ता • उमा गुप्ता

### विषय-सूची

#### भाग-I

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

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प्रायिकता सिद्धान्त • सैद्धांतिक आवृत्ति वितरण • सार्थकता के परीक्षण • काई वर्ण परीक्षण और आसंजन सौष्ठव • प्रसरण का विश्लेषण • सांख्यिकीय गुण नियंत्रण • व्यापारिक पूर्वानुमान • आंशिक एवं बहुगुणी सहसम्बन्ध • सांख्यिकीय निर्णय सिद्धान्त ।  
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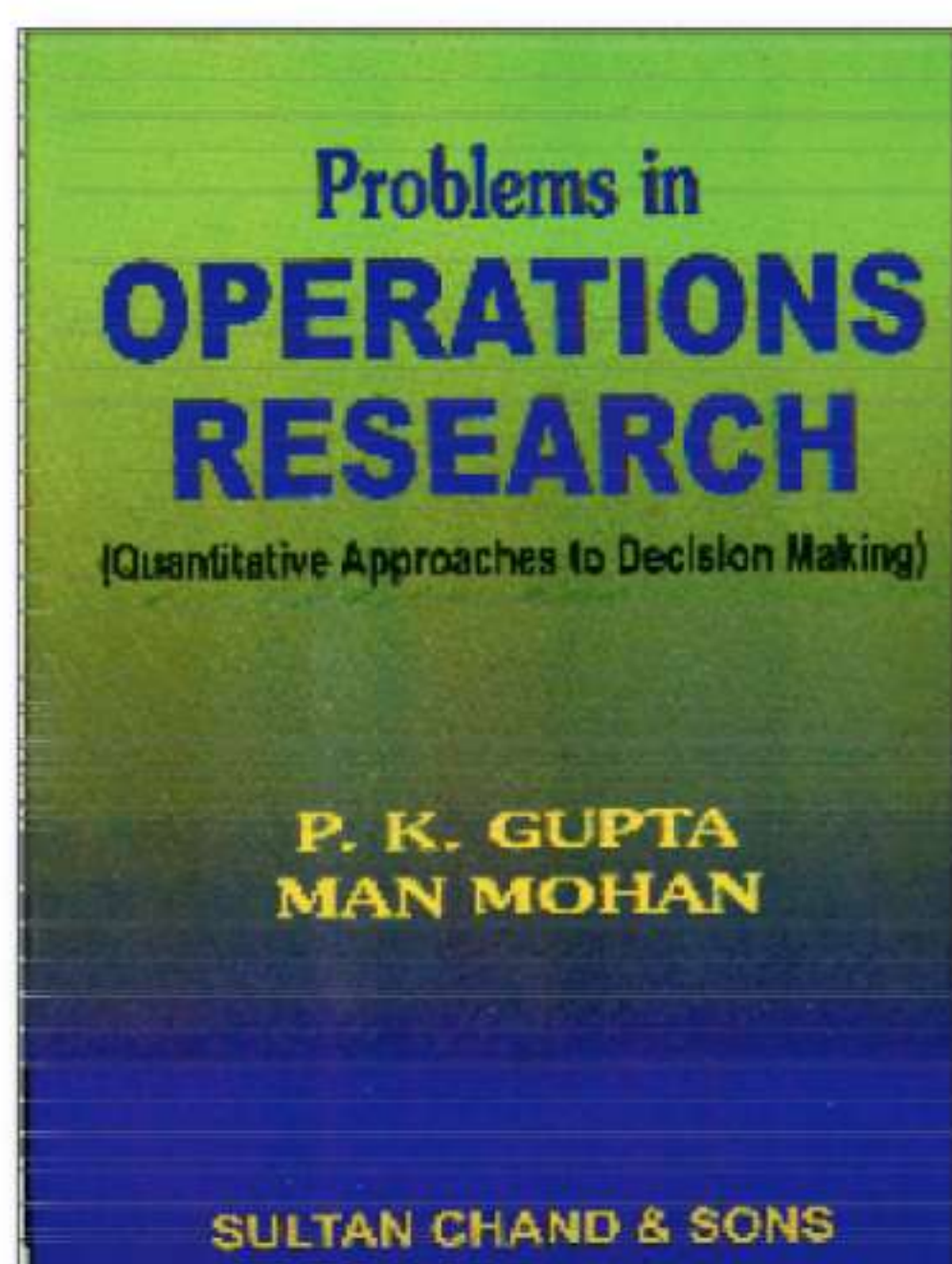
## Problems in Operations Research (Quantitative Approaches to Decision Making)

P.K. Gupta • Man Mohan

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# Business Statistics and Operations Research

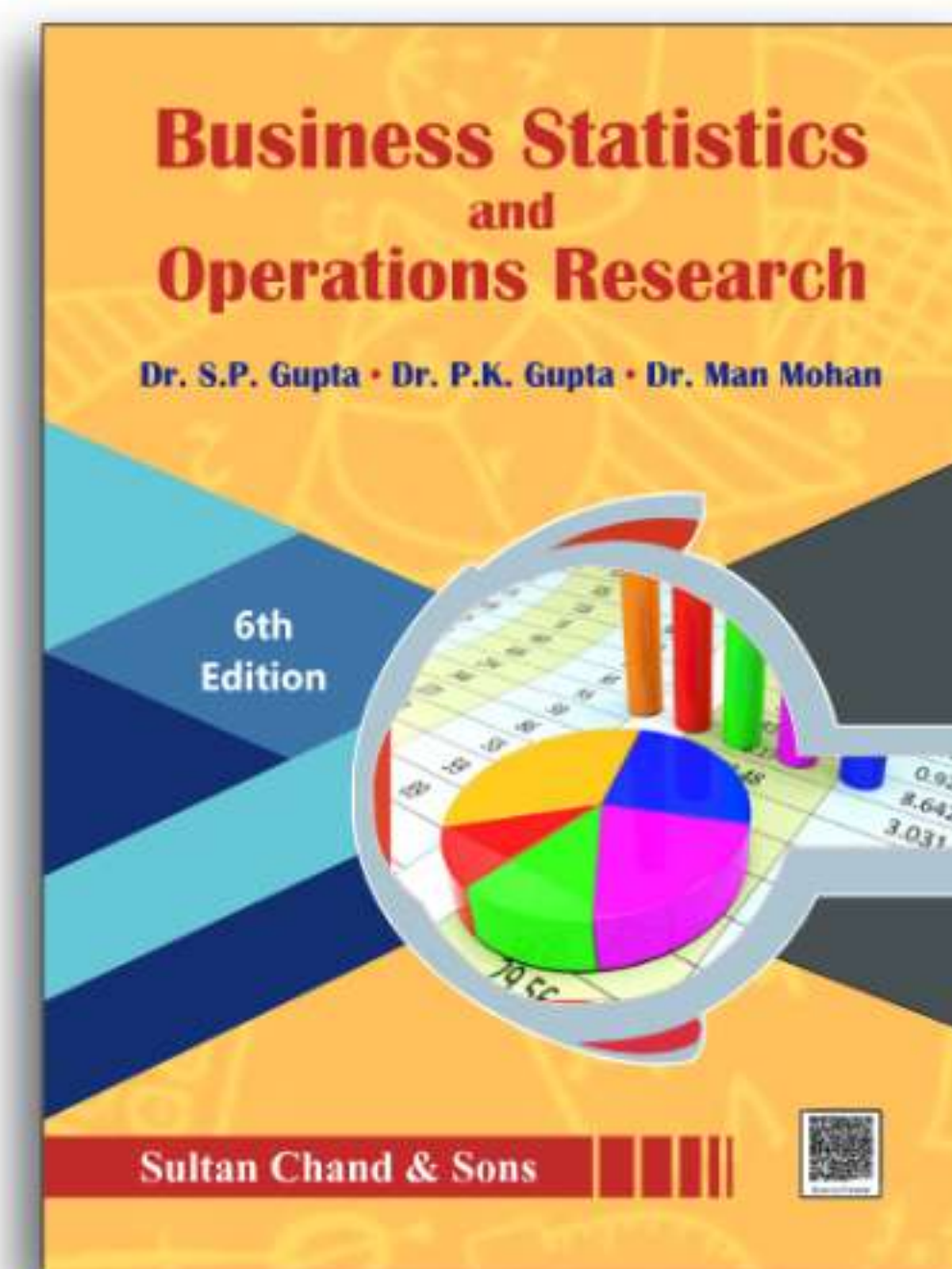
Dr. S.P. Gupta • Dr. P.K. Gupta • Dr. Man Mohan

## Contents

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## Appendix

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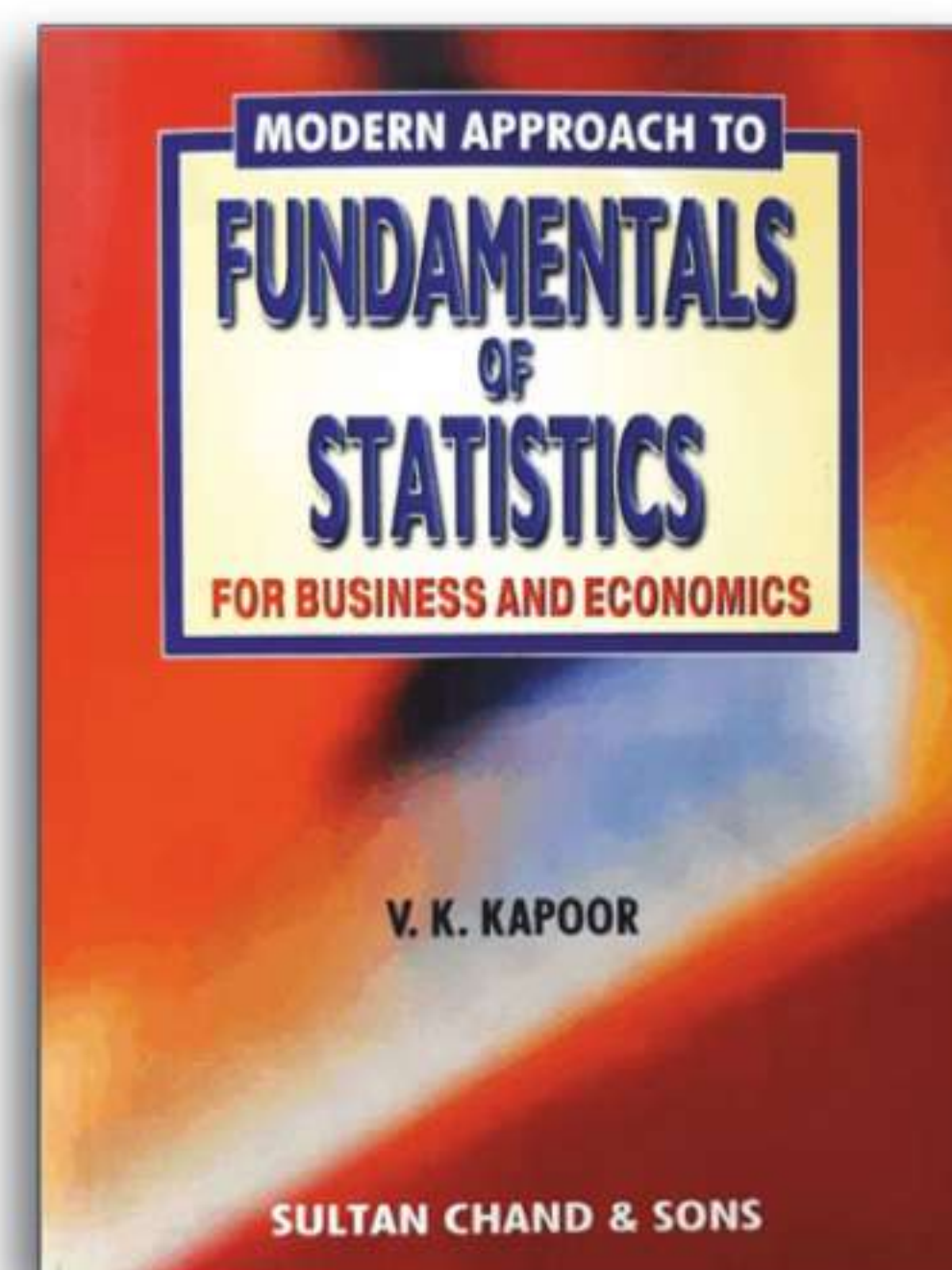
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V.K. Kapoor

## Contents

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



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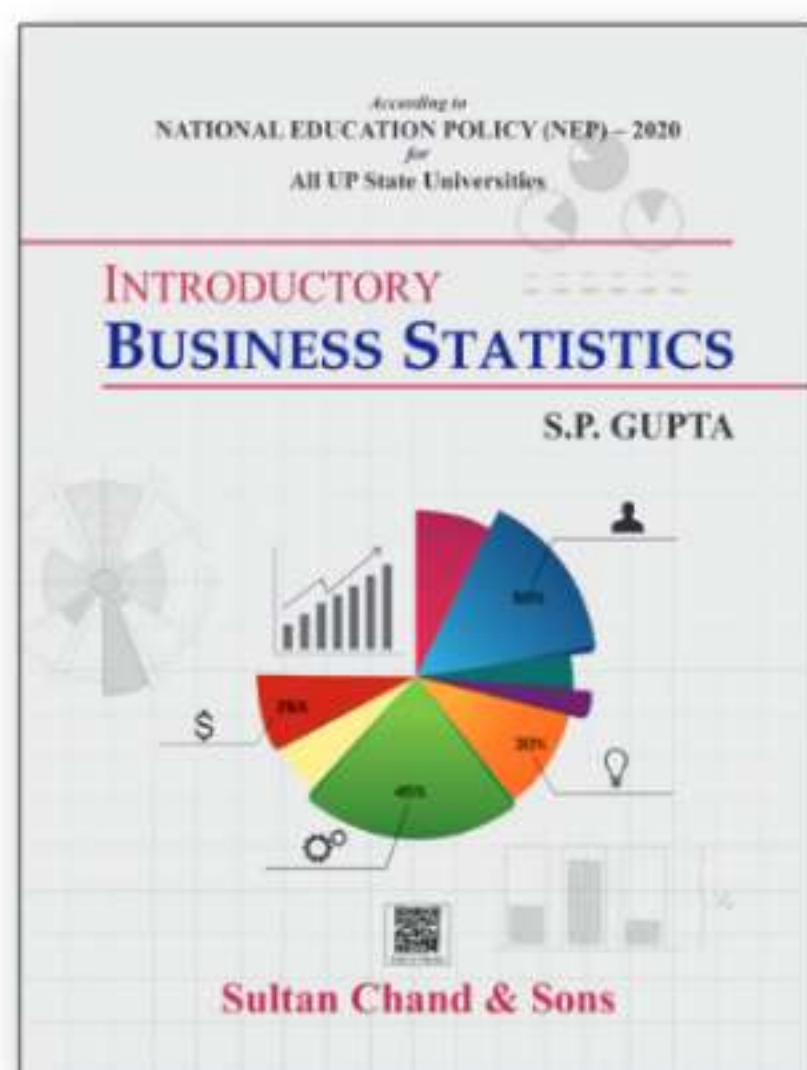




## Introductory Business Statistics

According to National Education Policy 2020

S.P. Gupta



### Contents

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

Edition: 1st, 2023

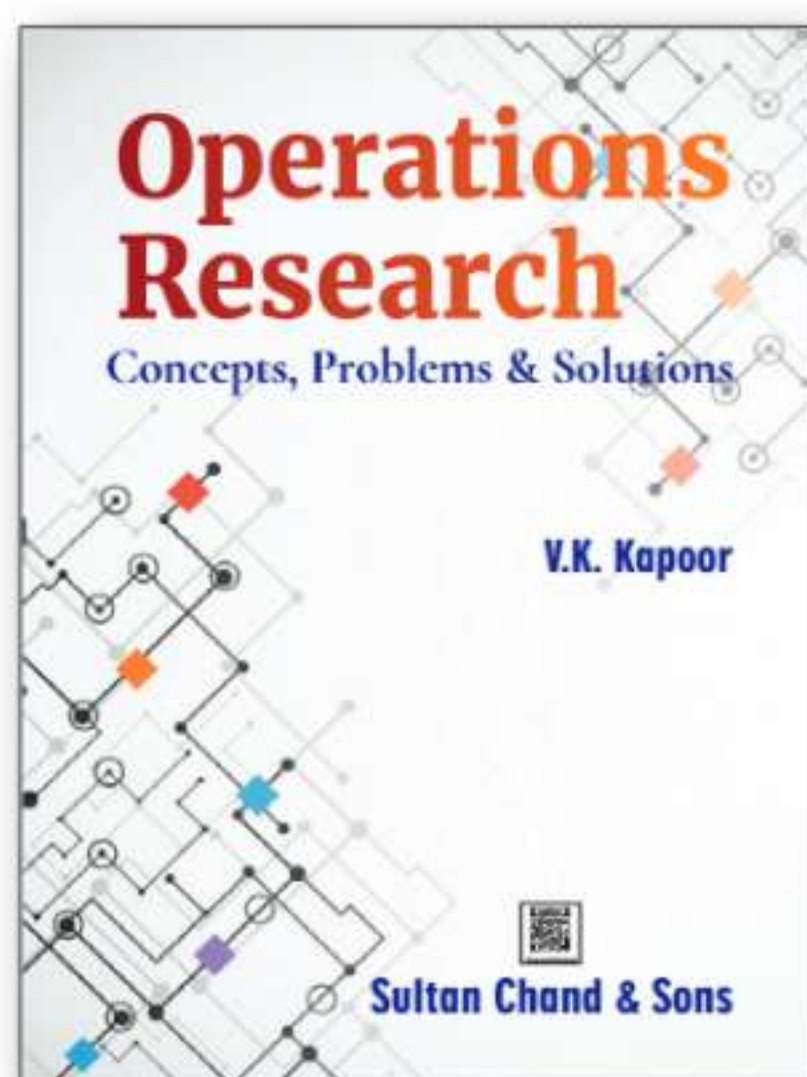
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## Operations Research Concepts, Problems & Solutions

V.K. Kapoor



### Contents

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

Edition: 5th, 2011

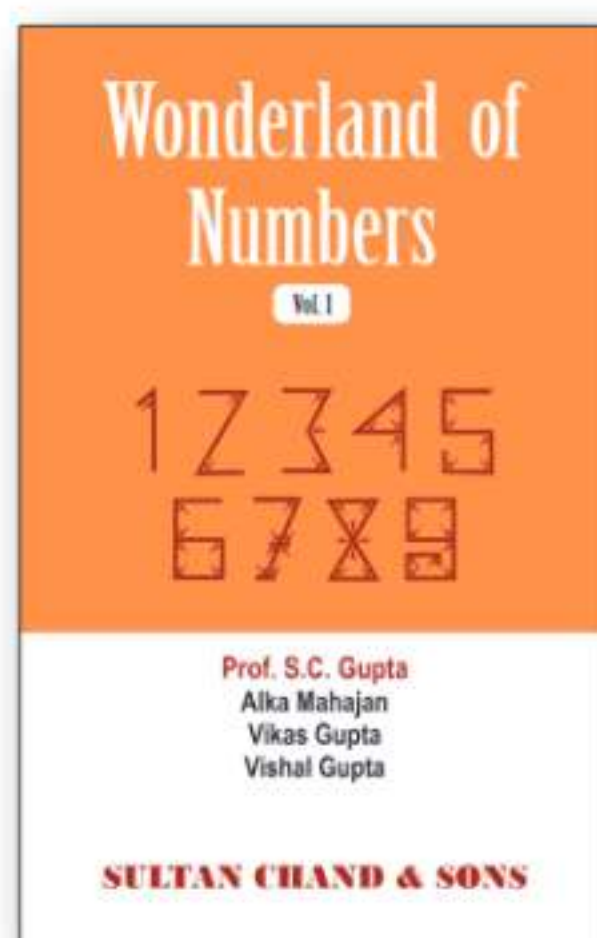
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## Wonderland of Numbers Vol. I

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



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- Numbers – Meaning and Classification
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- Some Interesting Numbers
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- Square Numbers
- Cube Numbers
- Srinivas Aiyenger Ramanujan (FRS) and His Contributions to Mathematics.

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# English Grammar and Composition

Rajendra Pal • Prem Lata Suri

## Contents

### Introduction

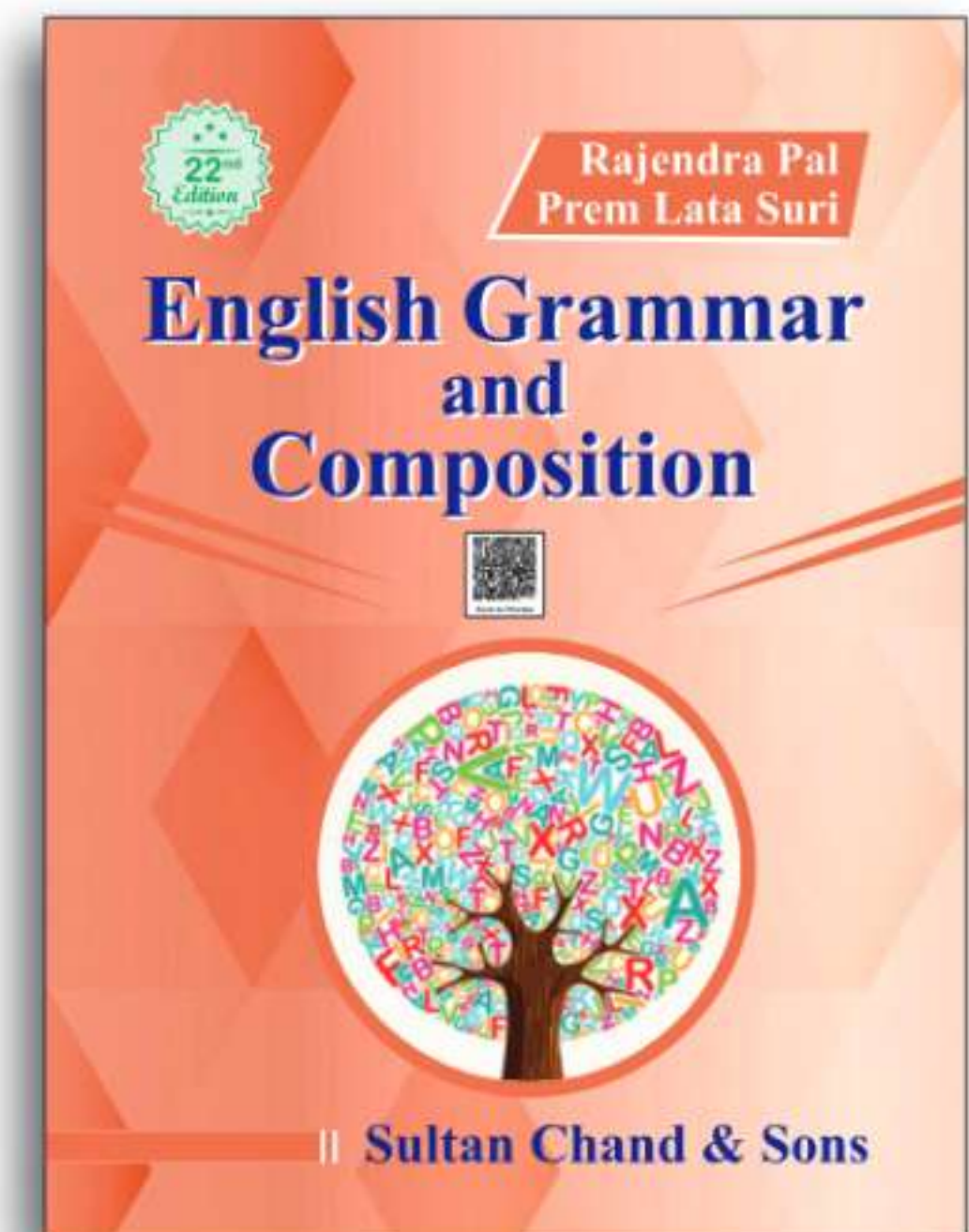
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### Rhetoric Glossary



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Rajendra Pal • J.S. Korlahalli

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**I. Essentials of Business English and Communication** – Business English and Business Communication • The Communication Media • Types of Communication • Barriers to Communication • Non Verbal Communication.

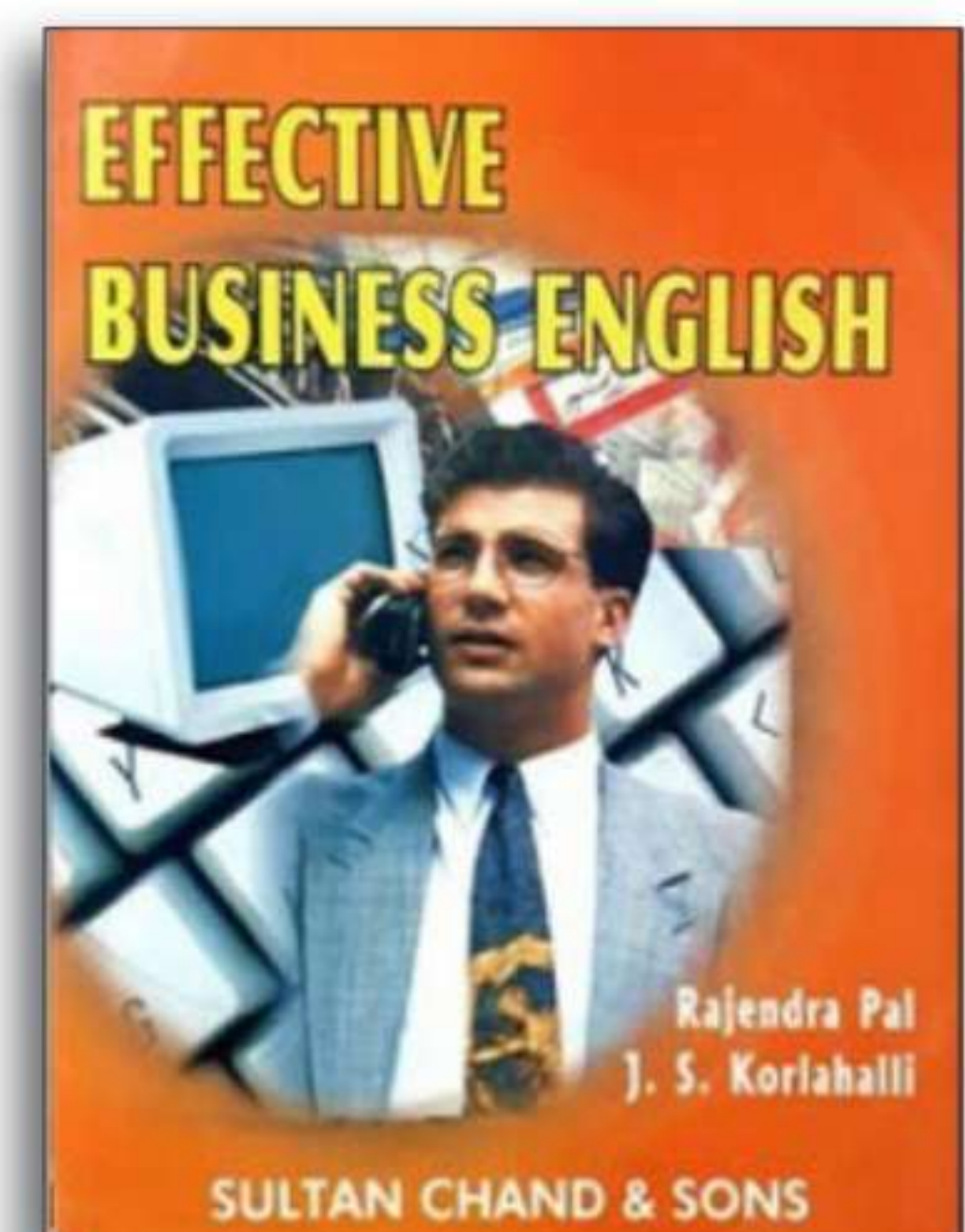
**II. Cultural Components of Communication** – Defining Culture • Cultural Variables and Intercultural Communication • Gender Sensitivity.

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

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



Edition: 1st, 2009

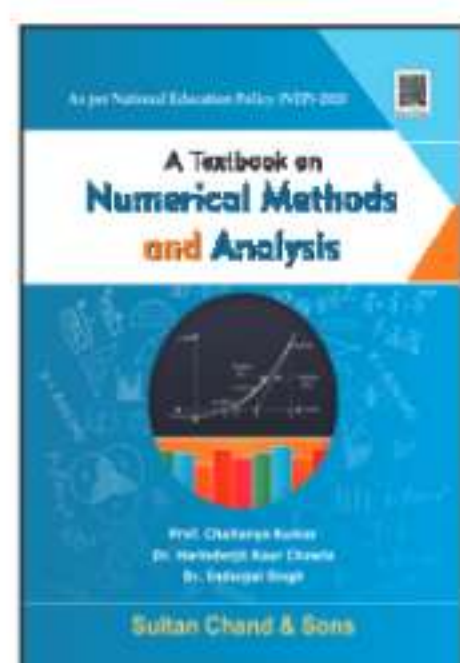
Pages: xvi + 424

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MRP: ₹ 195.00



## Books for Mathematics



### *A Textbook on Numerical Methods and Analysis*

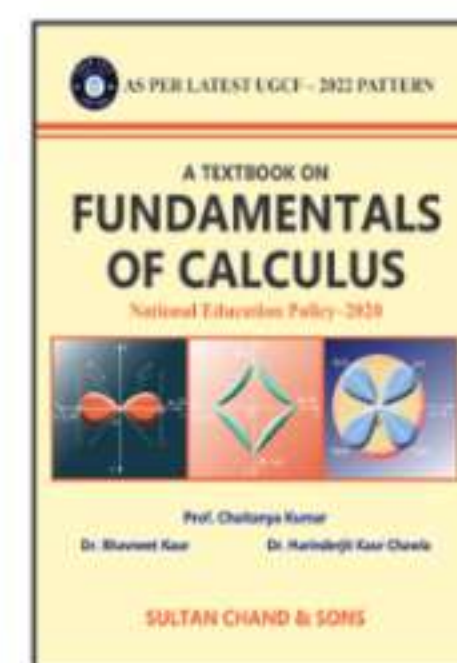
*Chaitanya Kumar • H.K. Chawla  
Indarpal Singh*

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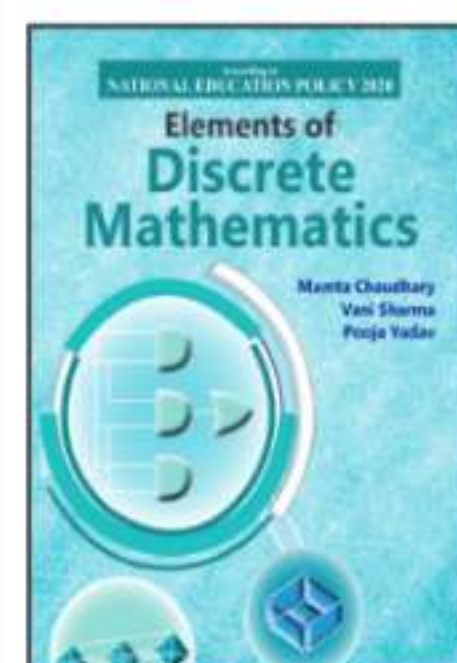
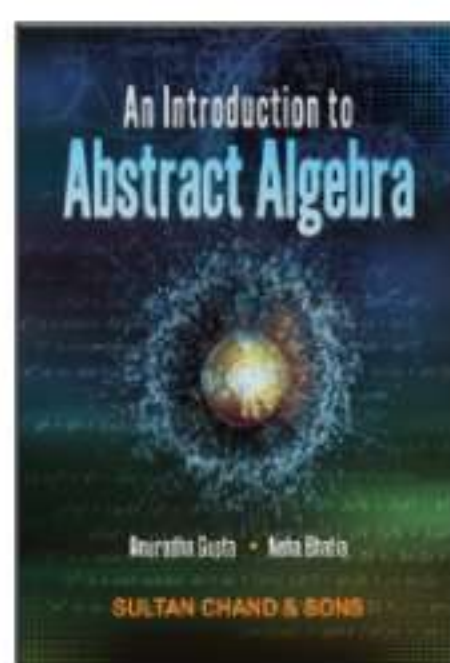
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Neha Bhatia*

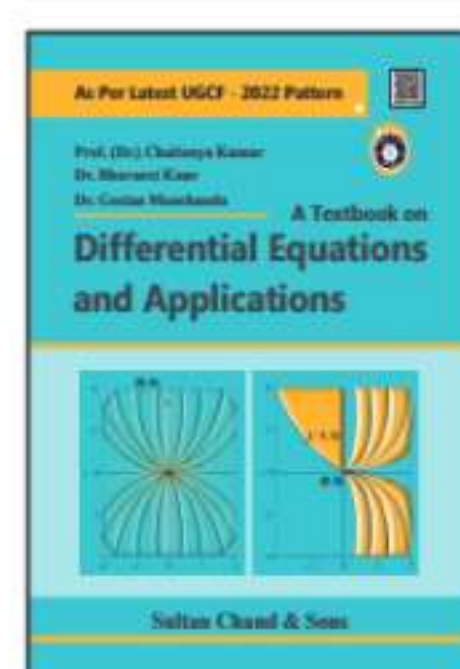
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### *Elements of Discrete Mathematics*

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### *A Textbook on Differential Equations and Applications*

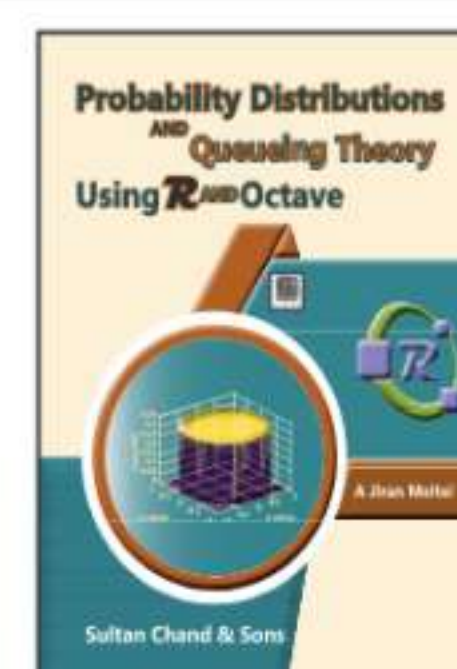
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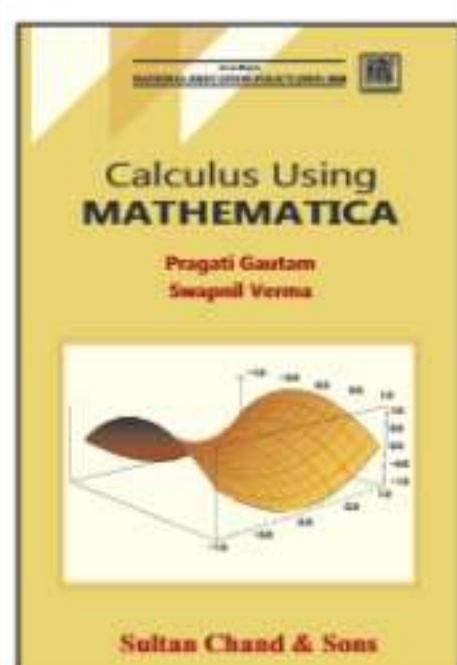
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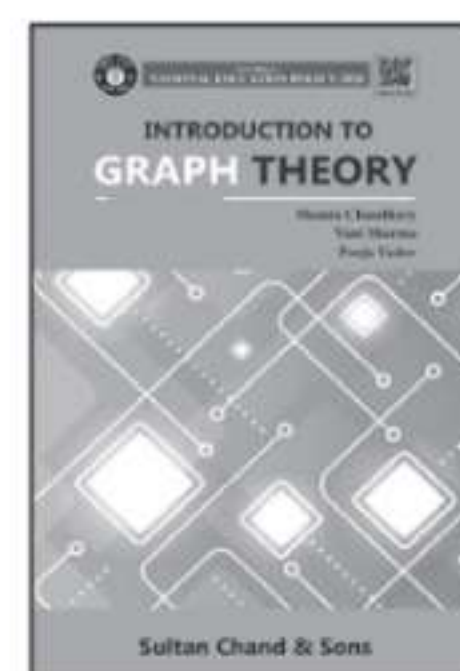
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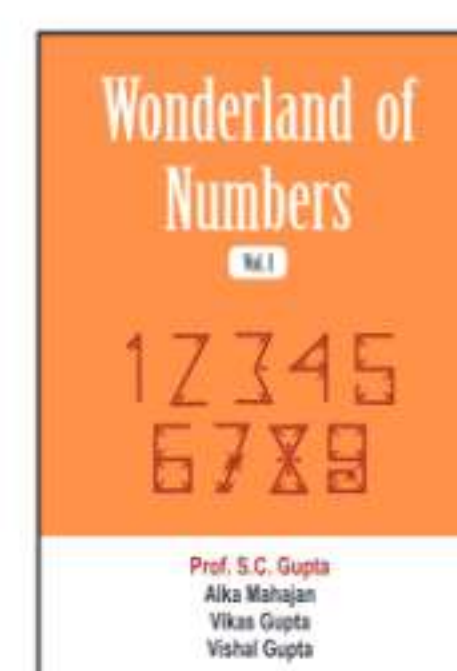
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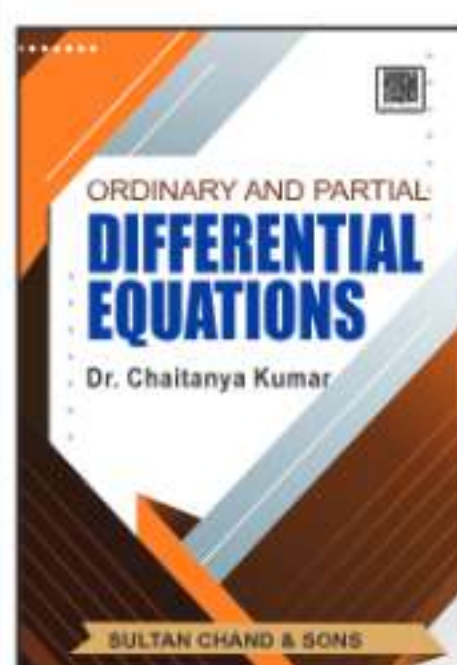
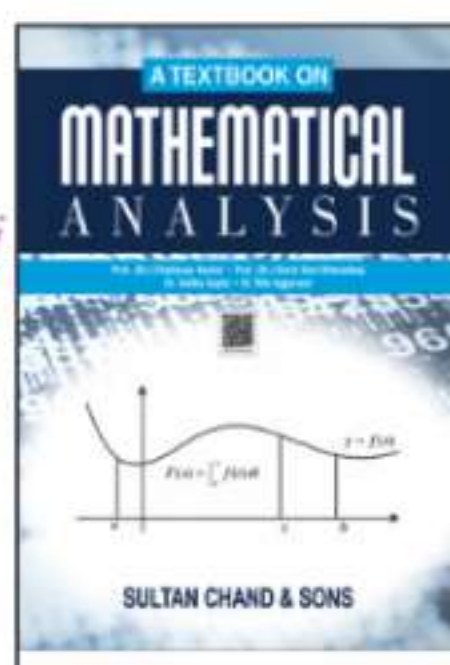
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