



Sharanbasveshwar College of Commerce , Kalaburagi

Programme Curriculum/Syllabus of the courses

NEP Syllabus

<http://www.sharncommerce.org/assets/Files/BCOM%20-%20NEP%202020.pdf>

Semester I

Course Title: OEC I.5: Pre-Reforms Indian Economy (OEC)	
Total Contact Hours: 42	Course Credits: 3
Formative Assessment Marks: 30	Duration of ESA/Exam: 3 Hrs
Model Syllabus Authors:	Summative Assessment Marks: 70

Course Pre-requisite(s): 12th Standard Pass

Course Outcomes (COs):

At the end of the course the student should be able to:

- Trace the evolution of Indian Economy
- Identify the structural features and constraints of the Indian economy
- Evaluate planning models and strategy adopted in India
- Analyze the sector specific problems and contributions towards overall economic growth
- Review various economic policies adopted

Unit	Description	Hours
I	Features and problems of Indian Economy	15
	Chapter 1: Features of Indian Economy	4
	<ul style="list-style-type: none">India as a developing economy,Demographic featuresHuman Development (HDI),Problems of Poverty, Unemployment, Inflation, income inequality	
	Chapter 2: Issues in Agriculture sector in India	6
	<ul style="list-style-type: none">Land reformsGreen RevolutionAgriculture marketing in IndiaAgricultural price policy	
II	Chapter 3: Industrial and Service Sector	5
	<ul style="list-style-type: none">Industrial development,Micro, Small and Medium Enterprises,Industrial PolicyPerformance of public sector in India,Service sector in India.	
	Practicum: 1. Identifying economic problems and their causes; 2. Mini-project on any aspect of Indian agriculture, industry, service and public sectors	
II	Economic Policies	13
	Chapter 4: Planning	5
	<ul style="list-style-type: none">Mixed EconomyBombay PlanGandhian ModelNehru Mahalanobis ModelObjectives and achievements of economic planning in India	
	Chapter 5: Monetary policy in India	2
	<ul style="list-style-type: none">Instruments of Monetary Policy	

	<ul style="list-style-type: none"> • Black money in India - Magnitude and Impact <p>Chapter 6: Fiscal Policy in India</p> <ul style="list-style-type: none"> • Tax Revenue • Public expenditure • Budgetary deficits • Fiscal reforms • Public debt management and reforms • Centre state Finance Relations and Finance commissions in India. <p>Practicum: Assignment on successes and failures of India's planning; Monetary and Fiscal Policy instruments</p>	6
III	External sector and Nature of Reforms in India	14
	<p>Chapter 7: India's foreign trade</p> <ul style="list-style-type: none"> • Salient features • Value, composition and direction of trade • Balance of payments • Goal of self-reliance based on import substitution and protection • Tariff policy • Exchange rate <p>Chapter 8: Post-1991 strategies</p> <ul style="list-style-type: none"> • Stabilisation and structural adjustment packages • Liberalisation Privatisation Globalisation (LPG) Model • Impact of LPG Policies on Indian Economy <p>Chapter 9: NITI Ayog</p> <ul style="list-style-type: none"> • Organization • Functions <p>Practicum: Calculation of B-P and evaluating trade policies; Assignment and group discussion on the impact of LPG Policies</p>	6 6 2
<p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Dutt Ruddar and K.P.M Sundaram (2001): Indian Economy. S Chand & Co. Ltd. New Delhi. 2. Mishra S.K & V.K Puri (2001) "Indian Economy and -Its development experience", Himalaya Publishing House. 3. Kapila Uma: Indian Economy: Policies and Performances, Academic Foundation 4. Bardhan, P.K. (9th Edition) (1999), The Political Economy of Development in India, Oxford University Press, New Delhi. 5. Jalan, B. (1996), India's Economic Policy- Preparing for the Twenty First Century, Viking, New Delhi. 		

Pedagogy

Formative Assessment	
Assessment Occasion/ type	Weightage in Marks
Internal Test	50%
Assignment	20%
Presentation/Project	30%
Total	100

Date

Course Co-ordinator

Subject Committee Chairperson

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क: हिन्दी गद्य की विघाटें

Unit 1: ललित निबंध
शिरीष के फूल : डॉ हजारी प्रसाद द्विवेदी
गेहूँ और गुलाब : रामवृक्ष बेनपुरी

Unit 2: संस्मरण/रेखाचित्र
महात्मा गांधी : रामकुमार वर्मा
गौरा : महादेवी वर्मा

Unit 3: रिपोर्ताज/यात्रा वृत्तांत
मैं और मैं : कन्हैयालाल मिश्र
शांति निकेतन में : राहुल सांकृत्यायन

Unit 4: जीवनी अंश/ व्यंग्य लेख
सबके ददा : विष्णु प्रभाकर
ठिठुरता हुआ गणतंत्र : कृष्णानंद पंडित

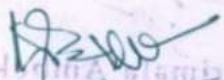
Unit 5: एकांकी/डायरी का अंश
दस हजार: उपेन्द्रनाथ अश्क
प्रवासी की डायरी: हरिवंशराय बच्चन

ख: व्याकरण

Unit 1 रूप-विचार : विकारी और अविकारी शब्द और उनके प्रकार
Unit 2 वाक्य-विचार: वाक्य की समर्थता, वाक्य के अंग, वाक्य के भेद,

Parameters for the evaluation

- **Continuous Internal Evaluation (CIE) IA :** total **40 Marks**
 - C1 (two tests of 10 marks each) 20 Marks
 - C2 (one assignment work based on Course content) 10 marks
 - (one seminar presentation based on Course content) 10 marks
- **C3 (Semester End Examination (SEE) 3 hrs duration total 60 Marks**
 - I total five analytical or descriptive questions
from each unit of section A (with internal choice) 10x5= 50
 - II total two short answer or short note questions
from each unit of section B(with internal choice) 05x2= 10


PROF. H.T. POTE
Dean, Faculty of Arts
Gulbarga University Kalaburagi

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Prof. Parimala Ambekar
Chairperson
Dept. of PG Studies & Research in Hindi
Gulbarga University, Kalaburagi-585 106.
Karnataka.

DSC-16
BUSINESS LAW

Teaching Hours Per Week-4 and Credit-4

OBJECTIVE: This course intends to make students understand basic aspects of select business laws.

UNIT – 1: INTRODUCTION:

The Indian Contract Act 1872 – Definitions of Contract- kinds of contract – essential elements of valid contract from the point of enforceability.

UNIT – 2: OFFER AND ACCEPTANCE:

Offer – legal rules regarding offer, revocation of offer , acceptance – meaning, legal rules regarding acceptance , Essential of a contract – capacity of parties and free consent, Discharge of contract.

UNIT – 3: SALE OF GOODS ACT AND AGENT:

Essentials of sale of goods – kinds of goods – unpaid seller –Rights of unpaid seller. Agency – Test of Agency, Creation of Agency, duties of agent, Termination of agent.

UNIT – 4: CONSUMER PROTECTION ACT AND INTELLECTUAL PROPERTY ACT:

Consumer Protection Act – Introduction, Meaning of consumer, consumer court, when to complain, procedure for filing a complaint, period of disposal, Relief available to the complaint, Appeals. Intellectual Property Act – Definition and registration procedure for Patent, Copyright and Trade marks.

UNIT – 5: INFORMATION TECHNOLOGY ACT:

Definition of information – Digital Signature, Legal recognition of

(Signature)
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electronic records, License to issue digital signature certificate and Acceptance of Digital Signature.

References:

1. Elements Of Mercantile Law – N.D. Kapoor – Sultan Chand and Sons-2014
2. Business Law – P.L.Tulsian and Bharat Tulsian.- McGraw Hill HED
3. Mercantile Law – P.P.S.Gogna – Sultan Chand & sons
4. Mercantile Law – Kamal Garg – Bharat Law House Pvt Ltd.
5. Business Law – B.N.Tandon.
6. Business Law – M.C. Kuchhal.- Vikas Publishing House 2013

(Signature)
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SYLLABUS

Course Credits: 4

No. of Hr/Week: 4

Total No. of Teaching Hours: 56

Course Outcomes: On successful completion of the course, the students will be able to:

- a) Understand the basic concepts of marketing and assess the marketing environment.
- b) Analyse the consumer behaviour in the present scenario and marketing segmentation.
- c) Discover the new product development and identify the factors affecting the price of a product in the present context.
- d) Judge the impact of promotional techniques on the customers and importance of channels of distribution.
- e) Outline the recent developments in the field of marketing.

Module-1: Introduction to Marketing 12 Hrs

Introduction-Nature-Scope-Importance of Marketing-Concepts and Approaches of Marketing-Need-Want-Demand-Customer Value-Customer Creation-Evolution of Marketing- Selling V/s Marketing- Marketing Environment: Concept-Importance-Micro and Macro Environment-Marketing Management-Meaning and Importance.

Module-2: Consumer Behaviour and Market Segmentation 12 Hrs

Consumer Behaviour: Nature and Importance-Consumer Buying Decision Process-Factors Influencing Consumer Buying Behaviour- Market Segmentation: Concept-Importance and Bases-Target Market Selection-Positioning: Concept-Importance and Bases-Product Differentiation V/s Market Segmentation-Marketing Mix: Product-Price-Place and Promotion.

Module-3: Product and Pricing 12 Hrs

Product: Concept and Importance-Product Classification-Concept of Product Mix-Branding-Packaging and Labeling-Product Support Services-Product Life Cycle-New Product Development Process-Consumer Adoption Process-Pricing: Significance-Factors Affecting Price of a Product-Pricing Policies and Strategies.

Module-4: Promotion and Distribution 12 Hrs

Promotion: Nature and Importance of Promotion-Communication Process-Types of Promotion-Advertising-Personal Selling-Public Relations-Sales Promotion and their Distinctive Characteristics. Promotion Mix and Factors affecting Promotion Mix Decisions.

Distribution Channels and Physical Distribution: Channels of Distribution-Meaning and Importance-Types of Distribution Channels-Functions of Middlemen-Factors affecting Choice of Distribution Channel-Wholesaling and Retailing-Types of Retailers-e-Retailing-Physical Distribution.

Module-5: Recent Developments in Marketing

Social Marketing-Online Marketing-Direct Marketing-^{08 h} Services Marketing-Green Marketing-Rural Marketing-Consumerism-Search Engine Marketing-Mobile Marketing- Marketing Analytics-Social Media Marketing-email Marketing-Live Video Streaming Marketing-Network Marketing-Any other recent developments in Marketing.

Skill Development Activities:

1. Analyze the marketing environment of your locality and identify need, wants and purchasing power of customers.
2. Collect consumer behavior towards home appliances in your locality.
3. Visit any organization and collect the information towards pricing of the products.
4. Visit any Wholesaler/ Retailers; study the role of them in marketing.
5. Identify the recent developments in the field of marketing.
6. Any other activities which are relevant to the course.

Text Books:

1. Philip Kotler (2015) Principles of Marketing 13th Edition, Pearson Edition
2. Saxena Rajan (2017) Marketing Management, Tata McGraw-Hill Publishing Company Ltd. New Delhi 5th Edition.
3. Kumar Arun and Meenakshi N (2016) Marketing Management, Vikas Publishing House Pvt. Ltd. New Delhi 3rd Edition.
4. Panda Tapan (2008) Marketing Management, Excel Books, New Delhi 2nd Edition.
5. Michael J. Etzel, Bruce J. Walker, William J. Stanton and Ajay Pandit- Marketing: Concept and Cases (Special Indian Edition) McGraw Hill Education.



**Sharanabasaveshwar College of Commerce
Kalaburagi**

**A Project on Consumer Protection Act 1986
with case study**

**Submitted to
Department of Commerce**

**Submitted by
Name: Raghavendra Guttedar
Class/Sem: B.Com 5TH Sem
Reg.no: C2049236**

**Under the Guidance of
Mrs.Varsha Patil**

December 2021

Slyth
Head
Dept. of Commerce


PRINCIPAL
Sharnbasaveshwar College
of Commerce, KALABURAGI.

CONSUMER PROTECTION ACT AND INTELLECTUAL PROPERTY ACT

INTRODUCTION :-

Till passing of this act in india, the dominance of Producers or traders or business man was common. The Consumer class was a neglected mass, may be because of closed economy. The manufacturing class used to keep the information secured in the name of business secrets. There were no or few to listen to the Consumers' grievances. In india, there are Prevention of food Adulteration Act, Essential Commodities Act, Drugs Control Act, Standards of weights and measures Act and so on. But they failed to become sufficient to promote consumer awareness. They were not sufficient to compensate the Consumers. The Consumer Protection Act, 1986 was passed to provide relief to vast Consumer class. There have been amendments to the original Act in 1987, 1992, 1993, 2002 and recent one is in 2019. Keeping this in mind the new set of challenges faced by Consumers in the digital age, the government of india passed the landmark Consumer Protection Bill, 2019 on 6 August 2019.

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8)		Period of Disposal	13-14	
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11)		Top Consumer Court Cases		
		and trails in india	18-19	
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CONSUMER PROTECTION ACT





Sharanbasaveshwar College of Commerce

Affiliated to Gulbarga University, Accredited by NAAC with 'B' Grade & ISO Certified

Vidyannagar, Kalaburagi - 585103

Dr. Dasharath Mehtry

MA., Ph.D., NET

Assistant Professor

Sharanbasaveshwar College

Of Commerce Kalaburagi.

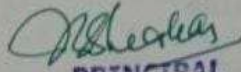
E-Mail — dmehtry@gmail.com



CERTIFICATE

This is to certify that, the project entitled "J.B PRINTERS ENETERPRISE IN MSME'S SECTOR" has been carried out by Sayed Nooruddin Quadri student of B.com First Semester under the guidance of Dr. Dasharath Mehtry. This project are part of this has not been previously submitted to any other degree or either in part or full to any university or institute.

Place: Kalaburagi

Date: 11/01/2022


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of Commerce, KALABURAGI.


Project Supervisor

IQAC Coordinator
Sharanbasaveshwar College of Commerce
KALABURAGI

The Book
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5.	PURCHASE AND SALES MANAGEMNET	19.
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7.	RESEARCH METHODOLOGY	29.
8.	CONCLUSION	33.
9.	BIBLIOGRAPHY	35.

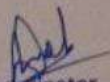

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Sharanbasaveshwar College of Commerce
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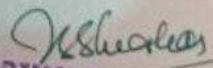

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1.

INTRODUCTION




IQAC Coordinator
Sharanbasaveshwar College of Commerce
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1. INTRODUCTION

MSME stands for Micro, Small, and Medium Enterprise that was introduced by the Government of India in agreement with the Micro, Small & Medium Enterprises Development (MSMED) Act, 2006. MSME is initiated and managed under the Ministry of MSME (MoMSME) are entities engaged in the production, manufacturing, processing or preservation of goods and commodities. MSMEs are the backbone of the Indian economy. Silently operating in different areas across the country. MSMEs have a crucial role to play in building a stronger and self-reliant India. These small economic engines have a huge impact on the country's GDP.



**Ministry of Micro, Small and Medium
Enterprises Udyog Bhawan Rafi
Marg New Delhi, 110011.**

J. B. Printer

**Shree Sharanabasaveshwar
College of Commerce Kalaburagi**



NAME : Anuja . S . c
CLASS : B.Com 1st sem
SUBJECT : Hindi
ROLL NO : 02
DATE : 19/2/2022
SECTION : [A]

TEACHER SIGNATURE

गेहूँ और गुलाब

इस लेख में रामकृष्ण बेनीपुरी ही यह विमर्श कर रहे हैं कि गेहूँ हमारी शारीरिक आवश्यकताओं की पूर्ति करता है जबकि गुलाब मानसिक आवश्यकताओं की। यदि हम मानसिक आवश्यकताओं की जगह शारीरिक आवश्यकताओं को पहल देंगे तो हम में मानवता की जगह राक्षसता के गुण आजायेंगे क्योंकि मानव को मानव मन की शरीर पर जीत ने बनाया है।

गेहूँ हम खाते हैं, गुलाब सूँघते हैं। एक से शरीर की पुष्टि होती है, दूसरे से मानस तृप्त होता है।

गेहूँ बढ़ा या गुलाब? हम क्या चाहते हैं - पुष्ट शरीर या तृप्त मानस? या पुष्ट शरीर पर तृप्त मानस?

जब मानव पृथ्वी पर आया, भूख लेकर। क्षुधा, क्षुधा, पिपासा, पिपासा। क्या खाए, क्या पिए? मीं के स्तनों को निचोड़ा, वृक्षों को झकझोरा, कौट-पतंग, पशु-पक्षी - कुछ न छूट पाए उससे।

गेहूँ - उसकी भूख का काफला आज गेहूँ पर टूट पड़ा है? गेहूँ उपजाओ, गेहूँ उपजाओ, गेहूँ उपजाओ!

मैदान जोते जा रहे हैं, बाग उजाड़े जा रहे हैं - गेहूँ के लिए।

बेचारा गुलाब - भरी जवानी में सिसकियाँ ले रहा है। शरीर की आवश्यकता ने मानसिक वृत्तियों को कहीं कोने में डाल रक्खा है, दबा रक्खा है।

किंतु, चाहे कच्चा चरे या पकाकर खाए - गेहूँ तक पशु और मानव में क्या अंतर? मानव को मानव बनाया गुलाब ने मानव मानव तब बना जब उसने शरीर की आवश्यकताओं पर मानसिक वृत्तियों को तरजीह दी।

यही नहीं, जब उसकी भूख खँव-खँव कर रही थी तब भी उसकी आँखें गुलाब पर टँगी थीं।

उसका प्रथम संगीत निकला, जब उसकी कामिनियाँ गेहूँ को ऊँखल और चक्की में पीस-कूट रही थीं। पशुओं को मारकर, खाकर ही वह तृप्त नहीं हुआ, उनकी खात का बनाया ढोल और उनकी सींग की बनाई तुरही। मछली मारने के लिए जब वह अपनी नाव में पतवार का पंख लगाकर जल पर उड़ा जा रहा था, तब उसके छप-छप में उसने ताल पाया, तराने छोड़े! बाँस से उसने लाठी ही नहीं बनाई, वंशी भी बनाई।

रात का काला-घुग्घ परदा दूर हुआ, तब यह उच्चवसित हुआ सिर्फ इसलिए नहीं कि अब पेट-पूजा की समिधा जुटाने में उसे सहस्रियत मिलेगी, बल्कि वह आनंद-विभोर हुआ, उषा की लातिमा से, उगते सूरज की शने शने प्रस्फुटित होनेवाली सुनहली किरणों से, पृथ्वी पर घम-घम करते लक्ष-लक्ष ओसकणों से। आसमान में जब बादल उमड़े तब उनमें अपनी कृषि का आरोप करके ही वह प्रसन्न नहीं हुआ। उनके सौन्दर्य-बोध ने उसके मन-मोर को नाच उठने के लिए लाचार किया, इन्द्रधनुष ने उसके हृदय को भी इन्द्रधनुषी रंगों में रँग दिया।

मानव-शरीर में पेट का स्थान नीचे है, हृदय का ऊपर और मस्तिष्क का सबसे ऊपर। पशुओं की तरह उसका पेट और मानस समानांतर रेखा में नहीं है। जिस दिन वह सीधे तनकर खड़ा हुआ, मानस ने उसके पेट पर विजय की घोषणा की।

गेहूँ की आवश्यकता उसे है, किंतु उसकी चेष्टा रही है गेहूँ पर विजय प्राप्त करने की। उपवास, व्रत, तपस्या आदि उसी



गेहूँ का गेहूँत्व क्या है, हम जान गए हैं। यह गेहूँत्व उसमें अज्ञात कहीं से है, हमसे यह भी छिपा नहीं है।

पृथ्वी और आकाश के कुछ तत्व एक विशेष प्रतिक्रिया के घौघों की बातियों में संगृहीत होकर गेहूँ बन जाते हैं। उन्हीं तत्वों की कमी हमारे शरीर में भूख नाश पाती है।

क्यों पृथ्वी की कुड़ाई, जुलाई, गुड़ाई! हम पृथ्वी और आकाश के नीचे इन तत्वों को क्यों न ग्रहण करें?

यह तो अनहोनी बात - यूटोपिया, यूटोपिया!

हाँ, यह अनहोनी बात, यूटोपिया तब तक बनी रहेगी, जब तक मानव संहार-काण्ड के लिए ही आकाश-पाताल एक करता रहेगा। ज्यों ही उसने जीवन की समस्याओं पर ध्यान दिया, यह बात हस्तमलकवत् सिद्ध होकर रहेगी।

और, विज्ञान को इस ओर आना है; नहीं तो मानव का क्या, सर्व ब्रह्माण्ड का संहार निश्चित है।

विज्ञान धीरे-धीरे इस ओर भी कदम बढ़ा रहा है।

कम से कम इतना तो अवश्य ही कर देगा कि गेहूँ इतना पैदा हो कि जीवन की परमावश्यक वस्तुएँ हवा, पानी की तरह इफरात हो जायँ। बीज, खाद, सिंचाई, जुलाई के ऐसे तरीके और किस्म आदि तो निकलते ही जा रहे हैं जो गेहूँ की समस्या को हल कर दें।

प्रचुरता - शारीरिक आवश्यकताओं की पूर्ति करने वाले साधनों की प्रचुरता - की ओर आज का मानव प्रभावित हो रहा है।

प्रचुरता? - एक प्रश्न विद्वा!

क्या प्रचुरता मानव को सुख और शांति दे सकती है?

हमारा सोने का हिंदोस्तान - यह गीत गाइए, किन्तु यह न भूलिए कि यहाँ एक सोने की नगरी थी, जिसमें राक्षसता निवास करती थी; जिसे दूसरे की बहु-बेटियों को उड़ा ले जाने में तनिक भी क्षिप्रक नहीं थी।

राक्षसता - जो रक्त पीती थी, जो अन्धक्य छाती थी, जिसके अकाय शरीर था, दस शिर थे, जो छह महीने सोती थी।

गेहूँ बड़ा प्रबल है - वह बहुत दिनों तक हमें शरीर का गुलाम बनाकर रखना चाहेगा; पेट की क्षुधा शांत कीजिए, तो वह यासनाओं की क्षुधा जाग्रत कर बहुत दिनों तक आपको तबाह करना चाहेगा।

तो, प्रचुरता में भी राक्षसता न आवे, इसके लिए क्या उपाय?

अपनी मनोवृत्तियों को वश में करने के लिए आज का मनोविज्ञान दो उपाय बताता है - इंद्रियों के संघमन की ओर वृत्तियों को उर्ध्वगामी करने की।

संघमन का उपदेश हमारे ऋषि-मुनि देते आए हैं। किन्तु, इसके बुरे नतीजे भी हमारे सामने हैं - बड़े-बड़े तपस्वियों की लंबी-लंबी तपस्याएँ एक रम्भा, एक मेनका, एक उर्वशी की मुस्कान पर स्थलित हो गईं।

आज भी देखिए! गांधीजी के तीस वर्ष के उपदेशों और आदेशों पर चलनेवाले हम तपस्वी किस तरह दिन-दिन नीचे गिरते



इसलिए उपाय एकमात्र है - वृत्तियों को उर्ध्वगामी करना !

कामनाओं को स्थूल वासनाओं के क्षेत्र से ऊपर उठाकर सूक्ष्म भावनाओं की ओर प्रवृत्त कीजिए।

शरीर पर मानस की पूर्ण प्रभुता स्थापित हो - गेहूँ पर गुलाब की !

गेहूँ के बाद गुलाब - बीच में कोई दूसरा टिकाव नहीं, ठहराव नहीं !

गेहूँ की दुनिया खत्म होने जा रही है। वह दुनिया जो आर्थिक और राजनीतिक रूप में हम सब पर छाई है।

जो आर्थिक रूप से रक्त पीती रही, राजनीतिक रूप में रक्त बहाती रही !

अब दुनिया आने वाली है जिसे हम गुलाब की दुनिया कहेंगे। गुलाब की दुनिया -मानस का संसार - सांस्कृतिक जगत्।

अहा, कैसा वह शुभ दिन होगा हम स्थूल शारीरिक आवश्यकताओं की जंजीर तोड़कर सूक्ष्म मानव-जगत् का नया लोक बनाएंगे?

जब गेहूँ से हमारा पिण्ड छूट जायगा और हम गुलाब की दुनिया में स्वच्छंद विहार करेंगे !

गुलाब की दुनिया - रंगों की दुनिया, सुगंधों की दुनिया!

भौरे नाच रहे, गूँज रहे; फुल सूँघनी फुदक रही, चहक रही! नृत्य, गीत - आनंद, उछाह!

कहीं गंदगी नहीं, कहीं कुरूपता नहीं, आंगन में गुलाब, खेतों में गुलाब, गालों पर गुलाब खिल रहे, आँखों से गुलाब झाँक रहा !

जब सारा मानव-जीवन रंगमय, सुगंधमय, नृत्यमय, गीतमय बन जायगा! वह दिन कब आयेगा !

वह आ रहा है - क्या आप देख नहीं रहे हैं ! कैसे आँखें हैं आपकी। शायद उन पर गेहूँ का मोटा पर्दा पड़ा हुआ है। पर्दे को हटाइए और देखिए वह अलौकिक स्वर्गिक दृश्य इसी लोक में, अपनी इस मिट्टी की पृथ्वी पर ही!

शौके दीदार अगर है, तो नजर पैदा करा!

Name :- Aman Ali

Roll No :- 16 (Sec-A)

class :- B. Com Ist Sem

subject :- Practical Indian Economy

college :- Shambhaveswar College
of Commerce

Signature


PRINCIPAL
Shambhaveswar College
of Commerce, KALABURGI.



[Signature]
PRINCIPAL
Shriharipur College
of Commerce, HALABESAGI.

Interview with owner of the shop:-

My neighbour N.K. Super Shop owner Mr. Saleem Sab. It is located on the Road of K.C.T Ground Subarga 585104. This business has started by his father in 2012 But now he and his Elder brother run the shop. And he has a turnover of about 4000 to 4500. His shop has variety of product and nearly 100 of customer's visit in a everyday. Having been in this business he have 18 years of Experience he have built a good & friendly nature with his customer

SHARNBASAVESHWAR COLLEGE OF COMMERCE



Name :- Vishwa .L. Kage

Class :- B.Com Ist Sem

Subject :- Principles of Marketing

Roll No. :- 99


IQAC Coordinator
Sharanbasaveshwar College of Commerce
KALABURAGI



PRINCIPAL
Sharanbasaveshwar College of
Commerce, Gulbarga

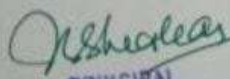
marketing concepts :-

- 1) Production concepts.
- 2) Product concepts
- 3) selling concepts
- 4) marketing concepts
- 5) social concepts.

Production concepts :-> A product concept is a description of a product or service as an early stage in the product cycle it is generated before any detailed design work is undertaken and takes into consideration market analysis customer experience products feature product cost strategy fit and product architecture

A product concept should describe the new product will appeal to its target market while the product concept is based upon the idea that customers prefer products that have the most quality performance and features some customers prefer a product that is simpler and easier to use.


ICAC Coordinator
Sharanbasaveshwar College of Commerce
KALABURAGI


PRINCIPAL
Sharanbasaveshwar College of
Commerce, Gulbarga


Marketing Concepts :-

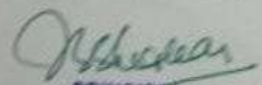
The marketing concept is the concept like the idea of satisfying the needs of the customer by means of the product as solution to the customer's problems.

The marketing concept represents the major change in today's company orientation that provides the foundation to achieve competitive advantage.

The three elements of the marketing concept are customer satisfaction, company approach and target.

Nature of marketing the nature of marketing may be studied under the following. Not as well as sciences. In the technology free marketing is the art and science of choosing target markets and satisfying customers through creating and communicating superior customer value.


ICAC Coordinator
Sharanbanswari College of Commerce
KALABURGI


PRINCIPAL
Sharanbanswari College of
Commerce, Gulbarga

ಶ್ರೀ ಶರಣಬಸವೇಶ್ವರ ವಾಣಿಜ್ಯ
ಪದವಿ ಮಹಾ ವಿದ್ಯಾಲಯ
ಕಾಲೇಜು ಕಲಬುರ್ಗಿ



ಹೆಸರು :- ಅನೀಲಕುಮಾರ . ಎಸ್ . ಬಿ.
ತರಗತಿ :- ಬಿ.ಕಾಂ. ಡಿಪ್ಲಿಯ ಸೋಸೈಟಿ
ಹಾಜರಿ ಸಂಖ್ಯೆ :- '0039'
ವಿಭಾಗ :- 'ಎ' (A)
ವಿಷಯ :- ಕನ್ನಡ
ಮಾರ್ಗದರ್ಶಕರು :- ಜಗದೇಶಿ (ಶೈಲರು)

ಪ್ರಾಧ್ಯಾಪಕರ ರುಜು



K.K. Agro Industries

M/s. K.B.N. Agro Foods Manufacturers Of All Kinds Of Pulses

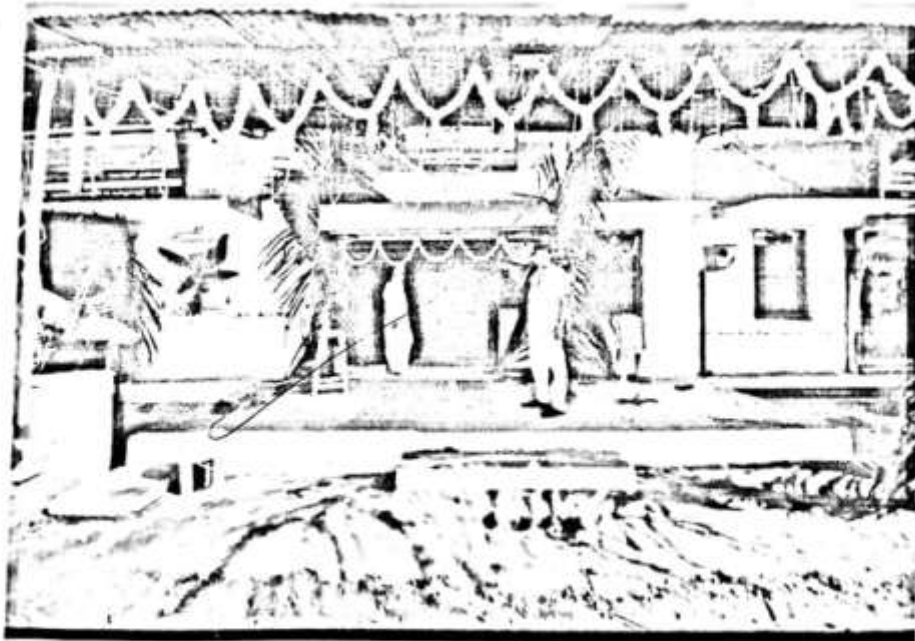
Office Add. Plot No. 185, 186, 187, 188, 2nd Phase, K.I.A.D.P.
Industrial Area, Opp. Bekar Cross, Gulbarga, KA
Pin No. 594122/22761

Plot No. 208, 2nd Phase, K.I.A.D.P. Industrial Area
Hunnur, 63rd Road, Gulbarga, KA
Pin No. 594130/54500

Email: kbntagro@gmail.com
modnkbnt@yahoo.in



Prop. Idris Ahmed
Mob No. 09448456211



ಶ್ರೀ ಶರಣಬಸವೇಶ್ವರ ವಾಣಿಜ್ಯ ಮಹಾವಿದ್ಯಾಲಯ ಕಲ್ಚುರ್ಗಿ



ಹೆಸರು : ಶ್ರೀಯೂ. ಎಸ್. ಜಿಜ್ಞಿಷು .
ತರಗತಿ : ಬಿ. ಕೆಂ ಎನ್ ಎಮ್
ಕ್ರಮ ಸಂಖ್ಯೆ : 0001 [0009]
ವಿಷಯ : ಕನ್ನಡ (ಆರಾಧನಾ)

ಕಲ್ಯಾಣಿ ಕರ್ನಾಟಕದ ಗ್ರಾಮದೇವತೆಗಳ ಕ್ರಮ

-ಎರಡನೇ

ಪ್ರೀತಿ :-

ಯೈವ್ರಾಖಾದ ಕರ್ನಾಟಕದ ಗ್ರಾಮದೇವತೆಗಳ ಕೇಂದ್ರಗಳಾಗಿ. ಈ ಭಾಗದ ಒಂದೊಂದು ಜಿಲ್ಲೆಯನ್ನು ಗಮನಿಸಿದರೆ, ದಾಯತೂರು ಜಿಲ್ಲೆಯ ಶ್ರೀಮಂಲೆ ನಿದಾದುದ-ರಿಂದ ಇಲ್ಲಿಯ ಗುಡಿಗಳು ಮಲ್ತು ಮೂಲೆಗಳ ಗುಲಬರ್ಗ, ಖಿದರನಗರಿಯೆ ಲತ್ತೆಯ ನೈಲೆಯಲ್ಲಿರುವುದನ್ನು ನಿದರಿಸುವುದು ಎಲ್ಲಕ್ಕೂ, ನೋಯ್ಲೆಯುರ ಉಬಯ್ಯ, ಅರಕೇರಿ ಭಾಗಯ್ಯ, ಗುಮನೇರಿ ದುರಗಯ್ಯ, ಕುಂಬಳಾವಲೆ ವ್ವಾಯ್ಯ, ಮೂನಶಾಖಾದ ಹುಲಗೆಯ್ಯ, ಕುರುದಿ ವ್ವಾಯ್ಯ, ಲೆಳಕಲ್ಲ ಒಡಚೆಯ್ಯ, ದಾಯತೂರು ನಗರದ ಕಂದರವ್ವಿ ಮೂರೆಯ್ಯ, ಹರಿಕುನವಾದಾಡ ಕಂಚೆಯ್ಯ, ಲೆಯ್ಯೂರಲೆ-ರಿಯೆ ಜೊಡೆಯ್ಯರನ್ನು ಕಂದಿಗ ಲನಿಸುತ್ತದೆ. ಆದರೆ ಗುಲಬರ್ಗ ಜಿಲ್ಲೆಯ ಶ್ರೀಮಂಲೆನಿದಾದುದಿದ್ದರೂ ಇಲ್ಲಿ ಬಿಗ್ಗಲೆ ಕುನಿಗ ಇರುವುದರಿಂದ, ಇಲ್ಲಿಯ ಗುಡಿಗಳು ಮಲ್ತು ಮೂಲೆಗಳ ಅಚ್ಚೇನು ಅಲಂಕೃಲೆವಾಗಿ ಇರದಿದ್ದರೂ ದಾಯತೂರು, ಖಿದರ ಜಿಲ್ಲೆಗಳಿಯೆ ಹೆಚ್ಚಿನ ನಂಪ್ಪೆಯಲ್ಲಿರುವುದನ್ನು ಕಾಣಬಹುದು. ಆದರೆ ಖಿದರ ಜಿಲ್ಲೆಯ ದಾಯತೂರು ಜಿಲ್ಲೆಯಲೆ ಶ್ರೀಮಂಲೆವಾಗಿರದೆ, ಗುಲಬರ್ಗ ಜಿಲ್ಲೆಯಲೆ ಬಿಗ್ಗಲೆ ಕುನಿಗ ಹೊಂದಿರದ ಕೆರಡಿ, ಇಲ್ಲಿಯ ಗ್ರಾಮದೇವತೆಗಳು ದಾಯತೂರು, ಗುಲಬರ್ಗ ಜಿಲ್ಲೆಗಳಲೆ ಮಹಲ್ತೆವಾಗಿ, ಅಧಿಕವಾಗಿ ಇರುವುದು ಕಡಿಮೆ.

ಕುಲಗೇಮ್ಯ :



ಕುಲಗೇಮ್ಯ ದೇವಿಯು ಕೇಡುಕಾ ದೇವಿಯ
ಅವತಾರ . ಕರ್ನಾಟಕದ ಕುಲಗೇಮ್ಯ ನಾಗಜೋಗಿ ಮತ್ತು
ಬಗಲೇಶ್ವೋಗಿ ಎಂಬ ಇಬ್ಬರು ಭಕ್ತಾದಿಗಳ ಮುಂದೆ ಲಿಖಿ
ಶಕ್ತಿಯು ಕುಲಗೇಮ್ಯ ದೇವಿಯ ರೂಪದಲ್ಲಿ ಕಾಣಿಸಿಕೊಂಡಳು
ಎಂದು ನಂಬಲಾಗಿದೆ .

ದೇವಿ ಕುಲಗೇಮ್ಯ ದೇವಿಯು ಶಿಲಾಂಗಿಯ
ಮತ್ತು ಶ್ರೀ ಚಕ್ರದ ರೂಪದಲ್ಲಿ ಕಾಣಿಸಿಕೊಂಡಿದ್ದಾಳೆಂದು
ನಂಬಲಾಗಿದೆ .

ಅನೇಕ ನಮೂನೆಯುಳ್ಳ ಹಳ್ಳಿಯಲ್ಲಿ ಅನೇಕ
ಉಪಶೃಂಗಿಯ ಮೂಲಕ ಪ್ರದೇಶೀಯ ಸ್ವಾತಂತ್ರ್ಯ ವಿಕಾಸಗಳನ್ನು
ಕುಲಗೇಮ್ಯ ನಾಥವಿಗುಣದ ಎಂದು ನಂಬಲಾಗಿದೆ .

• ಘೆಲ್ತೆರರಿ

ಭಾಗಮ್ಮ :-



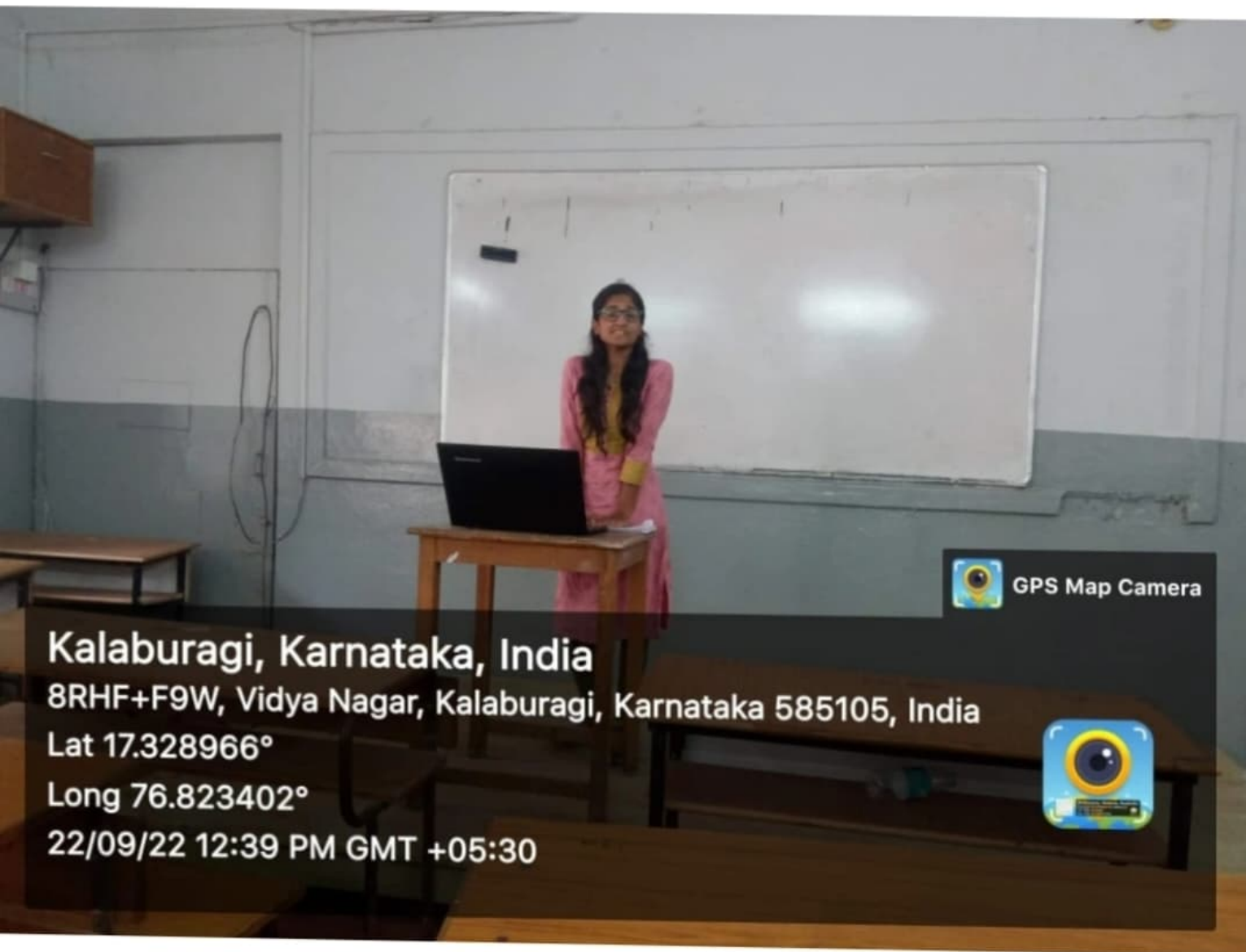
ಘೆಲ್ತೆರರಿ ಭಾಗಮ್ಮ ದೇವಣ್ಣನ, ಭಾಗಮ್ಮ
 ಮತ್ತೆ ಭಾಗಮ್ಮನೇ ದೇವಣ್ಣನ ಎಂದು ಕುನತ್ರಿಯ
 -ವಾರಿದೆ, ಇದು ಕರ್ನಾಟಕದ ಸುಬ್ಬನಾಡ ತ್ರುದೇಶದ
 ತ್ರಿಲಕ್ಷ್ಮಿ ದೇವಾಲಯಗಳಲ್ಲಿ ಒಂದಾಗಿದೆ. ಇದು ಸುಬ್ಬನಾಡ
 ಕೆಲ್ಲೆಯ ಅಫ಼ಕುಲತರ ಲೋಕದ ಘೆಲ್ತೆರರಿ ನ್ಯಾಯದಲ್ಲ
 -ದೆ. ಇದು ಶ್ರೀ ಕ್ಷೇತ್ರ ಗಣಿಗಾಲೂರ ಶ್ರೀ ದತ್ತಾತ್ರೇ
 -ಯ ದೇವಣ್ಣನದ ತಯಾರವಲ್ಲದೆ.

Signature

ಅವಳು ಮಂತ್ರಾಲಯದ ಮುಖ್ಯ ದೇವತೆಯಾಗಿದ್ದು,
 ಅವಳ ಅನುಮತಿ ಮತ್ತು ಆಶೀರ್ವಾದವನ್ನು ತಡೆದ
 ಲಂಚರವೇ ಗುರು ರಾಘವೇಂದ್ರರು ಮಂತ್ರಾಲಯದ
 ಗತಯಾಗಿ ದೇಗುಲವನ್ನು ಪ್ರವೇಶಿಸಿದರು. ಗುರು
 ರಾಘವೇಂದ್ರರು ವಿವಿಧ ಮಂತ್ರಗಳನ್ನು ಪಠಿಸಿದರು
 ಮತ್ತು ಅವಳನ್ನು ಧ್ವಂಸಿಸಿದರು, ಮತ್ತು ಅವರ
 ಕೊಠಡಿಗಿಂತಲೂ, ಆದ ಮಂತ್ರಾಲಯ, ಅವರ ಮೂಡೆ
 ರೀತಿಯಲ್ಲಿ ಕೊಂಡರು ಮತ್ತು ಅವರ ಬದಲಿಗೆ ಕಾಂಚನಗಿರಿ
 ಅವರನ್ನು ಆಶೀರ್ವದಿಸಿದರು ಮತ್ತು ಶಿವಲಿಂಗವನ್ನಾಗಿ
 ತನ್ನ ದೇವಾಲಯದ ಬಳಿ ಇರುವಂತೆ ಕೆಳಕೊಂಡರು.
 ಮಂತ್ರಾಲಯದ ಇನ್ನೊಂದು ಹೆಸರು ಮಂತ್ರಾಲ, ಮತ್ತು
 ಇನ್ನು ಕೆಲವರು ಮಂತ್ರಾಲಯ ಪಟ್ಟಣವನ್ನು ಮಂತ್ರಾಲ
 ಎಂದು ಬಲ್ಲೇಜಿರುತ್ತಾರೆ.

ಅವಳ ನುಡಿಯಲ್ಲಿ, ಆದ ಮಂತ್ರಾಲಯ
 ಲಂಚಾ ನುಂದರವಾಗಿ ಕಾಣಿಸಿಕೊಳ್ಳುತ್ತಾ ಮತ್ತು ಅವಳನ್ನು
 ಚಿನ್ನದ ಆಭರಣಗಳನ್ನು ಮತ್ತು ಹೂವಿನ
 ಮಾಲಿಕೆಯಿಂದ ಅಲಂಕರಿಸಲಾಗಿದೆ ಮತ್ತು ಅವಳೊಂದಿಗೆ
 ಅರಸುನಾಮ ದೇವರ ಚಿತ್ರವನ್ನು ಲಾಠಿ ಕಾಣಿಸುವ
 ಮತ್ತು ಆ ಮಂತ್ರಾಲಯ, ಬೇರೆ ಯಾರೂ ಅಲ್ಲಿ
 ಆದ ಕೇವಲವು ಎಂದು ನಂಬಲಾಗಿದೆ. ವೇದ,
 ಅರಸುನಾಮ ಪ್ರೀತಿಯ ಲಿಪಿ. ಕಾಂಚನಗಿರಿ
 ಆರಿಸು ನುಡಿಯನ್ನು ಗಣಿತದಿಂದ ಪ್ರವೇಶಿಸಿ ಅರಸುನಾಮ
 ಮತ್ತು ಆ ದೇಗುಲವು ಚಿರವಾರಿಧರನು ಅದು ಅಚ್ಚುಕಟ್ಟಾಗಿ
 ಮತ್ತು ಅತ್ಯಂತವಾಗಿ ಕಾಣಿಸಿಕೊಂಡು ಮತ್ತು ದೇಗುಲವನ್ನು
 ಪ್ರವೇಶಿಸುವ ಮೂಲಕ ಅಲ್ಲಿ ನಮ್ಮ ಎಲ್ಲ
 ಚಿಂತೆಗಳನ್ನು ಮರೆತು ಆಫ್ಫೀಕ ಆನಂದವನ್ನು
 ತಡೆಯುತ್ತೇವೆ. ಅದನ್ನು ಮನಗಾಳಿ ಮತ್ತು
 ದೇಹದಲ್ಲಿ.

Seminar by Students



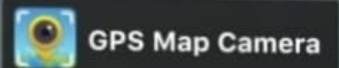
Kalaburagi, Karnataka, India

8RHF+F9W, Vidya Nagar, Kalaburagi, Karnataka 585105, India

Lat 17.328966°

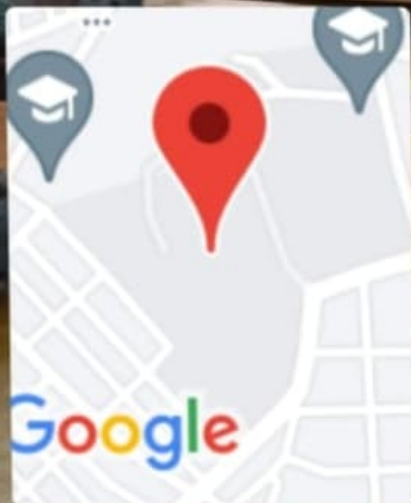
Long 76.823402°

22/09/22 12:39 PM GMT +05:30





GPS Map Camera



Kalaburagi, Karnataka, India

8RHF+F9W, Vidya Nagar,

Kalaburagi, Karnataka 585105, India

Lat 17.328893°

Long 76.823424°

21/09/22 11:27 AM





GPS Map Camera

Kalaburagi, Karnataka, India

8RHF+F9W, Vidya Nagar, Kalaburagi, Karnataka 585105, India

Lat 17.328966°

Long 76.823402°

22/09/22 01:04 PM GMT +05:30







SHARANABASAVESHWAR

College of Commerce

Submitted by

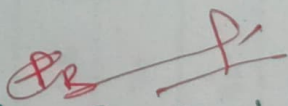
NAME : Shreya S. Jajee

Class : B.Com I sem

Roll no : 71

Subject : Digital Fluency.

Submitted to


Parvathi Sangani mam

TEST MARKS DATA OF A CLASS

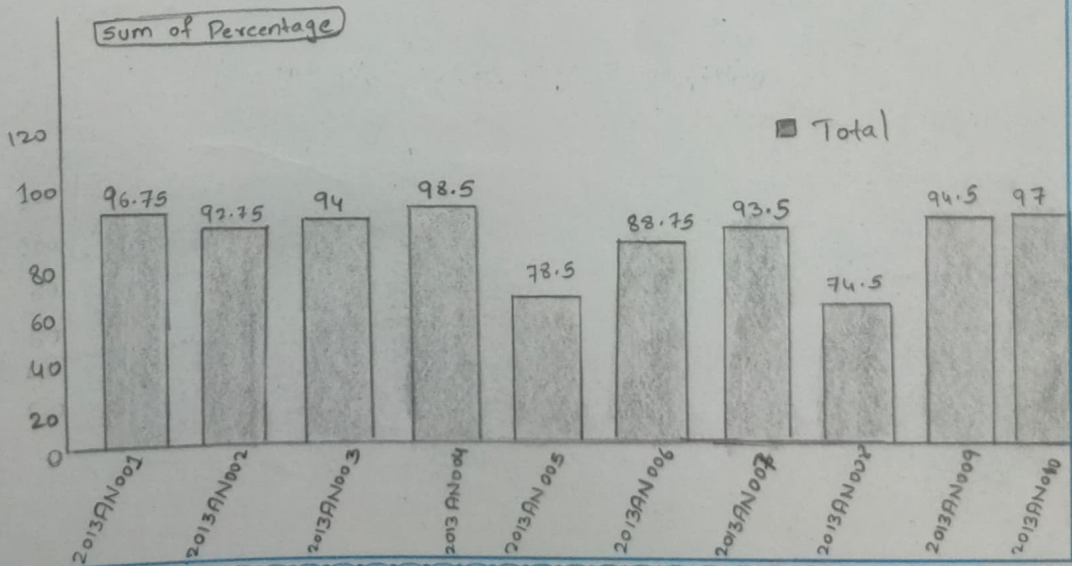
A	B	C	D	E	F	G	H	I	J
Register number	Name	subject 1	subject 2	subject 3	subject 4	Total	Percentage	Highest score	Lowest score
2013AN001	Shankar	89	99	100	99	387	96.75	98.5	74.5
2013AN002	Pooja	93	96	89	93	371	92.75		
2013AN003	Ramya	99	78	99	100	376	94		
2013AN004	Punith	100	100	100	94	394	98.5		
2013AN005	Saravana	49	99	79	88	315	78.75		
2013AN006	James	77	89	90	99	355	88.75		
2013AN007	Darjill	85	90	99	100	374	93.5		
2013AN008	Dominic	70	83	67	78	298	74.5		
2013AN009	Hema	80	98	100	100	378	94.5		
2013AN010	Gowri	89	99	100	100	388	97		

15 Microsoft Excel

Pivot Table

Row Labels Sum of Percentage

2013AN001	96.75
2013AN002	92.75
2013AN003	94
2013AN004	98.5
2013AN005	78.75
2013AN006	88.75
2013AN007	93.5
2013AN008	74.5
2013AN009	94.5
2013AN010	97
GRAND Total	909



Divya

Formule

Total :- $= \text{SUM}(C3:F3)$

Percentage :- $= \text{SUM}(G3)/4$

Highest :- $= \text{MAX}(H3:H12)$

Lowest :- $= \text{MIN}(H3:H12)$

In Microsoft Excel.

- 1) Enter the following details for 10 employees
Employee code, Employee name, Basic salary,
DA, HRA, Loans, Total salary and Tax.
- a) Type the Employee code, Employee Name,
Basic salary and Loan amount data for 10
employees in the spreadsheet.
- b) Format all number as a Currency.
- c) Center the spreadsheet headings across the
spreadsheet.
- d) Format all text
- e) Create a formula to compute DA as 50% of the
Basic salary and copy this to all the cells.
- f) Create a formula to compute HRA as 12% of the
Basic salary and copy this to all the cells.
- g) Create a formula to compute Total salary and copy
this to all the cells.
- h) If Total salary is greater than 5,00,000, compute
Tax as 20% of Total salary otherwise 10% of
the Total salary using a formula.

STEPS

- 1 : START → PROGRAMS → OFFICE → EXCEL
- 2 : Enter the header salary for the month
Under D₁
- 3 : Enter Employee Code Under A₂ in the Columns.
- 4 : Basic Salary is Fixed Based on the Sales
by the Govt.
- 5 : Under D₄ the DA is calculated ie 50% of
Basic THE give the =SUM(D₄*50%)
- 6 : Under E₄ THE HRA is calculated ie 12% of
Basic THE give =SUM(E₄*12%)
- 7 : Under G₄ The total salary is calculated, The
give =SUM(D₂:F₄)G₄ the loan amount is
minused.
- 8 : Under H₃ the Tax is calculated based on the
Conduction condition ie =IF(H₄>500000,H₄*20%,
H₄*10%)

SALARY FOR THE MONTH

1	2	Employee code	Employee name	Basic salary	Dearer Allowance (DA)	House rent allowance (HRA)	Loan	Total salary	Annual Income	Tax
3	Pa: 001	Manikandan	230050	115025	13803	5000	353878	4246536	353878	
4	FDc001	Subramanya	18600	9300	1116	3000	26016	312192	2601.6	
5	SDC001	Ramu Rathil	12000	6000	720	2000	16720	200640	1672.0	
6	CCE003	Rabhu	10000	5000	600	4000	11600	139200	1160.0	
7	CVTE002	Umsha	89000	44500	5340	0	138840	1666080	13884.0	
8	HOD005	Rakesh	16000	8000	960	500	24460	293520	2446.0	
9	ROD006	Ajay	14500	7250	870	6000	16620	199440	1662.0	
10	LOD007	Ganesh	14000	7000	840	0	21840	262080	2184.0	
11	REC001	Vijaya	7000	3500	420	6000	4920	59040	492.0	
12	LOR008	Murali	85000	42500	5100	50000	82600	991200	82600	
13										
14										
15										
16										

Signature

Formule

- 1> DA :- = $SUM(C_2 * 50) / 100$
- 2> HRA :- = $SUM(D_2 * 12) / 100$
- 3> Total salary :- = $SUM(C_2 : E_2) - F_2$
- 4> Annual Income :- = $SUM(G_2 * 12)$
- 5> Tax :- = $IF(G_2 > 500000, G_2 * 20 / 100, G_2 * 10 / 100)$

KEYBOARD SHORTCUT KEYS

Sl.	Shortcut	Functions
1	CTRL + A	Select all the items in the current window
2	CTRL + C	Copy
3	CTRL + X	Cut
4	CTRL + V	Paste
5	CTRL + Z	Undo
6	CTRL + F	Search on the current Page
7	CTRL + P	Prints the current page
8	ALT + TAB	Switch between the running programs
9	F ₂	Rename an object
10	SHIFT + DELETE	Delete Permanently without moving it into the recycle Bin.

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9	F ₂	Rename an object
10	SHIFT + DELETE	Delete Permanently without moving it into the recycle Bin.

Divya

11	ALT + F4	Quit the current program
12	ALT + F4 on desktop	Shows an option to shutdown
13	F5	Refresh
14	Win + L	Lock Your Computer
15	CTRL + D	Duplicate
16	CTRL + G	Go To

WORD Shortcut Keys.

17	Ctøl + A	Select All contents of the page
18	Ctøl + B	Bold highlighted selection
19	Ctøl + C	Copy Selected text
20	Ctøl + X	cut selected text
21	Ctøl + N	Open New/blank document
22	Ctøl + O	Open options
23	Ctøl + P	open the print window

Divya

24	Ctrl + F	Open Find box
25	Ctrl + I	Italicize highlighted Selection
26	Ctrl + K	Insert Link
27	Ctrl + U	Underline highlighted Selection
28	Ctrl + V	Paste
29	Ctrl + Y	Redo the last action performed
30	Ctrl + Z	Undo last action
31	Ctrl + G	Find and replace options
32	Ctrl + H	Find and replace options
33	Ctrl + J	Justify paragraph alignment
34	Ctrl + L	Align selected text or line to the left
35	Ctrl + Q	Align selected text paragraph to the left
36	Ctrl + E	Align selected text or line to the center
37	Ctrl + R	Align selected text or line to the right

38	Ctrl + M	Indent the paragraph
39	Ctrl + T	Hanging indent
40	Ctrl + D	Font options
41	Ctrl + Shift + F	change the font
42	Ctrl + ←	Move one word to the left
43	Ctrl + →	Move one word to the right
44	F ₁	open help
45	Ctrl + S	save

SHARANABASAVESHWAR COLLEGE
OF COMMERCE KALABURGI

SUBJECT:- DIGITAL FLUENCY

NAME :- SAHANA . S . HANGARGI

ROLL NO :- 167

SECTION :- B

CLASS :- B.COM 1st SEM

SUBMITTED TO :-

PARVATHI MAM

P.

1) What are the advantages of Artificial Intelligence (AI)?

Ans:- It defines a more powerful & more useful computers.

- * It introduces a new & improved interface for human interaction
- * It introduces a new technique to solve new problems.
- * It handles the information better than humans.
- * It is very helpful for the conversion of information into knowledge.

2. What are the disadvantages of AI?

Ans: The implementation cost of AI is very high.

- * The difficulties with software development for AI implementation are that the development of software is slow & expensive. Few efficient programmes are available to develop software to implement artificial intelligence.
- * A robot is one of the implementation of artificial intelligence with them replacing jobs & lead to severe unemployment.
- * Machines can easily lead to destruction if the implementation of machine put in the wrong hands the results are hazardous for human beings.

3. Explain the Applications of Artificial Intelligence [AI]?

Ans:- Artificial Intelligence In Healthcare:- In the last 5 to 10 years, AI becoming more advantageous for the healthcare industry & going to have a significant impact on this industry.

AI in Astronomy:- Artificial Intelligence can be very useful to solve complex universe problems. AI technology can be helpful for understanding the universe such as how it works, origin, etc.

AI in Gaming:- Artificial Intelligence can be used for gaming purpose. The AI machines can play strategic games like chess, where the machine needs to think of a large number of possible plays.

AI in Finance:- Artificial Intelligence & Finance Industries are the best matches for each other. The finance industry is implementing automation, chatbot, adaptive intelligence, algorithm trading; & machine learning into financial processes.

AI in Data Security:- The security of data is crucial for every company & cyber-attacks are growing very rapidly in the digital world.

AI can be used to make your data more safe & secure.

4. Give any 10 Examples of AI do use ?

Ans:- 1. Manufacturing robots.

2. Self-driving cars

3. Smart assistants

4. Proactive healthcare management

5. Disease mapping

6. Automated Financial Investing

7. Social media monitoring

8. Inter-team chat tool

9. Conversational marketing bot

10. virtual travel booking agent.

11. Natural Language Processing [NLP] tools.

5. How is Artificial Intelligence used in Education? Explain?

Ans: For the most part, applications of AI & Machine Learning in education takes a virtual form, rather than being embedded like robots. There may be physical components involved, such as audio or visual sensors of the Internet of things (IoT) that collect or of some environmental information. But Artificial Intelligence in Education system applications generally manifests - via digital software processing systems. This manifestation plays roles in Education at various levels.

6. How is Artificial Intelligence used in Agriculture? Explain.

Ans: Cognitive Computing in particular, is all set of become the most disruptive technology in agriculture services as it can understand, learn & respond to different situations [based on learning] to increase efficiency. Some of them can be services for the producers. For example, the chatbot that pops up when you visit a banking website could be incorporated into a kisan app. The land owners can have a virtual conversation on the platform & have their basic queries answered instantly. They can also keep tabs on the latest innovation they thought to know about.

7. write a note On Machine Learning?

Ans:- Machine learning is a branch of artificial intelligence (AI) and computer science which focuses on the use of data & algorithms to imitate the way that humans learn, gradually improving its accuracy.

Machine learning is an important component of the growing field of data science. Through the use of statistical methods, algorithms are trained to make classifications or predictions, uncovering key insights within data mining projects. These insights subsequently drive decision making within applications & business, ideally impacting key growth metrics. As big data continues to expand & grow, the market demand for data scientists will increase, requiring them to assist in the identification of the most relevant business questions & subsequently the data to answer them.

8. Write a note On Deep learning?

Ans: Deep learning is based on the branch of machine learning which is a subset of artificial intelligence. Deep learning models are capable enough to focus on the accurate features themselves by requiring a little guidance from the programmer & very helpful in solving out the problem of dimensionality.

Deep learning is implemented by the help of deep networks, which are nothing but neural networks with multiple hidden layers. A deep neural network analyzes data with learned representations similarly to the way a person would look at a problem.

In deep learning, the algorithm is given raw data & decides for itself what features are relevant. Deep learning algorithms are used, especially when we have a huge no of inputs & outputs.

9. Write any 10 applications of Machine Learning?

- Ans:-
1. Automatic Language Translation
 2. Medical Diagnosis
 3. Stock Market Trading
 4. Online Fraud Detection
 5. Virtual Personal Assistant
 6. Email Spam & Malware Filtering
 7. Self driving cars
 8. Traffic Prediction
 9. Speech Recognition
 10. Image Recognition

10. Write any 10 application of Deep Learning?

- Ans:
1. Healthcare
 2. Stock Analysis
 3. Fraud Detection
 4. Image Recognition
 5. News Analysis
 6. Virtual Assistants
 7. Language Translations
 8. Deep Dreaming
 9. Photo Descriptions
 10. Personalisations

"ಶ್ರೀಶರಣಬಸವೇಶ್ವರ"

Shree Sharanabasaveshwar College: →

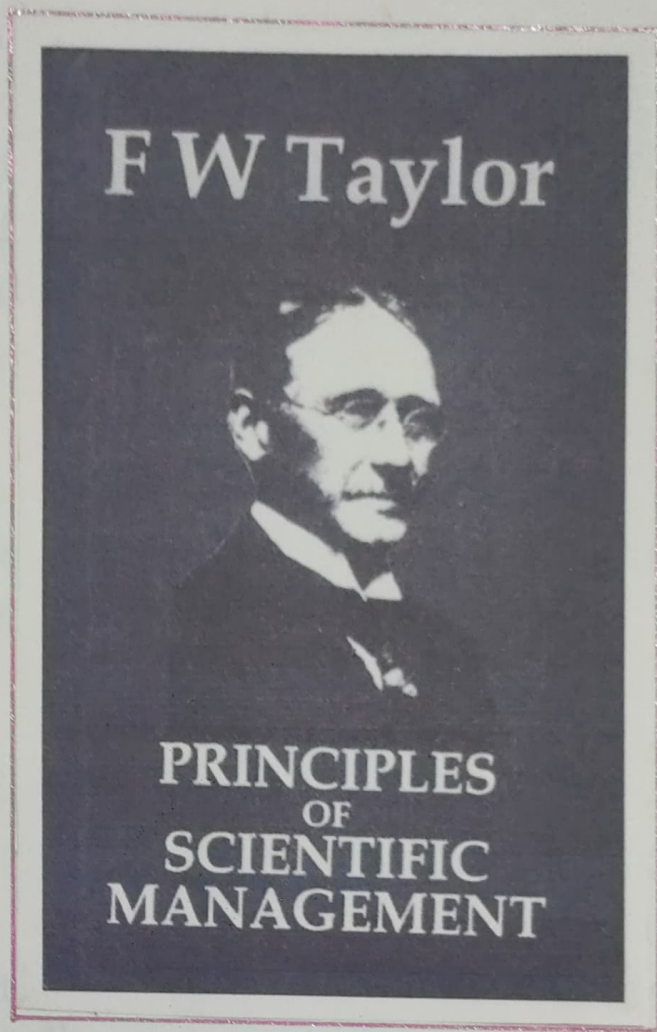
of Commerce Kalaburagi



NAME : Amilkumar. S. B
CLASS : B.com 1st year
SUBJECT : Management ^{1es}Principial Application
ROLL NO : 106
DATE : 23-11-2021
SECTION : 'B'
ASSESSMENT No : 1

Seek

Teacher signature



F.W. Taylor :- F.W. Taylor, in full name is Fredrik Winslow Taylor, (born march 20, 1856, Philadelphia, Pennsylvania, U.S - died march 21, 1915, (age 59) Philadelphia) American inventor and engineer who is known as the father of scientific management. his system of industry's management, known as Taylorism, greatly influenced the development of industrial engineering and production management throughout the world.

Taylor was the son of a lawyer. he entered Phillips Exeter Academy in New Hampshire in 1872, where he led his class scholastically. after passing the entrance examination for Harvard University,

He was forced to abandon plans for matriculation, as his eyesight had deteriorated from night study. With sight restored in 1875, he was apprenticed to learn the trades of patternmaker and machinist at the Enterprise hydraulic works in Philadelphia. Three years later he went to the Midvale Steel Company, where, starting as a machine shop labourer he became successively -y. Shop clerk, machinist, gang boss, foreman, maintenance foreman, head of the drawing office, and Chief engineer.

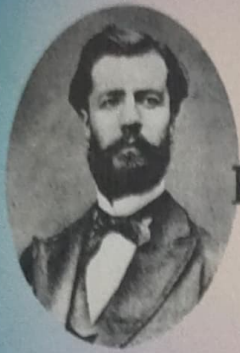
In 1881, at age 25, he introduced time study at the Midvale plant. The profession of time study was founded on the success of this project, which also formed the basis of Taylor's subsequent theories of management science. Essentially, Taylor suggested that production efficiency in a shop or factory could be greatly enhanced by close observation of individual workers and elimination of waste time and motion in their operation.

Though the Taylor System provoked resentment and opposition from labour when carried to extremes, its value in rationalizing production was indisputable and its impact on the development of mass production techniques immense.

Studying at night, Taylor earned a degree in mechanical engineering from Stevens Institute of Technology in 1883. The following year he became a Chief engineer at Midvale and completed the design and construction of a novel machine shop.

Taylor might have enjoyed a brilliant full-time career as an inventor. - he had more than 40 patents to his credit but his interest in what was soon called scientific management led him to resign his post at Midvale and to become general manager of the manufacturing investment company. (1890-93) which in turn led him to become a consulting engineer in management, a profession that Taylor himself developed. He served a long list of prominent firms ending with the Bethlehem Steel Corporation; while at Bethlehem Steel and performed notable experiments in shoveling & pig-iron handling. Taylor retired at age 45 but continued to devote time and money to promote the principals of scientific management through lectures at universities and professional societies. From 1904 to 1914 with his wife and three adopted children, Taylor lived in Philadelphia. The American Society of Mechanical Engineers elected him president in 1906, the same year that he was awarded an honorary doctor of science degree by the University of Pennsylvania. Many of his influential publications first appeared in the transactions of that society - namely, "Notes on Belting" (1894), "A piece-rate system" (1895), "Shop management" (1903), and "On the art of cutting metals" (1906). The principles of scientific management was published commercially in 1911.

Taylor's fame increased after his testimony in 1912 before a special committee of the U.S. House of Representatives to investigate his own and other systems of shop management.



Henry Fayol

Principles of Management

Henri Fayol :- Henri Fayol (29 July 1841 - 19 November 1925) was a French mining engineer, mining executive, author and director of mines who developed a general theory of business administration that is often called fayolism. He and his colleagues developed this theory independently of scientific management but roughly contemporaneously.

Like his contemporary Frederick Winslow Taylor, he is widely acknowledged as a founder of modern management methods. Born on 29 July 1841, nationality (French), education (Ecole des mines (de Saint-Étienne)), and occupation (Economist, Engineer, Entrepreneur).

↳ Biography :-

Henri Fayol was born in 1841 in a suburb of Constantinople (now Istanbul). His father, a military engineer, was appointed Superintendent of works to build Galata bridge, across the Golden Horn. The family returned to France in 1847, where Fayol graduated from the mining academy "Ecole nationale Supérieure des Mines" in Saint-Etienne in 1860.

That same year, aged 19, Fayol started working at the mining company named "Compagnie de Commentry - Fourchambault - Decazeville" in Commentry, in the Auvergne region. He was hired by Stephane Money, who had decided to hire the best engineers from the Saint-Etienne mining school, and Fayol joined the firm as an engineer and trainee manager.

Money made Fayol his protégé, and Fayol succeeded him as manager of the Commentry mine and eventually as managing director of Commentry, Fourchambault and Decazeville.

During his time at the mine, he studied the causes of underground fires, how to prevent them, how to fight them, how to reclaim mining areas that had been burned, and developed a knowledge of the structure of the basin. In 1888 he was promoted to managing director.

Work :

Fayol's work became more generally known with the 1949 publication of "General and industrial administration" the English translation of the 1916 work "administration industrielle et generale". In this work, Fayol presented his theory of management, known as Fayolism. Before that Fayol presented his theory of had written several articles on mining engineering, starting in the 1870s, and some preliminary papers on administration starting in the 1870, Fayol wrote a series of articles on mining subjects, such as on the spontaneous heating of coal (1879), the formation of coal beds (1887), the sedimentation of the commensal, and on plant fossils (1890).

Types of organisational activity :-

Fayol divided the range of activity undertaken within an industrial undertaking into six types :-

- 1) Technical activities.
- 2) Commercial activities.
- 3) Financial activities.
- 4) Security activities.
- 5) Accounting activities.
- 6) Managerial activities.

-: Functions of managements :-

In his original work, Administration Industrielle et General; Prevoyance, organisation, directing, co-ordination, controle, five primary functions. were identified.

- 1) planning
- 2) organizing
- 3) commanding.
- 4) Co-ordinating
- 5) Controlling.
- 6) Forecasting.

-: Principles of managements :-

*> There are 14 principles of managements in henri fayol.

- 1) Division of Work.
- 2) Authority and responsibility.
- 3) Discipline
- 4) unity of command
- 5) unity of direction
- 6) Subordination of individual Interest to general interest
- 7) Remuneration
- 8) Centralization & Decentralization
- 9) Scalar chain
- 10) order
- 11) Equity
- 12) Stability of tenure of personnel
- 13) Initiative
- 14) Esprit de corps

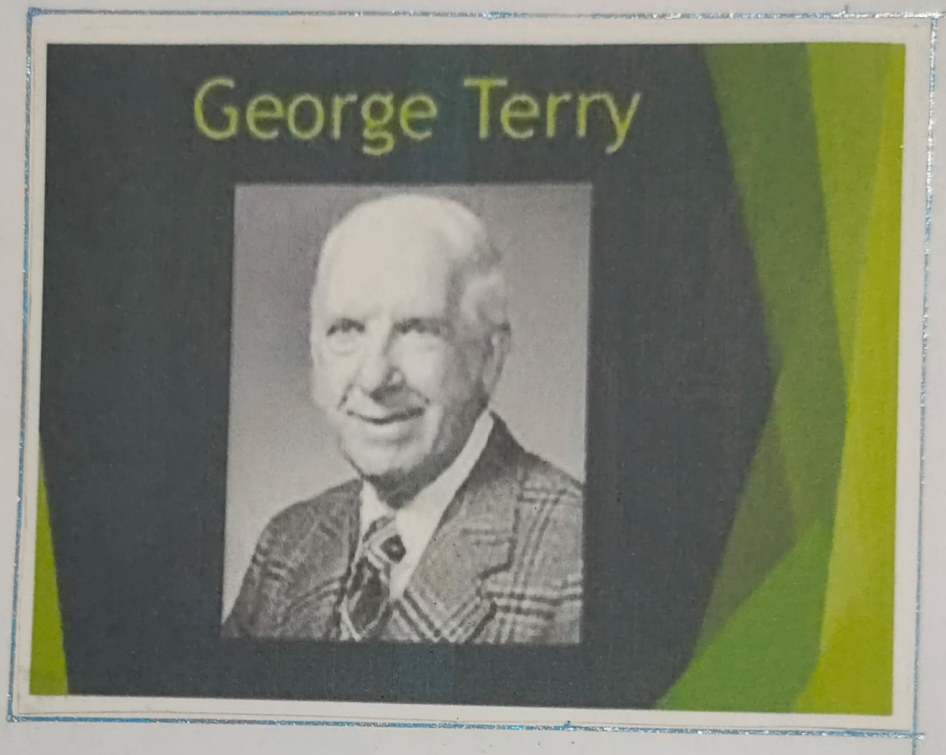
Publications :-

Book, translated.

- 1) In 1930, Industrial and general administration. Translated by J.A. Coubrough, London; Sir Isaac Pitman and Sons.
- 2) 1949. General and industrial management. Translated by C. Storris, Sir Isaac Pitman & Sons, London.

Articles, translated, a selection :-

- 1) 1900. "Henri Fayol addressed his colleagues in the mineral industry 23 June 1900" translated by J.A. Coubrough. In: Fayol (1930) Industrial and General Administration, pp. 79-81 (Republished in: Wren, Bedeian & Breeze, (2002) "The foundations of Henri Fayol's Administrative theory")
- 2) 1909 "Exposé des principes généraux d'administration" translated by J.D. Breeze. published in: Daniel A. Wren, Arthur G. Bedeian, John.D. Breeze, (2002) "The foundations of Henri Fayol's administrative theory" management Decision.



George Terry :-

George Terry (born 20 December 1952) is an Irish screenwriter and director. much of his film work. (age 68).

He was nominated for two Oscars: Best writing, screenplay based on material from another medium (in the name of the father 1993) and Best writing original screenplay (2004) on 26 February 2012 he received an Academy award in the live action short film category for The Shore.

Life and career :-

George was born and raised in Belfast, Northern Ireland. In 1971, aged 18, he was arrested for suspicion of paramilitary republican activity. He later became involved with the Irish Republican Socialist Party (IRSP), political wing of the INLA. In 1975, he was driving with armed members of the group when British soldiers stopped them, although George claims he was not carrying a weapon.

All were arrested and he was sentenced to six years imprisonment in Long Kesh prison. Other prisoners at the same time included Gerry Adams and Paddy O'Hara, the third to die in the 1981 hunger strikes. He was released in 1978 for good behaviour. He briefly attended Queen's University Belfast.

In 1981 he, his wife, Rita and their infant daughter, Coragh, moved to New York City. George's wife and daughter later became United States citizens but he faced deportation proceedings. He was finally allowed to remain in the US following a lobbying campaign by Irish-American supporters, and was granted an "O" visa. He and his wife also have a United States-born son, Seamus.

In 1985, George made his debut as playwright of *The Tunnel*, a stage drama based on a real-life 1976 prison escape attempt from Long Kesh in 1986.

He researched the non-fiction book the pizza connection, with the late veteran american journalist Shora alexander.

In 1993, he made his debut as screenwriter and assistant director with in the name of the father, starring Daniel day-Lewis, and directed and co-written by jim Sheridan. The film was nominated for seven academy awards including best adapted screenplay for George and Sheridan. He wrote the screenplay for and directed the film Some mother's son, starring helen mirren and fionnula flanagan, for which he was named young European producer and co-creator of the CBS television series the district which starred craig T. Nelson, David 'o' hara and Lynne thigpen.

He and billy ray received screenplay credits for the world war II drama hart's war in 2002. He earned his second academy award nomination in 2004 for directing, producing and co-writing hotel Rwanda, which starred Don cheadle and Sophie okonedo. The film received three academy award nominations, including best original screenplay. hotel Rwanda was honored with the cinema for peace award for the most valueable film of the year at the cinema for peace gala in Berlin.

Along with screenwriter william monahan and musician van morrison, George was honoured at the 2nd annual oscar wilde Honoring Irish ~~was~~ writing in film ceremony held at the ebell wilshire in los angeles, california on 22 February 2007. Later that year, he directed reservation Road, starring Joaquin Phoenix, Jennifer Connelly, mark ruffalo.

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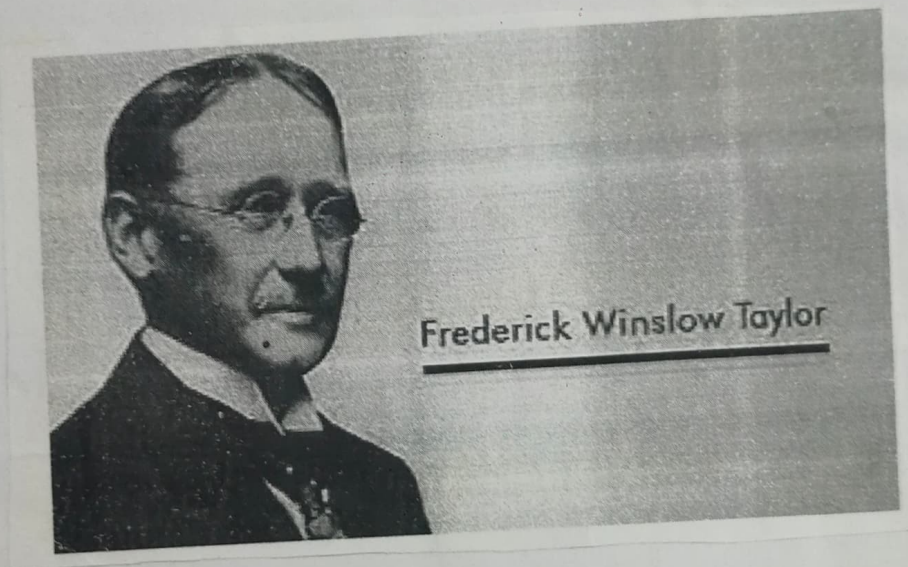
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Frederick Winslow Taylor

Frederick Winslow Taylor

Born :- March 20, 1856. Philadelphia Pennsylvania

Died :- March 21, 1915 (aged 59) Philadelphia
Pennsylvania U.S.

Resting Place :- West Laurel Hill Cemetery Berks County
Pennsylvania U.S.

Nationality :- American

Education :- Phillips Exeter Academy

Alma Mater :- Stevens Expert Institute of Technology (BS)

Occupation :- Efficiency Expert management consultant

Known For :- Father of Scientific management efficiency
movement & industrial engineering

Spouse(s) :- Louise M. Spower

Children :- 3

Awards :- Elliott Cresson Medal
(1902)