



# ST FRANCIS DE SALES COLLEGE

Permanently Affiliated to Bangalore University || AICTE Approved Electronic City Bengaluru - 100

Reaccredited by NAAC with B++ Grade || Recognised under section 2(f) & 12(b) of the UGC Act || An ISO 9001:2015 Certified Institution

A FRANSALIAN INSTITUTE OF HIGHER LEARNING

## Department of Commerce Postgraduate Centre

### Class Activities Report

**Faculty:** Dr. Thanapackiam

**Month:** January 2022

**Activity:** AVD session on Leadership Quality

**Report:** As a part of the class room activity the impressive video on leadership and management quality improvement was played to the students of postgraduate students. The video was about 50 minutes and the Professor of IIT Kharagpur delivered a beautiful lecture on the leadership qualities. He explained all the theories of leadership with practical examples. Students learnt leadership styles and how it led to success of any individual. Students should understand the different styles as they will face leader in near future.

**Faculty:** Dr.S.Rosaline Jayanthi

**Month:** January 2022

**Report:** Drama has been demonstrated on 21, January 2022 at 12.30 p.m for M.Com final year students at their class room. This drama is entitled as "Customer relationship in a business". One student was acted as a business man and three or four students were acted as his customers. How a business man can cope up with his customer, how to satisfy them and how to solve their problems were demonstrated. Through this drama all the students came to know that how to maintain the customers in the organisation or in the enterprise. It was the useful session for all the students.

**Faculty Name:** Siny Philip

**Month:** January 2022

**Report:** DEBATE: Debate is one of the academic activities that give students creative room to express what they feel. The length and breadth of knowledge that they gain through this is simply unparalleled. The class activity on debate was conducted for students. The event was held in the second year PG students. The students were the enthusiastic audience to witness this exciting event. The topic for the day was 'Protesting gets you nowhere; it is better to compromise and adjust. The teams were well prepared and undoubtedly convinced the audience of their beliefs and views. They exhibited great oratory skill. The activity was an enthralling experience for the speakers as well as the audience.

**Faculty:** Mahesh N V

**Month:** January 2022

**Report:** Seminar has been conducted on 4, 2022 at 10 am for final year M.Com students at their class room. The topic of this seminar is "Role of Ethics in Business". Four students were presented their views in this seminar. Work ethics and its importance in work place have been discussed in this seminar. All the students were actively participated in this seminar. During question answer session many students raised their question and discussion was made on it then got the answers for the same. So it was the useful session for the students.

  
**HEAD**  
**Department of Commerce**  
**PG Centre**  
**St. Francis Xavier's College**  
E. Palayam - Coimbatore

### Department of Commerce Postgraduate Centre

### Class Activities Report

**Faculty:** Dr. Thanapackiam

**Month:** February 2022

**Activity: Discussion on Budget Highlights of 2022**

Report: February is the crucial month not only for the ruling parties but also for the commerce students. It is month of Budget presentation and students should know the current budget and tax slab rate and sector wise allocation of funds etc, by keeping this in view there was group discussion arranged as a part of classroom activity. Students were informed on 4<sup>th</sup> February 2022 about this discussion. There were asked to collate the budget highlights of 2022 and come with one page report. Group discussion where all the students should contribute at least one point each so that all of them will understand the budget allocation and present trends in tax rates and corporate taxation. Students were actively participated in the discussion and gave valuable points. The session was a impactful and fruitful one.

**Faculty:** Dr.S.Rosalinc Jayanthi

**Month:** February 3, 2022

**Report:** Group discussion has been conducted on February 3, 2022 at 11.30 a.m in M.Com Class room. The topic discussed in this Group Discussion is "Structuring the Research Paper". All the students were actively participated in the group discussion. They shared their knowledge and ideas. Many doubts were cleared in this Group Discussion regarding writing the research report and delivering it in seminar or webinar. All the students were motivated to do the research and the instructions related to the same were given to the students. This group discussion helped the students to groom themselves in research activities.

**Faculty:** Mahesh N V

**Month:** February 2022

**Report:** Debate has been conducted on 4, February 2022 at 12.30 p.m. for second year M.Com students at their class room. The topic of this debate was "Implications of New National Education Policy in India". Three students were argued in favour of NEP and three students against to NEP. All other students were the audience of this debate. All the students were gained much information relating to NEP. It was the useful session for all the students.

**Faculty:** Siny Philip

**Month:** February 2022

**Report:** Students were ask to list out in a paper a list of "I am.....". Some examples include: "I am a hard worker." and "I am good at basketball." Each sentence must begin with "I am .." The student writes down as many positive attributes and qualities about him or herself as he or she can think. The idea is that by writing down such positive thoughts, they are reinforced in the students' minds, and by thinking about themselves and their attributes positively, their self-esteem is heightened. Students took part in the activity happily and were very proud to speak about their good qualities to their class mates.

  
**HEAD**  
**Department of Commerce**  
**PG Centre**  
**St. Francis de Sales College**  
**Bengaluru - 560020**



## Department of Commerce

### Class Activity – May-2022

**Faculty: Dr. Thanapackiam**

**Event Name: Brain Game**

The class activity was conducted to the I- semester M.com Students during club activity hour. The entire class was divided into two groups and they were made to sit in two rows. Three rounds were conducted. The initiation was taken by the student named Dhanu shree. She had come with some interesting mental games. Few strokes were drawn on the board and asked to solve it. In the first round one simple equation was given and with one move the equation should be solved and in the second-round complex equation was given. Round three about general knowledge, the questions like highest peak, highest per capita income and currency of different countries were put forth before the students. They were actively participated in the event. Solving the equation enhances students' presence of mind and they felt the session was useful and informative.

**Faculty: Dr.S.Rosaline Jayanthi**

**Topic: Currency Swapping**

Report: On 9 th May the SWAP concept in Foreign Exchange Market was explained through demonstration. The teacher was acted as a bank and imaginarily buying rate and selling rates were written on the board. Students were segregated in to 5 groups and assumed as every group has the currency of different countries and each individual has different denomination

of the currency in hand. While the exchange rate is fluctuating students were asked to sell and buy the currencies of different countries and they are expected to gain some profit through these transactions. In this way SWAP transaction was explained and demonstrated.

HEAD  
Department of Commerce  
PG Centre  
St. Francis de Sales College  
Bengaluru - 560100

**Faculty: Prof. Siny Philip**

**Topic: Google Forms preparation**

Google Forms is a free online tool from Google which allows users to create forms, surveys, and quizzes as well as to collaboratively edit and share the forms with other people. Students can use Google forms to Multiple Ways to Administer Forms. They also can use Google forms to assess their own learning and set the learning goals as well as to collect data for their research projects.

HEAD   
Department of Commerce  
PG Centre  
St. Francis de Sales College  
Bengaluru - 560100



# ST FRANCIS DE SALES COLLEGE

Permanently Affiliated to Bangalore University || AICTE Approved Electronic City, Bengaluru - 100

Reaccredited by NAAC with 'B++' Grade || Recognised under section 2(f) & 12(b) of the UGC Act || An ISO 9001: 2015 Certified Institution

A FRANSALIAN INSTITUTE OF HIGHER LEARNING

## CLASS ACTIVITY REPORT

**Faculty: Dr. Thanapackiam**

**Title: Story Building**

**Month: June,2022.**

Classroom activities were conducted to improve creative thinking in the students' heads. A fun activity was held for the I m.com students. The whole class participated in the event. The first person started with a sentence, the next person was supposed to continue with another line, and so on, and the story was built up through twists and turns by the students. The story begins with "There was a merchant in the village" and the story unfolds, he became a hatter. The students enjoyed the story-telling activity.

**Faculty: Dr. Thanapackiam**

**Title: Frame a suitable Title**

**Month: July,2022.**

An activity was held, how to correctly name situations. All students were invited to participate. One of the students in the class explained the situation and asked us to give each one an appropriate title. Case studies were illustrated using different situations and the decision-making power of managers within an organization. Each situation explained how he would react and make decisions, how he would treat his fellow men. Everyone enthusiastically participated in the event. The best was chosen based on student votes and Megasree student at m.com was recognized as the best title. The title is "Think Smart, Act Smart".

**Faculty: Dr. Thanapackiam**

**Title: Discussion on Digital Addiction**

**Month: August,2022.**

A discussion about digital addiction was held for m.com 4th graders. Each student in the class was encouraged to give their opinion on the subject. The students were told that she had no more than 20 minutes to listen. An interesting session was held, but the listening skills of the student community are very limited. The surprising fact that listening time has been shortened to 8 minutes in recent years. Students provided valuable feedback, including being easily distracted and susceptible to deviations from social media. They are addicted to social media entertainment. They happily spend hours watching and listening to digital devices together. They are not interested in learning anything new. Students found the session was informative and useful.

**Faculty: Dr. Siny Philip**

**Title Library activity**

**Month: June,2022**

A library Activity was conducted for the students to improve the reading skills and usage of books by the students. The second objective of the activity was to make the students visit the library and familiarise with the library.

The students are first told about the books in the PG section and the information stored in them, Students are then divided into groups and each of the group is given subject. The teacher throws different question to different question which are housed inside their respective book. The teams have to find the answers, the fastest group wins. Students enjoyed the session and was actively participate.

**Faculty: Dr. Siny Philip**

**Title Google Forms**

**Month: July,2022**

Google Forms is a free online tool from Google which allows users to create forms, surveys, and quizzes as well as to collaboratively edit and share the forms with other people. Students can use Google forms to Multiple Ways to Administer Forms. They also can use Google forms to assess their own learning and set the learning goals as well as to collect data for their research projects.

Students were asked to create the Google forms to collect the student information of their own class. This has helped them to learn the creation of G-form and to view the data getting updated as others enters.



**Faculty: Dr. Siny Philip**

**Title: Situation -based activity:**

**Month: August,2022**

A Situation -based activity was conducted for students where the students were given a conflict situation in the class. The students were asked to solve the problem. Each group leaders came with various opportunities to see the consequences of those choices. The method helped the students to apply their knowledge and gain new experiences, helping to cement concepts that are hard to master through mere conceptualization.

The objective of conducting this was by creating realistic Situations learners can use to formulate, study, and “try on” a variety of responses to situations they could face on the job sharpens their performance and increases their skill

**Faculty: Dr.S.Rosaline Jayanthi**

**Month: June 2022**

**Topic: Predicting Consumer Behavior**

**Report:** Class activity on “Predicting Consumer Behavior” was conducted on 8<sup>th</sup> June 2022. Some products names were written on the board. And some imaginary changes in price and quality of the products were given for every product. Students need to write comments on every product by considering the imaginary changes in every product. The comments must include that how they will welcome these changes in that product and how they will take decision related to purchase of that product. All the comments were collected and discussion on these comments also made. Same kinds of comments were grouped and the number of comments in every group was counted. The group which has more comments is declared as the consumer behavior in the particular marketing environment.

**Faculty: Dr.S.Rosaline Jayanthi**

**Month: July 2022**

**Topic: Rapid Fire**

**Report:** On 4<sup>th</sup> July the Rapid-Fire Activity was conducted for fourth semester students in their class room. In this activity 25 questions have been asked about General Commerce. Any student can say answer immediately after asking the question. For every correct answer the

students will get one point. At the end of the session the total score was calculated for every student. The student who got highest score is declared as winner of the session. This session was useful for the students. Everyone participated with lots of interest and curiosity.

**Faculty:** Dr.S.Rosaline Jayanthi

**Month:** August 2022

**Topic:** Quiz on "Human Resource Accounting"

**Report:** Quiz has been conducted on August 24, 2022 for M.com final year students at their class room on the topic of "Human Resource Accounting". Students are equally distributed in to two groups. Totally twenty questions have been asked related to Human Resource accounting. Both groups got the equal chance to give their answer. When a group fails to give the correct answer, the other group will get the chance to give answer for the same question. Each question carries one point. Group which earned highest score is announced as the winner. All the students were actively participated in this quiz and learned a lot related to the Human Resource accounting.

  
HEAD  
Department of Commerce  
PG Centre  
St. Francis de Sales College  
Bengaluru - 560100

**Faculty: Dr.Thanapackiam**

**Month: September 2022**

**Topic: Strategy for launching a new product.**

Report: A class exercise has been held to develop a fresh approach for marketing a product. Three groups were formed in the class. We asked each group to choose one FMGC product. The team leader was tasked with gathering feedback from all members and developing a sound strategy for entering a new market. Group I used shampoo as the product for the group and showed them how to sell their product. Group II chose biscuits and brought suggestions for marketing reach using digital marketing techniques. Group III selected chocolate and presented a new price and packaging approach. Overall, students have learned how crucial careful planning and effective execution are to winning the market.

**Faculty: Dr.Siny Philip**

**Month: September 2022**

**Class Activity – Get Ready for Exams**

Students were given an orientation session on how to answer for the university exam. A detailed session was conducted on how to answer for the four parts of the university exam question paper. (Part –A, Part B, Part C, and Part D)

**Faculty: Dr.S.Rosaline Jayanthi**

**Month: September 2022**

**Topic: Debate on “Problems faced by Post Graduate Students in doing their research projects”**

Report: Debate has been conducted on 19, September 2022 at 8:30 am for second year M.Com students at their class room. The topic of this debate was “Problems faced by Post Graduate Students in doing their research projects”. Three students were speaking for existence of some problems and three students were speaking for nonexistence of problems. All other students were the audience of this debate. All the students were gained much information relating to their projects. It was the useful session for all the students.

**Faculty: Dr. Thanapackiam**

**Month: October 2022**

**Topic: students class presentation**

When students come up with inventive and fascinating slides to illustrate their talks, presentation skills aid produce innovative ideas. The production of presenting aids can boost students' confidence. In the subject of digital marketing, students are given individual subjects to help them improve their presentation skills. Students are taught about issues like price, new pricing models, distribution networks, online intermediaries, and direct and indirect distribution channels. They arrived with a fantastic presentation and clarified the idea. For the students, it was undoubtedly a productive and educational session.

**Faculty: Dr.Siny Philip**

**Month: : October 2022**

**Class Activity – Google forms for data collection**

Google Forms is a free online tool from Google which allows users to create forms, surveys, and quizzes as well as to collaboratively edit and share the forms with other people. Students can use Google forms to Multiple Ways to Administer Forms. They also can use Google forms to assess their own learning and set the learning goals as well as to collect data for their research projects.

**Faculty: Dr.S.Rosaline Jayanthi**

**Month: October 2022**

**Topic: “Entrepreneurial Development – Start-ups”**

Report: On October 5, 2022 students are asked to speak about new business ideas. Every student need to speak about a new business, investment required for that business, Suitable location of the business, management process, HR skill, target customers, promotional activities and satisfaction of customer. Everyone in the class spoke well and shared their ideas. Discussion also was made with every student about their ideas. It was very helpful for all the students to learn new things in the field of entrepreneurship.

  
**HEAD**  
Department of Commerce  
PG Centre  
St. Francis de Sales College  
Bengaluru - 560100





# ST FRANCIS DE SALES COLLEGE

Permanently Affiliated to Bangalore University || AICTE Approved Electronic City, Bengaluru - 100

Reaccredited by NAAC with B++ Grade || Recognised under section 2(f) & 12(b) of the UGC Act || An ISO 9001:2015 Certified Institution

A FRANSALIAN INSTITUTE OF HIGHER LEARNING

## Cross cutting issues

**Subject:** Corporate communication

**Activity:** “Negotiation skills for students”

The class activity to improve the written communication was conducted to all the m.com students. one of the effective communication methods is written communication. Students would develop the habit of writing effectively. Story building activity has been planned. Title was given as “**Negotiation skills for students**”. students were asked to create a story about the importance and practical concern on negotiation skill. Application and utilisation and need for the skills was given importance.

Students were encouraged to build stories with the use of commerce phrases. They came out with good stories. They learnt how to frame sentences and develop stories.



# ST FRANCIS DE SALES COLLEGE

Permanently Affiliated to Bangalore University || AICTE Approved | Electronic City, Bengaluru - 100

Reaccredited by NAAC with 'B++' Grade || Recognised under section 2(f) & 12(b) of the UGC Act || An ISO 9001: 2015 Certified Institution

A FRANSALIAN INSTITUTE OF HIGHER LEARNING

## Cross cutting issues

**Subject:** Corporate communication

**Activity:** JAM

The activity called JAM was held for the m.com students, to develop non-verbal communication. The students were given freedom to choose any topic on their own and asked to speak on the stage. Few students came voluntarily to participate in this event. The observation for each student was with respect to their body language, posture, eye conduct, pitch, hand movement and voice modulation. The activity aimed to make them to understand the importance of non-verbal communication. Students learnt non-verbal communication is also significant as that of verbal communication.

# Predatory / Deceptive Pricing

what is deceptive pricing

⇒ Predatory pricing is the illegal business practice of setting prices for a product unreasonably low in order to eliminate the competition.

- Deceptive pricing violates antitrust laws
- goal is to create a monopoly.
- lowering prices is a normal business practice in a competitive market rather than a deliberate attempt to undermine the marketplace.
- Deceptive pricing is losing revenue as well as the competition.

## Key takeaways

- In a deceptive pricing scheme, prices are set unreasonably low in order to eliminate competitors and create a monopoly.

- Consumers benefit from lower prices in the short term but suffer in the long term as the successful predator has eliminated choice and is free to raise prices.

Predatory | Deceptive Pricing = Meaning

Deceptive pricing is the lowering of prices by one company for the purpose of driving rivals out of the business.

This type of pricing is illegal because it creates a monopoly & eliminates choice.

Example

\* Walmart is the top company to use this type of pricing.



Some

## Objectives of Pricing

Some of the more common pricing objectives are:

- Maximize long-run profit.
- Maximize short-run profit.
- Increase sales volume (Quantity)
- Increase monetary sales.
- Increase market share.
- Obtain a target rate of return on investment (ROI).
- Obtain a target rate of return on sales.
- Stabilize market price.
- Company growth.
- Maintain price leadership.
- Desensitize customers to price.
- Discourage new entrants into the industry.

- Match competitors prices.
- Encourage the exit of marginal firms from the industry.
- Survival
- avoid govt investigation.
- Loyalty to distributors & other sales personnel.
- Enhance the image of the firm, brand, or product.
- Pass to customers.
- Excitement about product
- Discourage competitors from cutting prices.
- Product visibility.
- Sale of the business.
- Social, ethical, or ideological objectives.

Once there was a X and Y lived in the equivalent village. They were outstanding friends and started to do the business. The products were introduced to the people. So they started to do the market analysis about their products and competitors. Finally they fixed a proper strategy to demolish their competitors products and highlighted their product in the market with minimum price and maximum quantity. They promoted their product in the way that every customer need to buy it. The people slowly <sup>started to</sup> recognized their products and started to buy it. The business started to grow day by day because the consumers are regularly buying their products. Instead of other products. The X and Y company gained more profits. Their main aim is to the consumers need to buy their product & they need to satisfy satisfy their consumers. So they planned that minimum price is best because the products can should be reach through from poor to rich. The very consumers can be used their products. The quantity also play a major role here. The customer/consumer think twice before buying the product and they will compare the products. So the business X and Y planned according



to it and implemented it. It reaches to fantastic and outstanding level of their product in the market. They started to get more profits comparing to the others and they started to expand their business.

### Morale

The entrepreneurs should not aim for profit only. They need to provide good or better quantity <sup>with</sup> minimum price for their customer. So they can sustain in the market for a longer period of time with their happy and satisfied customer.

eg :- Colgate paste is best example because it reaches poor to rich. with minimum price to maximum quantity. They are more than 15 years in the market with high profit.





# ST FRANCIS DE SALES COLLEGE

Permanently Affiliated to Bangalore University || AICTE Approved Electronic City, Bengaluru - 100

Reaccredited by NAAC with B++ Grade || Recognised under section 2(f) & 12(b) of the UGC Act || An ISO 9001: 2015 Certified Institution

A FRANSALIAN INSTITUTE OF HIGHER LEARNING

## Department of Commerce Postgraduate Centre

### Class Activities Report

**Faculty:** Dr. Thanapackiam

**Month:** December 2021

**Activity:** "FIND and Fill".

**Report:** An interesting class activity has been conducted to the III semester m.com students. The activity named as "FIND and Fill". There were few abbreviations have given to find the correct expansion the same. For instance, MCA is a common short form can everybody know the proper expansion. The students were asked to expand the terms as per the commerce domain. This activity was conducted to make them aware of the expansion. Students expressed that they have learnt new expansions and their correct usage.

**Faculty:** Dr.S.Rosaline Jayanthi

**Month:** December 2021

**Report:** Seminar has been conducted on 3, December 2021 at 10 a.m for final year M.Com students at their class room. The topic of this seminar is "Implications of New National Education Policy in India". Four students were presented their views in this seminar. All the pros and cons of new educational policy has been discussed in this seminar. All the students were actively participated in this seminar. During question answer session many students raised their question and discussion was made on it then got the answers for the same. So, it was the useful session for the students.

**Faculty Name:** Siny Philip

**Month:** December 2021

**Report:** EMOTIONAL QUOTIENT: A very emotional and heart-warming session was presented by the students to sensitize everyone towards their parents and grandparents who nurture us with their sweat and blood but are unfortunately left alone. Parents are the strong foundation and pillars of strength for us without whom we cannot even take a single step. The students discussed in detail the problems of the parents and grandparents. The students through their interaction made us realize the true worth of our parents and grandparents and their endless endeavours in making us what we are today.

**Faculty:** Mahesh N V

**Month:** December 2021

**Report:** Quiz has been conducted on December 10, 2021 for M.com final year students at their class room on the topic of "interface of macroeconomics in business". Students are equally distributed in to two groups. Totally twenty questions have been asked related to macroeconomics. Both groups got the equal chance to give their answer. When a group fails to give the correct answer, the other group will get the chance to give answer for the same question. Each question carries one point. Group which earned highest score is announced as the winner. All the students were actively participated in this quiz and learned a lot related to the macroeconomics in the field of business.

  
**HEAD**  
**Department of Commerce**  
**PG Centre**  
**St. Francis de Sales College**  
**Bengaluru - 560030**



# ST FRANCIS DE SALES COLLEGE

Permanently Affiliated to Bangalore University || AICTE Approved Electronic City, Bengaluru - 100

Reaccredited by NAAC with B++ Grade || Recognised under section 2(f) & 12(b) of the UGC Act || An ISO 9001:2015 Certified Institution

A FRANSALIAN INSTITUTE OF HIGHER LEARNING

## Department of Commerce Postgraduate Centre

### Class Activities Report

**Faculty:** Dr. Thanapackiam

**Month:** November 2021

**Activity:** "Discussion on Price hike"

**Report:** A simple class activity has been conducted to identify the awareness on the current happening among the of students. current problem like how the policies has been implemented in the country was discussed. Reasons for Price hike in the country and reasons behind that. There was an open discussion on the central government policies and execution. The students were able to come up with many reasons for the rise in price hike in the country. Monetary and pricing policies and pricing strategies were also focused. Jio company price strategy is compared with the penetrating price strategy. Students able to understand the theory concept and its application by this activity.

**Faculty:** Dr.S.Rosaline Jayanthi

**Month:** November 2021

**Report:** Debate has been conducted on 12, November 2021 at 11.30 a.m for second year M.Com students at their class room. The topic of this debate was "The pros and Cons of legalising the crypto currency in India". Three students were spoke for legalising crypto currency and three students were spoke against legalising the crypto currency. All other students were the audience of this debate. All the students were gained many information relating to crypto currency. It was the useful session for all the students.

**Faculty Name:** Siny Philip

**Month:** November 2021

**Report:** CAPTION-GRAM: The activity taken up in PG 2<sup>nd</sup> year students. The students were asked to write captions of any 4 pictures presented. The students were shown a visual cue in the form of an advertisement. They were asked to watch it carefully and understand its context following which the forum was open for sharing their individual views related to the topic. The students actively participated and enjoyed the session. The session helped the students to build their confidence and reduce the stage fear.

**Faculty:** Mahesh N V

**Month:** November 2021

**Report:** Skit has been demonstrated on 22, January 2021 at 10.05 am for M.Com final year students at their class room. This skit is entitled as "Customer relationship in a business". One student was acted as a business man and three or four students were acted as his customers. How a business man can cope up with his customer, how to satisfy them and how to solve their problems were demonstrated. Through this drama all the students came to know that how to maintain the customers in the organisation or in the enterprise. It was the useful session for all the students.

  
**HEAD**  
**Department of Commerce**  
**PG Centre**  
**St. Francis de Sales College**  
**Bengaluru - 560100**



JETIR  
2349 5162

# ST FRANCIS DE SALES COLLEGE

Permanently Affiliated to Bangalore University || AICTE Approved | Electronic City, Bengaluru - 100

Reaccredited by NAAC, with B++ Grade || Recognised under section 2(f) & 12(b) of the UGC Act || An ISO 9001: 2015 Certified Institution

A FRANSALIAN INSTITUTE OF HIGHER LEARNING

Department of Psychology  
Postgraduate Centre

## Class Activities Report

**Faculty:** Dr. Thanapaekiam

**Month:** October 2021

**Activity:** **Memory Test**

**Report:** M.com students learning all theoretical and practical subjects. Corporate Reporting Practices is one such paper which is a blend of both theory and practical problems. All the provisions which are to be implemented as per company's Revised Act 2013. These provisions are practically used in the financial reporting of the corporates. There are 41 standards are there to prepare a financial reporting. All the standards with AS numbers have been taught to the students. The class activity has been conducted to recall the standard with Number. All the students were asked to participate in the activity to check their memory power. Few students were able to recollect and will be to say correct standard with numbers. The activity improved memory power.

**Faculty:** Dr.S.Rosaline Jayanthi

**Month:** October 2021

**Report:** Quiz has been conducted on October 22, 2021 for M.com final year students at their class room on the topic of "Contemporary issues in Accountancy". Students are equally distributed in to two groups. Totally twenty questions have been asked related to accountancy. Both groups got the equal chance to give their answer. When a group fails to give the correct answer, the other group will get the chance to give answer for the same question. Each question carries one point. Group which earned highest score is announced as the winner. All the students were actively participated in this quiz and learned a lot related to the contemporary issues in the field of accountancy.

**Faculty Name:** Siny Philip

**Month:** October 2021

**Report: PICK AND SPEAK:** Learning to speak is an important aspect of language education. It can also be the most fun. Most students are motivated to improve their speaking because they are aware of the advantages of being able to speak English well, but lack the confidence to speak freely in English. With this intention a classroom activity was arranged for the students

Many students agreed that it is was useful to speak English well, and they were motivated to learn the language. So, to support their interest in learning English by providing interesting topics for them to talk about in classes. So, students were allowed to pick and speak about a topic for two minutes.

**Faculty:** MAHESH N, V

**Month:** October 2021

**Report:** Group discussion has been conducted on October 4, 2021 at 12.30 pm in M.Com Class room. The topic discussed in this Group Discussion is "research design". All the students were actively participated in the group discussion. They shared their knowledge and ideas. Many doubts were cleared in this Group Discussion regarding writing the research report and delivering it in seminar or webinar. All the students were motivated to do the research and the instructions related to the same were given to the students. This group discussion helped the students to groom themselves in research activities.

  
**HEAD**  
**Department of Commerce**  
**PG Centre**  
**St. Francis de Sales College**  
**Bengaluru - 560044**

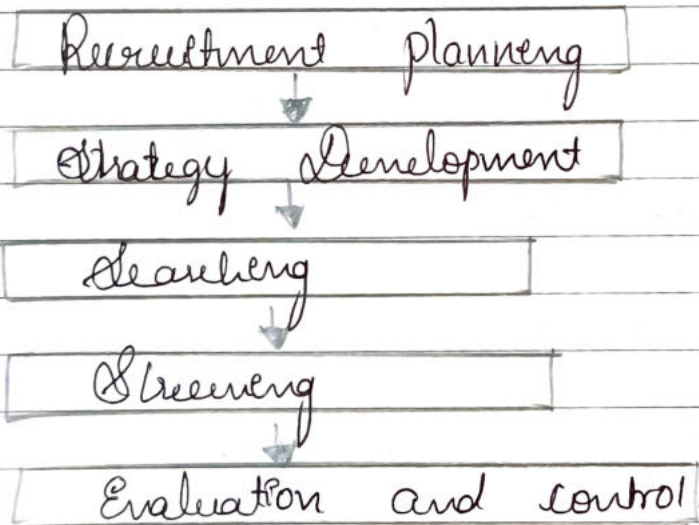
# Ethics in Hiring process.

## Meaning

Ethical hiring is the process of assessing candidates without discrimination.

Ethical recruitment helps grow a better reputation for business. Because it stresses communication with candidates, transparency in job posting

## process



## Ethics include.

- (\*) Trust
- (\*) Fairness
- (\*) Treatment
- (\*) Truth.



- (\*) Acceptance
- (\*) Integrity
- (\*) Principles
- (\*) Equality
- (\*) Motivation
- (\*) Character
- (\*) Purpose
- (\*) Rules
- (\*) Faith
- (\*) Honor
- (\*) Morals.

Importance

- <1> Stop business malpractices
- <2> Improve Consumer Confidence
- <3> Survival of business
- <4> protecting Consumer rights
- <5> protecting Employees, Share holders etc
- <6> Develops good relations between business and society
- <7> Greater good image of business
- <8> Smooth functioning of business.



- <a> Consumer movement
- <10> Consumer Satisfaction
- <11> Importance of labour
- <12> Healthy Competition.

### Elements of Business Ethics

- (\*) Control Business Malpractices
- (\*) Better Relation with employees
- (\*) Improve customer satisfaction
- (\*) Increase profitability.
- (\*) Improve Business Goodwill
- (\*) Better decision making
- (\*) Protection of society

### Needs of ethics

- <1> Survival of business
- <2> protection of Consumer Rights

- <3> Consideration of society. Interest
- <4> Interest of small scale industry
- <5> Mutual benefit
- <6> Better relations with members of society
- <7> Facilitates growth and expansion
- <8> Benefits its shareholders
- <9> Decision making
- <10> Corporate image
- <11> Market share.

## Ethics in hiring process

Ethical recruitment helps grow a better reputation for business because it stresses communication with candidates, transparency in job postings, follow-up on questions, feedback after hiring and a whole host of healthy, holistic working practices

The role of ethics in the hiring process:

When you keep ethics top of mind helps to create a team that lives up to your company's high ethics expectations

Ethical hiring practices: 5 steps

1. Start by anonymizing applications

2. Consider swapping CVs for skill based assessments

3. Date-proof your hiring with scoring criteria

4. Structure your interviews

use interviewer panels to negate bias



Date

Step 1: Start by anonymizing applications: - Here

at applied, we've done away with CVs completely but if you're not ready to take that step, we'd recommend starting with any information that can be used to build a picture of a candidate's background.

This include:

- \* Name
- \* photo
- \* Address
- \* Date of birth
- \* Hobbies

Step 2: Consider swapping CVs for skill-based assessments:

Testing for skills using work samples means candidates can actually demonstrate their skills, rather than have their applications accepted or rejected based on assumptions made via their background.

Step 3: Data - proof your hiring with scoring criteria:

Where most hiring process go wrong is not having any means of quantifying who the best



person is instead the person who however  
looks the most as hired.

Step 4: Structure your interviews?

A structured interview is where all candidates are asked the previous question in the same order. The idea is to make interviews standardized so that candidates are being compared fairly and against specific criteria.

Step 5: use interviewer panels to negate bias?

A single interviewer will have their own biases which will likely affect their scoring. The most effective means of mitigating this bias is to use multiple interviewers.

### Ethical hiring principles

There are 2 core principles which define an ethical hiring process

- \* Transparent
- \* Meritocratic

\* Transparent: Hiring process should be designed to be up front and truthful so candidates can make an informed decision

## Transparency Rules

- \* Candidates should be provided with the full remuneration details
- \* The hiring process should be disclosed up front
- \* The working conditions should be disclosed
- \* The organization's financial health should be disclosed

## Meritocratic :

Hiring process should be designed to hire the best person for the job.

### Rules

- \* Hiring decision should be based on objective facts
- \* Hiring process should be structured and pre-defined
- \* Bias should be actively removed from the hiring process
- \* Everyone involved in the hiring process

**Dept. of Psychology  
Postgraduate Centre**

**REPORT  
Cross Cultural Issue  
Academic Year 2021-22**

**Odd Sem Activities Report**

**Faculty:** Dakshina U Kanthy

**Month:** June 2022

**Report:** As an extension of the curriculum, class activities were conducted for the respective subject papers for the students of M.Sc Psychology. This facilitated interaction among students, between the faculty and students and better understanding. The class activities planned for this month were case discussions, mental status examination and video demonstrations. Students were asked to identify popular case histories in psychology and few other case studies for discussion in class. Videos of popular case histories were shown in the class. This was followed by a discussion where students were asked to reflect on the cases seen. They were able to give relevant inputs and the session was summarised. Mini Mental Status Examination (MMSE) and Mental Status Examination (MSE) was conducted. A format for both was shared with the students at the beginning of the class. The activity continued with a discussion on how a MMSE and MSE is formally done in a clinical setting with demonstration of how information can be collected from the client. Following the discussion, for aid memory, a handout was distributed.



the touch. The activity made students to understand that entire body has Buddhi/Chitta/Manas and entire body communicates and responds. Activities in classroom are found to be interesting and make class lively.

**Faculty:** Dakshina U Kanthy

**Month:** April 2022

**Report:** As an extension of the curriculum, class activities were conducted for the respective subject papers for the students of M.Sc Psychology. This facilitated interaction among students, between the faculty and students and better understanding.

The class activities planned for this month were based on alternative healing techniques as this was a part of the syllabus to be covered in the following month. As a start to the chain of activities planned, the first session was to the students to reflect on their understanding on what an alternative healing method or technique is. A group discussion took place where students came up with their points and ideas of what alternative healing is. These points were combined together and a brief summary was presented at the end of the session. The next activity was an opportunity for the students to share their experiences with alternative and complimentary methods of healing/ treatment. Many of the students had experiences to share about ayurveda, homeopathy and alterative forms of medicine. Few students spoke about Reiki and their experiences of how Reiki has helped them with healing. Another student discussed about Siddha practice and how Siddha is used as a healing technique. He also discussed at length about the use of naturally available roots and herbs used in Siddha treatment. The activity sparked curiosity among the learners.

**Faculty:** Priya Parvathi P

**Month:** May 2022

**Report:** Visual Learning has always been an aid for students of this technological era in getting things learned easily. Beyond just reading through or watching videos is not feasible with all the topics, students have to be trained in adopting other creative ways of learning.

One such technique identified as a good visual aid for helping students to learn and understand multiple topics and remembering the same with just a look is MIND MAPPING.

A mind map involves writing down a central theme and thinking of new and related ideas which radiate out from the centre. By focusing on key ideas written down in your own words and looking for connections between them, you can map knowledge in a way that will help you to better understand and retain information. In order to train students on how to create a



points to working outward in all directions for creating a growing diagram composed of keywords, phrases, concepts, facts and figures. The students were observed to be engrossed throughout the activity and the session was extremely fun-filled.

**Faculty:** Priya Parvathi P

**Month:** February 2022

**Report:** Research is a major concern in current educational era and it is important for the students to understand the significance of research. The first and the second year students of M.Sc Psychology were kept engaged in a fun activity to explain the research procedures in simplest terms. The students were made to stand in a circle and they were asked to come up with the names of places, characters, or things starting with the first alphabet of their names. Followed by that one among them was picked up and that task was to make a story on the place, character, or thing they came up with by connecting the elements of the story as narrated by the preceding person. Though initial stage was a little vague, never students eventually got on to track. From student to student the story line kept on changing and finally the ending of the story turned out to be something never expected at the time of start.

The concept of research was related to this as that, the process of research would be vague at the initial stage, and stage after stage with improvisations from the preceding stages, the concept gets clearer towards the end. The final results will turn out to be different and clear as in the conducted activity. Students mentioned that the activity was very informative and entertaining.

**Faculty:** Dakshina U Kanthy

**Month:** October 2021

**Report:** Group discussion: A group discussion was conducted in class on the topic "Paradigms in research". A week before the activity was decided, the students were divided into pairs and they were asked to prepare about one paradigm related to research in general. On the day of the activity, each pair was given a chance to discuss about the paradigm that they had chosen to discuss. Once the team finished, the topic was thrown open for discussion and queries on the particular paradigm that the team discussed. The group discussion ended with the faculty briefing on all the paradigms of research. The group discussion gave the students an opportunity to understand all the paradigms in detail. Students were of the opinion that the group discussion helped them to gain information about paradigms in detail and would give them a direction in future when they choose research topics.

Faculty: Priya Parvathi P

Month: June 2022

Report: M.Sc psychology students seek knowledge on Personality Psychology. An activity of "Think- Pair- Share" was conducted in class where the students were divided as pairs and asked to gather different factors influencing their personality, and share certain experiences on how the factors they come up with have been influential in their life in developing their personality. The session began with an ice- breaker to make it more comfortable for the student group to talk about their personal life experiences. Though the students find a bit reluctant in sharing their personal life, the support and non- judgemental approach towards them took the session to a different level where it was found the students lending help to one another by supporting their decisions and also giving suggestions for betterment.

Photo gallery:



*Head*  
Department of Psychology  
PG Centre  
St. Francis de Sales College  
Bengaluru - 560100



**Dept. of Psychology  
Postgraduate Centre**

**REPORT  
Cross Cultural Issue  
Academic Year 2021-22**

**Even Sem Activities Report**

**Faculty:** Mamatha K

**Month:** August 2021

**Report:** Developmental Psychopathology classes are complete with audio-visual presentations. Each disorder taught will have an AV presentation to understand symptoms better. Movie titled "Hitchki" was screened to understand Motor-Coordination disorder. After movie screening students discussed about the symptoms noticed and expressed to have better clarity about the disorder.

**Faculty:** Mamatha K

**Month:** October 2021

**Report:** Mock counselling session for group 4 was executed. Confidence was the topic discussed after the session. Students shared few incidents from their life experiences about issues faced by people due to lack of confidence. Each of the issues were understood and discussed on ways to improve confidence.

**Faculty:** Mamatha K

**Month:** November 2021

**Report:** Mock counselling session for group 1 and 3 was executed. Anger and self-awareness topics were raised after the session for group discussions. Students discussed in detail about both situations and also suggest ways to handle anger and methods to improve self-awareness. Role play activity helped students not only to understand ways to handle real life cases also to come up with their innovative methods to tackle situations. Another activity was executed to show the importance of focus and concentration. A wooden toy was brought to the class. A wooden ball tied to a thread to the wooden holder was used for the activity. Students had to carefully bring the ball to the holder by lifting. Since it was tricky students



had to play carefully. The activity was fun filled and also took them back to childhood fun play. After the activity, importance of focus and concentration was briefed.

**Faculty:** Mamatha K

**Month:** January 2022

**Report:** Mock counselling session for group 5 was executed. Goal setting was the topic discussed after the session. Problems faced in general due to lack of goal setting was discussed in detail. Importance of goal setting and strategies to be followed were pointed out by students. Role play was an effective technique followed to train students in building their listening skills and improve counselling skills.

**Faculty:** Mamatha K

**Month:** April 2022

**Report:** A Short Film was screened named "Tea Spoon". The short film showcased the issue faced by a simple middle-class lady in her monotonous household chores. Everyday issues could lead to major emotional distress. Long term stress could lead to development of symptoms. This made students realize ways to understand the stories narrated by clients during counselling sessions. Both activities helped students to groom themselves.

**Faculty:** Dakshina U Kanthy

**Month:** December 2021

**Report:** Class activity was done for the 3<sup>rd</sup> semester MSc Psychology students. Since they were starting with their specialisation from this semester, a reading assignment and discussion, and brain storming activity was planned. The topic chosen for reading assignment was 'History and growth of Clinical psychology in India'. During the activity hour, students were given a time frame of 15 minutes to read and prepare points on the topic. They were given a choice to use e resources or library books for the activity. After the time got over, each student was called upon and asked to write on the board about the points that they found out. After all the students exhausted their points, the faculty arranged it chronologically. This activity gave the students a different take to looking at historical data.

**Faculty:** Dakshina U Kanthy

**Month:** November 2021

**Report:** The topic chosen for activity this month was 'Methods of qualitative data analysis and reporting'. Since the syllabus explains about the different methods of analysis, students were given a chance to choose their topic of interest. The task given to them was to understand the form of qualitative analysis they have chosen and to explain the method using a research case that has used the method of analysis. Since the syllabus had only a few



methods, all students did not get a chance to discuss in the class. But everyone was asked to prepare for the interaction. Each student who had initiated to discuss about the analysis described the method of analysis using power point presentation following which they discussed about a research study and how the analysis fitted in and was done in the particular study chosen. This activity triggered a lot of curiosity among the students and they were very intrigued by the methods used in the research studies.

**Faculty:** Priya Parvathi P

**Month:** February 2022

**Report:** Cognitive Psychology is one of the major disciplines within the field of Psychology. Mnemonic techniques and memory skills are one among the most discussed and relevant topics under discussion when it comes to Cognitive Psychology. Memory plays a major role in one's day-to-day life and not everybody adopts the same way of memorising things for life. A session was organised to discuss on different mnemonic techniques used by the students in memorising things. Few techniques commonly identified among the group was memorising through Acronyms and musical mnemonics. Though these were the common techniques identified, it was understood that not everybody uses the same techniques for the memorising similar things and also that everybody has an idea of using more than one technique in memorising similar things. Moreover the session helped students to explore and share among one another on different types of mnemonic techniques that can be adopted under different scenarios.

#### Photo Gallery:





# ST FRANCIS DE SALES COLLEGE

Permanently Affiliated to Bangalore University || AICTE Approved Electronic City, Bengaluru - 100

Reaccredited by NAAC with 'B++' Grade || Recognised under section 2(f) & 12(b) of the UGC Act || An ISO 9001: 2015 Certified Institution

A FRANSALIAN INSTITUTE OF HIGHER LEARNING

## REPORT ON QUIZ – BBA

Title	QUIZ on the topic NGOs in India
Date & Time of Event(s)	14 <sup>th</sup> June 2022 @ 1:30 pm
Department / Association	BBA
Venue	SFS COLLEGE
PLATFORM	OFFLINE
Number of	50 Students

Resource Person(s) with qualification	ASHWINI C, Assistant Professor, Department of Administration
Books (if published)	NA

Place of visit/ details of Industrial visit place:	NA
--	----

### Report

Quiz on the topic **Non-Government Organizations in India** was conducted for the students of Final year BBA students on 14<sup>th</sup> June 2022. The topic was chosen as the students should understand that even in the business they run with service motto can be identified under creativity and innovation

The objective of this session was

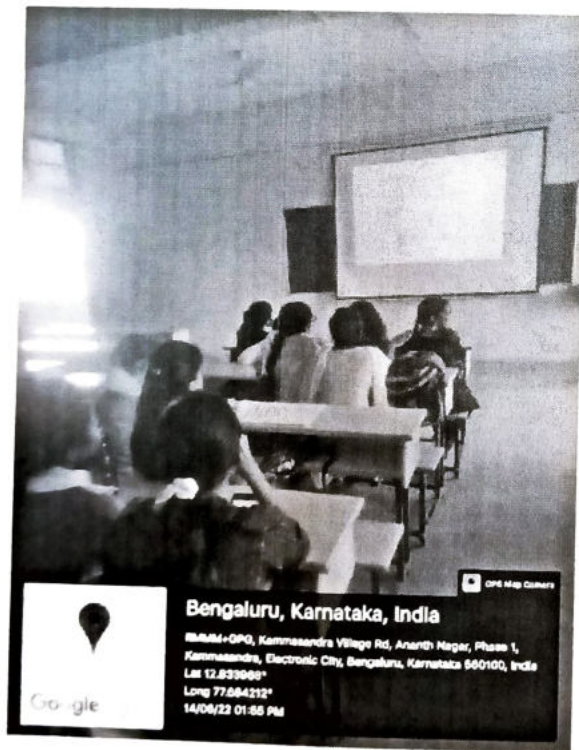
1. To help students understand the concept of functions of NGO
2. To help the students to get a practical knowledge of the various NGOs functioning in India.
3. To enable the students, understand the challenges faced by NGOs in India and to develop in the area of problem solving and decision making.
4. To understand the significance and types of NGOs existing in India
5. To build team spirit and presentation skills
6. To encourage productive interaction and exchange of knowledge

The activity was conducted during class hour (Management of NGO – Open Elective Paper). The session started with a short introduction regarding the objective and purpose of the task. Students were shared the questions related to NGOs in India and were asked to fill the blanks with respective answers accurately on the screen.

A total of 30 students participated to put forth their ideas and thoughts concerning the topic. Students participated actively and their competitive spirit made this activity very interesting and a resourceful one. It also encouraged productive interaction, exchange of ideas, team spirit and helped them in understanding the subject in a better possible way.

With the help of this activity students were able to understand the contribution of NGOs in developing countries like India.

### Photos of the Activity





# COMMUNICATION (Nature, Scope) AND

Syed  
2007

## KINDS OF COMMUNICATION

Communication can broadly be defined as exchange of ideas, message and information between two or more persons through a medium, in a manner that the sender and the receiver understand the message in the common sense, that is, they develop common understanding of the message.

### Nature and Scope

→ Talking is easy but communication is difficult. Effective communication are successful in every walk of life whereas bad communications are not. Many people talk about cannot convey to others. Some people do not talk but they are able to convey easily. So let us try to understand what it is and what role it can play in our lives.

The word communication is derived from the Latin word *communicare* meaning 'impart, to participate, to share'. Hence it is the process of sharing or putting across a message, either an idea, a feeling or an attitude, from one/more individual/group(s) to one or more individual(s)/group(s).



It is the activity of transferring or transmitting information/idea/feeling/attitude from one source to another source and facilitating feedback to ensure the successful transition of the message. Since the beginning of the civilisations, communication has played a pivotal role in bonding people, strengthening relationships and sustaining the society.

Wikipedia defines it as "sign-mediated interactions between at least two agents which are sharing a repertoire of signs and semiotic rules". In order for communication to be successful, the sender and receiver must have common signs, word or signs so the sent message can be understood. It is the process which helps us express our thoughts, feelings and emotions before the people we care, the people we work for or the people we live with.

### Key Elements of Communication.

1. Social Contact: Participants have to be in touch with each other
2. Common medium: Participants must share a common language or means of communication.

- 3. Transmission: The message has to be imparted clearly.
4. Understanding: The message has to be received, properly understood and interpreted.

→ Communication is not limited to human beings only. It can occur in the animal as well as the plant world. But when we say communication, we usually mean the transmission of a message from human participants. This communication amongst the human participants can be affected through different formats like signs, symbols, graphs, charts, posters, pieces of art and sculptures but language is the most widely used communication of all.

→ Our communication with our fellow people in the social environment is general communication. General communication is mostly social in nature and can occur in any situation in our day to day life. Many of the principles of communications which hold true for general communication are also found to be true for professional communication. The only difference that one may come across is that the issues which are often ignored in general communication are highlighted in professional. Hence the distinction between general communication and professional gets blurred. It is only a matter of degree not kind.



## 4. Non-Verbal Communications:

Non-verbal communication involves facial expressions, eye contact, posture, hand movements, and touch. For instance, if you're busy in a conversation with your manager about your cost-saving thought, it is imperative to pay notice to both their words and non-verbal communication.

Your manager might be in concord with your thought verbally, but their non-verbal cues, avoiding eye contact, sighing, scrunched up face etc., point out something diverse.

Examples:-

### • Eye contact

In business the method and point of eye contact measured suitable vary greatly across cultures.

### • Facial Expressions:-

Experts have decided these expressions as equivalent to hundreds of unlike emotional states. Our faces suggest necessary information to the external world.

### • Body language:

A simple rule is that ease, honesty and heat express sincerity. A sincerity is input to efficient communication.

A firm greeting given with a warm, dry hand is a great way to set up a trust.

## NCP Assignments

Deepika  
III Sem B.Sc (MEC)

### Part - A

1. Mono culturalism is the practice of preserving Valley culture
2. Regionalism denotes antagonism between different religious groups.
3. India is a sub-continent of (a) Asia
4. The Thar desert is located in (d) Rajasthan state of India.
5. Expanded form of MGNREGA or Mahatma Gandhi National Rural Employment Guarantee Act
6. How many languages are recognized under the Schedule 8<sup>th</sup> of the India Constitution?  
(c) 22.
7. Monsoons in India are during June to Sept June to September months.
8. Who gave the concept of Globalization?  
d. Theodore Levitt



9. As per the 2011 census, the sex ratio in India is 940  
(B) 940
10. Who gave the concept of 'McDonaldization'?  
C) George Ritzer.
11. Soligas is a major tribe in Karnataka.
12. Caste is determined by (d) Birth
13. Buddha got enlightenment under (a) Banyan tree.
14. (d) W. G. Sumner introduced the concept of 'Ethnocentrism'.
15. Urbanization refers to the growth of (c) Cities
16. Land surrounded by water on three sides is (b) Peninsula
17. (a) Mass Media is known as 'Watch Dog' of democracy.
18. Tourism department describes India as : (d) Incredible India

19. International Women's day is celebrated on (b) March 8<sup>th</sup>

20. Which is the oldest Veda?  
(a) Rig Veda

21. (a) Quran is the holy book of Islam.

22. Article (a) 14 of the Indian Constitution guarantees equality before law.

23. Highest rainfall in India is recorded at (a) Mawsynram

24. The word 'Family' is derived from the Latin word. (a) Famulus

25. Hyderabad Karnataka Region is renamed as (b) Kalyan-Karnataka

26. The chairperson of National Backward Classes Commission is appointed by (c) President

27. The word 'Schedule' in Scheduled Caste refers to (a) Article

28. The Untouchability Act was passed in the year. (a) 1955

29. The Child Labour Act was enacted in the year (c) 1986



30. (C) Sankranti is the harvest festival of Karnataka.

31. The highest mountain peak in the world is  
(A) Mount Everest.

32. Which article of the Indian Constitution states that the state shall provide free and compulsory education to all children of the age 6 to 14 years.  
(A) 21(A)

33. Caste is a form of (B) social stratification.

34. (B) Moodabidri in Karnataka is known as 'Taina Kashi'.

35. The 'Wheel of Dharma' has (B) 24 spokes.

36. Rivers that flow throughout the year are known as (C) Perennial Rivers.

37. The process of people moving from rural areas to urban areas within the country is called as  
(A) Internal Migration.

38. The joint family among Nairs are called as (D) Taravads.

39. Expanded form of NABARD:  
(C) National Board for Agro and Rural Development



# KINDS OF COMMUNICATION

Tharu  
19PCM

## 1. Verbal Communication:

Verbal communication occurs when we connect in speaking with others. It can be face to face, even the telephone, via Skype etc. Some verbal actions are casual, such as chatting with a friend in the office, while others are more formal, such as planned meeting. Regardless of the kind, it is not just about the words, it is also about the quality and difficulty of those words, how we use those words jointly to create an overarching message, as well as the modulation used while speaking.

### Examples of Verbal Communication:

- Terminating employee
- Boldness
- Training others to hold out a task or role.
- Using self-revelation to support sharing
- Speaking peacefully even when you're worried.

## 2. Written Communication:

Written communication involves any interaction that makes employ of the written word. It is one of the two major types of communication; along with oral communication. Some of the different forms of written

communication that are used inside for business operations include reports, bulletins, memos, job descriptions, employee manuals, and electronic

All forms of written communication have a comparable purpose of dealing out information in an apparent and short manner though that purpose is often not achieved

Examples of written communication:

- Letter
- Email
- Faxes
- Internet
- Postcards
- Brochures
- Advertisements
- Telegrams
- Proposals.

### 3. Visual Communication;

- Training and educational Videos

Training and educational videos are an enormous part of effective visual communication. You have to present your learners with the materials that they require to do their job well. Videos help to get your position across in a way that everyone can witness.

- Trade Shows
- Conferences
- Websites
- Social Media posts

## A. Non-Verbal Communications:

Non-verbal communication involves facial expressions, eye contact, posture, hand movements, and touch for instance if you're busy in a conversation with your manager about your cost saving thought, it is imperative to pay notice to both their words and non-verbal communication.

Your manager might be in concord with your thought verbally, but their non-verbal cues avoiding eye contact, sighing, scrunched up face etc. point out something diverse.

Examples:-

### • Eye Contact

In business the method and point of eye contact measured suitable vary greatly across cultures.

### • Facial Expressions:-

Experts have decided these expressions as equivalent to hundreds of unlike emotional states. Our faces suggest necessary information to the external world.

### • Body Language:

A simple smile is that ease, honesty and heat express sincerity. A sincerity is input to efficient communication.

A firm greeting given with a warm, dry hand is a great way to set up a trust.



# BASIC MODELS OF COMMUNICATION

## 1) Linear Communication Model

- ⇒ Lasswells Model
- ⇒ Aristotle's Model
- ⇒ Berlo's SMCR Model
  
- ⇒ Transactional Model
- ⇒ Barlund's Model
- ⇒ Shannon & Weaver Model
  
- ⇒ Interactive Model
- ⇒ Schramm's Model
- ⇒ White's Model

## 1) LINEAR COMMUNICATION:

- Linear model has defined set of components required for a communication to be established where
- Sender - is the person who sends a message after coding
  - Encoding - is the process of converting the message into codes compatible with the channel and understandable for the receiver
  - Decoding - is the process of changing the encoded message into understandable language by the receiver.

## ④ Components of linear communication

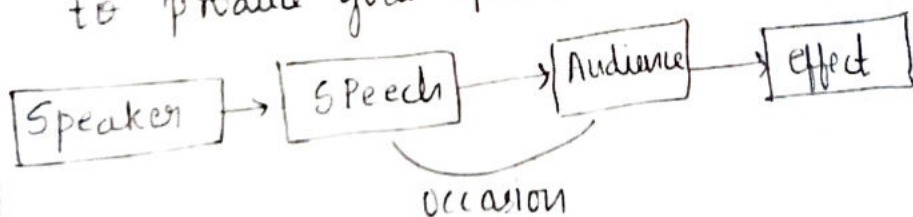
- Message is the information sent by the sender to the receiver.
- Channel is the medium through which the message is sent.
- Receiver is the person who gets the message after decoding.
- Noise is the disruptions that are caused in the communication process in channel or in understandability of the message.

Lasswell's Communication model : was developed by communication theorist Harold D. Lasswell (1902-1978) in 1948. Lasswell's model of communication (also known as action model or linear model or one way model of communication) is regarded as one of the most influential communication models.

### Components :

Sender → Message → Medium → Receiver → Feedback

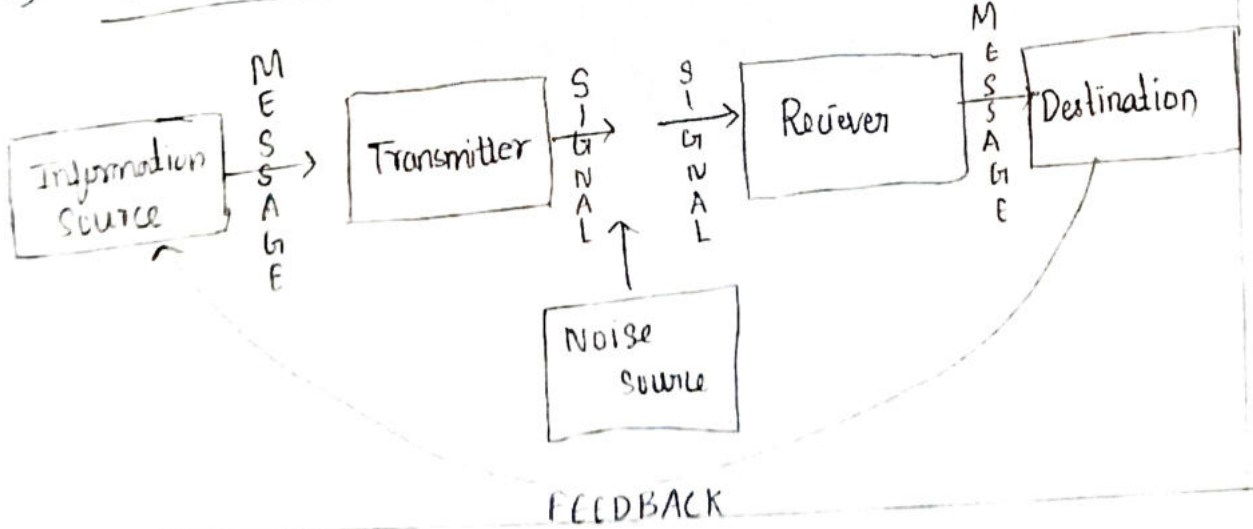
Aristotle's model of Communication: The first and earlier linear model is that of Aristotle, who was a teacher of Rhetoric and even put up an academy to produce good speakers.



Berlo's Model. In 1960, David Berlo postulated Berlo's sender message-channel-receiver (SMCR) Model of communication from Shannon-Weaver's Model of communication (1949). He described factors affecting the individual components in the communication making the communication more efficient. This model also focuses on encoding & decoding which happens before sender sends the message and before receiver receives the message respectively.

⑤ Transactional Model of Communication :- is the exchange of messages between sender and receiver where each take turns to send or receive messages. Here, both "sender" and "receiver" are known as "communicators" and their role reverses each time in the communication process as both processes of sending and receiving occurs at the same time.

⇒ Shannon-Weaver's Model of communication :-





## Advantages :-

- ① Concept of Noise helps in making the communication effective by removing the noise or problem causing noise.
- ② Communication is taken as quantifiable in Shannon-Weaver model.

## Disadvantages:-

- ① It can be applied more for interpersonal communication than group communication and mass communication.
- ② Receiver plays the passive part in the communication process as sender play the primary role that sends messages.

Bartlund's Model of Communication :- a transactional model of communication in 1970 for basic interpersonal communication which articulates that sending and receiving messages happens simultaneously between people which is popularly known as Bartlund's Transactional Model.

## Advantages :-

- ⇒ The model shows shared field experience of the sender and receiver.
- ⇒ Transactional model talks about simultaneous message sending, noise and feedback.

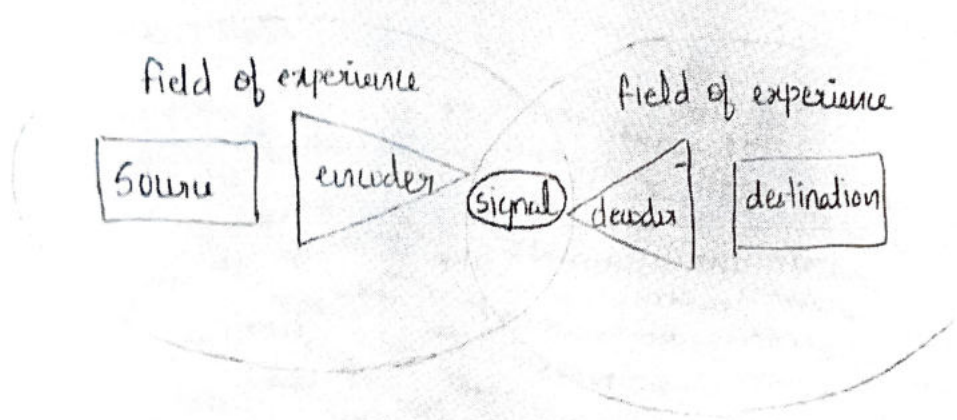
## Disadvantages

- ⇒ Bartlund's model is very complex.
- ⇒ Both the sender and receiver must understand the codes sent by the other. So they must each possess a similar code book.

Interactive Model: Also known as convergence model deals with exchange of ideas and messages taking place both ways from sender to receiver vice-versa.

The communication process take place between humans or machines in both verbal / non-verbal way. This is a relatively new model of communication for new technologies like web.

① Schramm's Model of communication.



### Advantages

→ Mutual community gives opportunity to both parties to give their opinion

As it is dynamic and ever changing model, it is helpful in general practice

⇒ Sender & receiver interchange, both are equally active

### Disadvantages

⇒ It cannot deal with multiple levels of communication

⇒ There can only be two sources communicating, many sources complicates the process and the model cannot be implemented.

# MASS MEDIA COMMUNICATION (Print & Electronic media)

Mass media refers to every medium or source which is used to connect and communicate with a large number of people at once

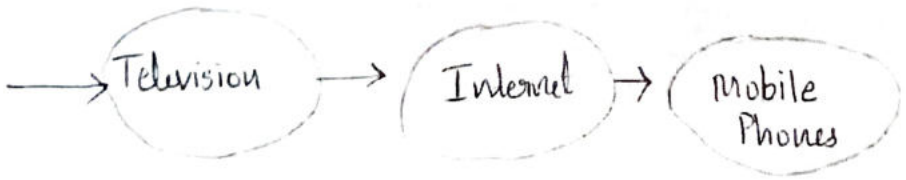
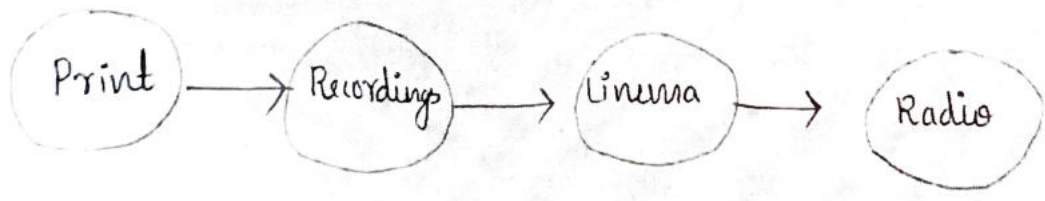
• Mass media is communication - whether written, broadcast or spoken - that reaches a large audience. This includes television, newspapers, magazines and so forth

"The mass media are becoming more and more pervasive and significant in terms of our social perceptions and interaction with our surroundings".

\* Today, Mass media is generally categorised into 7 branches. These 'seven mass media' in order of their introductions are;

Internet and Mobile → Digital Media &  
Radio and TV → Broadcast media

## Seven Mass Media:





## Characteristics of Mass Media:

- Communication is mostly one way
- Audience has great deal of choice
- Reach large and vast audience
- Aim messages to attract largest audience possible
- Influence society and are in turn influenced by society.

## Advantages

- Reaches many people quickly
- Low cost per person reached

can be used to:

- ⇒ Tell people about new ideas
- ⇒ Agenda setting and advocacy
- ⇒ Created favourable climate of opinion.

## Disadvantages

- Fixed messages
- Can be easily misunderstood
- Access often difficult
- Lacks feedback.

Less Appropriate for:

- ⇒ Changing behaviours rooted in culture or reinforced by social norms.
- ⇒ Learning practical skills
- ⇒ Promoting empowerment.

## PRINT MEDIA:

Print media was the first to be used as mass media for communicating the information.

First Newspaper to be published was 'Bengal Gazette' also called 'Calcutta General Adviser' in 1780.

- Since the use of newspapers and magazine kept on increasing in terms of their number, variety, circulation and readership.

Time Consuming Ashwini P 19/00/2018 (1)

Q. Differentiate Book Keeping Vs Accounting?

- | Book Keeping   | Accounting  |
|--|---|
| 1. It is the recording phase of an accounting system                                       | • It is the summarizing phase of an accounting system                             |
| 2. It is a primary stage and basis for accounting.   | • It is a Secondary stage which begins where the book keeping process ends.       |
| 3. It is routine in nature & does not require any special skill or knowledge.              | • It is analytical in nature & required special skill or knowledge.               |
| 4. It is done by junior staff called book-keepers.   | • It is done by senior staff called accountants.                                  |
| 5. It does not give the complete picture of the financial conditions of the business unit. | • It gives the complete picture of the financial conditions of the business unit. |



190005K (2)

2) Explain the terms

a) Asset b) Liabilities & Capital c) Debts.

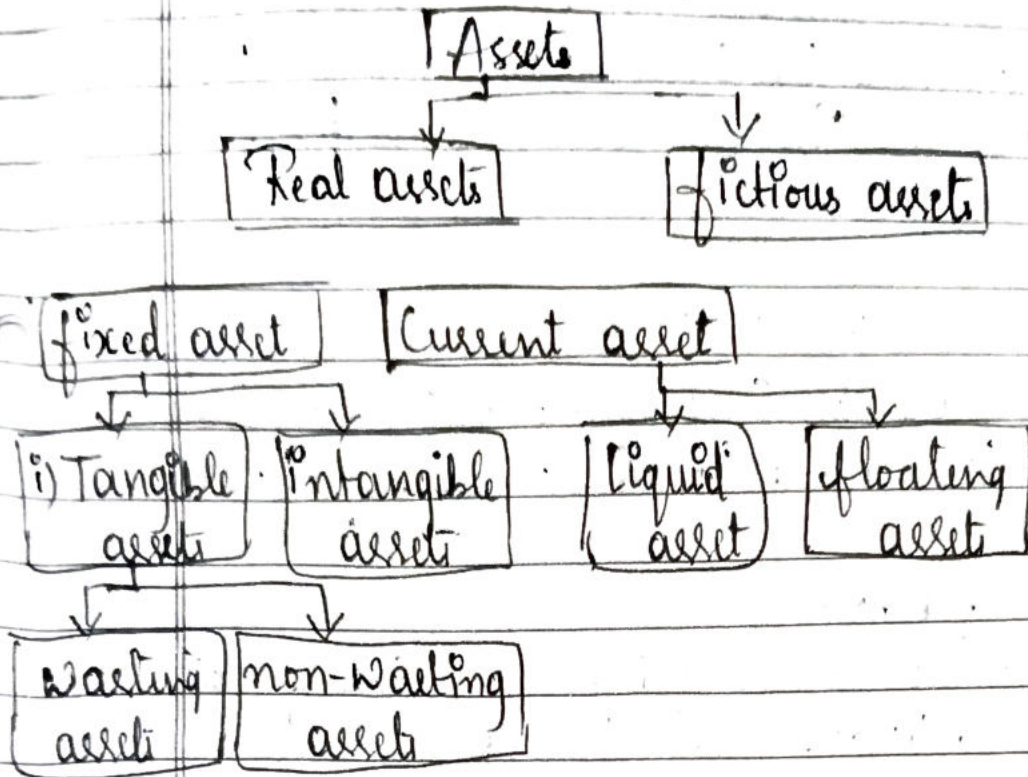
A- a) Asset :-

Valuable things Owned by business which enables the firm to get Cash or a benefit in the future, it is termed as assets.

eg :- machinery, stock, furniture, debtors, Cash  
B/R Bills receivable etc.,



Assets are classified as :- 190005K (3)



→ b) **Capital** -) It is the amount of money Or money's worth investment in the business to generate income by the proprietor.

a) **fixed Capital** :- The amount invested in fixed asset like land, building, machinery, furniture etc.

b) **Working Capital** :- The amount invested to the Working like Employees Salary etc.

c) **Borrowed Capital** :- The amount Borrowed by for the Company purpose.

d) **Owner's Capital** :- The amount invested by the Owner to run Company.

19005K (4)

c) **Liabilities** :- A liability is something a person or company owes usually a sum of money recorded on the right side of the balance sheet. It includes loans, accounts payable, mortgages, deferred revenues, bonds, warranties and accrued expenses.

d) **Debtors** :- Debtors are person and or other entities to whom business has sold goods & services on credit and amount has not yet received. These are assets of the business.

**Debts** :-

- Good debts
- Bad debts
- Doubtful debts

**Types of debt** :-

- **Good debts** :- mortgage, home equity loans, lines of credit, second mortgage, school loans.
- **Bad debts** :- Credit Card debt, auto loans, loans from questionable source.
- **Doubtful debts** :- They are those debts which a business or individual is unlikely to be able to collect.



3) Explain accounting Concepts? 190005K (5)

A Accounting Concepts

→ Business Entity :-

• The entity is separate & distinct from the Owners and the entity is liable to the Owners.

• Hence, in a limited liability Company, the enterprise is liable to the Owner (shareholder) based on the proportion of the Capital investment (Share Capital) made by the latter.



# Diversity of Indian Society

## Introduction

The diversity of India is unique. India has sustained its diversity from an ancient time to till date. Being a large country with large population India presents endless varieties of physical features and cultural patterns. It is a land of diversity in race, religion caste, language landforms, flora, fauna and soon. In short, India is epitome of the world." Some of the important forms of diversity in India are

1. Geographical diversity in shape Spanning an area of 3,287, 263 sq. km, India is a vast country with great diversity of physical features like dry deserts, that evergreen forests, snowy Himalayas, a long coast and fertile plains.

Certain parts in India are so fertile - they amongst the most fertile regions of the world, while other are counted are so unproductive and barren that hardly anything can be there

grown This variation in the climate has also contributed to a variety of flora and in India. In fact, India possesses the fauna in richest

## Cultural diversity of India:

Indian culture is one of the oldest and unique.

In India there is an amazing cultural diversity throughout the country. The

south, north and the Northeast have their own distinct cultures and almost every state has carved its own cultural niche. If compared, there is hardly any culture in the world that is as varied and unique as India's.. India, a place of infinite variety is fascinating with its ancient and complex culture dazzling contrasts and breathtaking physical beauty India is the best place in the world to see the different cultures from modern to ancient and find the similarities in these diversified cultures.



3. Linguistic diversity : In India there is a good deal of linguistic diversity. The census of 1961 listed as many as 1652 languages and dialects. India's schools teach 38 different languages since most of these languages are spoken by very few people, the subsequent census regarded them as spurious or mixed type 21st schedule of the constitution of India has 22 languages recognised.

There are Assamese, Bengali, Gujarati, Hindi, Kannada, Kashmiri,

Malayalam, Manipuri, Marathi, Nepali, Oriya, Punjabi, Sanskrit, Tamil, Telugu, Urdu, Sindhi, Santali, Bodo, Mizo, Dogri and Dongri. These languages belong to the two linguistic families: Indo-Asian and Proto-Indo-European.

This linguistic diversity notwithstanding, India has always had a sort of link language, though it has varied from age to age... In ancient times it was Sanskrit, in medieval times it was Arabic or Persian and in modern times we have Hindi in general and English as official languages:



Thonisha S, 21/01/2021

## Sustainable energy conservation techniques for future

Energy conservation refers to the efforts made to reduce consumption of energy.

The energy on earth is not an unlimited supply.

Further more ~~the~~ energy can take plenty of time to regenerate.

This certainly makes it essential to conserve energy.

First of all, energy conservation plays an important role in saving on renewable energy resources. Further more, non-renewable energy resources take many ~~resources~~ centuries to regenerate.

Moreover humans consume energy at a faster rate than it can be produced. Therefore energy conservation would lead to the reservation of the previous non-renewable sources of energy. Energy conservation will reduce the expenses related to fossil fuel.

Another important reason for energy conservation is environmental

protection. This is because various energy sources are significantly harmful to the environment. Furthermore, the burning of fossil fuels considerably pollutes the atmosphere. Moreover, nuclear energy creates dangerous nuclear waste. Hence, energy conservation will lead to environmental protection.

Another important way of energy conservation is by using energy efficient products. Energy efficient products are those that use lesser energy than their normal counterparts, one prominent example can be using an energy efficient bulb rather than incandescent light bulbs.

In conclusion, energy conservation must be among the uttermost priorities of humanity.

"The earth provides enough to satisfy every man's need but not every man's greed."



# Diversity of Indian Society

## Introduction:-

The diversity of India is unique. India has retained its diversity from an ancient time to till date. Being a large country with large population. India presents endless varieties of physical features and cultural patterns. It is a land of diversity in race, religion, caste, language, landforms, flora, fauna and so on. In short, "India is epitome of the world." Some of the important forms of diversity in India are:-

## 1. Geographical diversity:-

Spanning an area of 3,287,263 sq. km, India is a vast country with great diversity of physical features like dry deserts, evergreen forests, snowy Himalayas, a long coast and fertile plains. Certain parts in India are so fertile that they are counted amongst the most fertile regions of the world, while others are so unproductive and barren that hardly anything can be grown there.

This variation in the climate has also contributed to a variety of flora and fauna in India. In fact, India possesses the richest variety of plants and animals known in the world. The unique geographic demographics also host a unique ecosystem rich with vegetation, wildlife, rare herbs and a large variety of birds.

## Cultural diversity of India:-

Indian culture is one of the oldest and unique. In India there is an amazing cultural diversity throughout the country. The



South, north and the Northeast have their own distinct cultures and almost every state has carved its own cultural niche. If compared, there is hardly any culture in the world that is as varied and unique as India's. India, a place of infinite variety is fascinating with its ancient and complex culture, dazzling contrasts and breathtaking physical beauty. India is the best place in the world to see the different cultures from modern to ancient and find the similarities in these diversified cultures.

### 3. Linguistic diversity:

In India there is a good deal of linguistic diversity. The census of 1961 listed as many as 1652 languages and dialects. India's schools teach 58 different languages. Since most of these languages are spoken by very few people, the subsequent census regarded them as spurious or mixed type. Eighth schedule of the constitution of India recognises 22 languages.

These are Assamese, Bengali, Gujarati, Hindi, Kannada, Kashmiri, Konkani, Malayalam, Manipuri, Marathi, Nepali, Oriya, Punjabi, Sanskrit, Tamil, Telugu, Urdu, Sindhi, Santali, Boro, Mithili, Bodo and Dogri. These languages belong to the two linguistic families: Indo-Aryan and Dravidian.

This linguistic diversity notwithstanding, India has always had a sort of link language, though it has varied from age to age. In ancient time it was Sanskrit, in medieval age it was Arabic or Persian and in modern times we have Hindi. General and English are official languages.



#### 4. Racial diversity:

India possesses a such variety of races in view of the variety Prof. V.A Smith says "From the human point of view India has been often described as an ethnological or racial museum in which ~~an~~ numberless races of man kind may be studied."

The vast population of India consists of the jungles tribe, the Greeks, the Sakas, the Kushanas, the Hunas, the Mongolians, the Arabs, the Turks, the Afghans etc. The physical features and color of the Indian people also differ from region to region while the people of Kashmir are handsome and fair in complexion. These qualities are missing among the habitants of Assam.

#### 5. Religious and Social Diversity:

In the religious sphere also India possesses great diversity. Almost all the principal religions of the world like Brahmanism, Buddhism, Jainism, Islam and Christianity are found here. Most of these religions are further sub-divided into various sects and divisions.

In the social ~~sphere~~ sphere also the general customs and manners of the people greatly differ. People of different regions use different types of dresses. Their eating habits and customs are also quite different. Certain people are quite civilized while others are equal yet backward in their ~~res~~ customs. Thus we find that, "India is a museum of cults and customs, creeds and cultures, faiths and tongues, racial types and social systems."

#### 6. Political diversity:-

The diversity in culture, races, language, religion etc, greatly stand in the way of political unity of India. As a result from the

## (Banking and Finance)

Write about function of bank.

- Functions of commercial banks are, accepting deposits from the public and advancing them loans.

The following points highlight the top 29x functions of commercial banks.

The functions are :

- ① Accepting of Deposits
- ② Advancing Loans
- ③ Credit creation
- ④ Financing foreign trade
- ⑤ Agency services.
- ⑥ Miscellaneous services to customers.

→ Accepting of Deposits : A very basic yet important function of all the commercial banks is mobilizing public funds, providing safe custody of savings and interest on the savings to depositors. Bank accepts different types of deposits from the public such as

\* Saving Deposit : Encourages saving habits among the public. It is suitable for small and large savers.



- Fixed Deposits: they are also known as term deposits. money is deposited for a fixed term.
- Current Deposits: they are opened by businessmen. The account holders get an overdraft facility on this account.
- Recurring Deposits: A certain sum of money is deposited in the bank at a regular interval. money can be withdrawn only after the expiry of a certain period.

# Sustainable energy conservation - technique for jobs

→ Aspit (short)

Energy conservation features as a significant aspect of power & energy sources. This is mainly because the purpose of the energy sector is not only to produce provide & transmit clean energies but also to plan a sustainable development of energy worldwide.

India as a developing nation maintains the standards & protocols of sustainable energy conservation. This article discusses the importance of energy conservation & how India conserves its energy resources through schemes & initiatives

It also proposes the various factors responsible for the conservation of energy as well as its impact on individuals & communication

## Different ways:

- Improving Energy efficiency
  - \* using LED lights
  - \* using CFLs

\* Replacing coal plants with supercritical one as the latter are 45% more efficient than their basic counterpart

→ Wastage prevention  
\* Switch off electricity when not in use  
\* Substituting old sockets with new ones  
\* using smart grid technologies

→ Optimum utilization of energy resources  
\* Appropriate infrastructure of industrial office, or private building

\* Right selection of building material

\* Green building initiative

→ Use clean technologies

\* Cogeneration

\* off grid renewable power

⇒ use renewable source of energy

→ Biofuels

→ wind energy