

1.2.1 Number of Add on /Certificate programs offered during the last five years = 13 Certificate Programs.

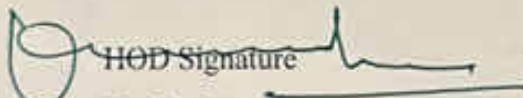
1.2.2 Percentage of students enrolled in Certificate /Add-on/ Value added programs as against the total number of students during the last five years

Year 1							
Name of Add on /Certificate programs offered	Course Code (if any)	Year of offering	No. of times offered during the same year	Duration of course	Number of students enrolled in the year	Number of Students completing the course in the year	
NIL							
Year 2							
Name of Add on /Certificate programs offered	Course Code (if any)	Year of offering	No. of times offered during the same year	Duration of course	Number of students enrolled in the year	Number of Students completing the course in the year	
1	Fundamental of Economics	18FE002	2018	1	30 Hrs	30	2018
2	Entrepreneurship Development	18BE003	2018	1	30 Hrs	30	2018
					60		
Year 3							
Name of Add on /Certificate programs offered	Course Code (if any)	Year of offering	No. of times offered during the same year	Duration of course	Number of students enrolled in the year	Number of Students completing the course in the year	
1	Production and Operations Management	19POM001	2019	1	30 Hrs	30	2019
					30		
Year 4							
Name of Add on /Certificate programs offered	Course Code (if any)	Year of offering	No. of times offered during the same year	Duration of course	Number of students enrolled in the year	Number of Students completing the course in the year	
1	Fundamentals of Accounting	21FA001	2021	1	30 Hrs	30	2021
2	Basics of Economics	21FE002	2021	1	30 Hrs	30	2021
3	Fundamentals of Entrepreneurship	21BE003	2021	1	30 Hrs	30	2021
4	Fundamentals of Income Tax	21FIT004	2021	1	30 Hrs	30	2021
					120		
Year 5							
Name of Certificate programs offered	Course Code (if any)	Year of offering	No. of times offered during the same year	Duration of course	Number of students enrolled in the year	Number of Students completing the course in the year	
1	Basics of Entrepreneurship	22BE001	2022	1	30 Hrs	15	2022
2	Digital & Social Media Marketing	22DSM002	2022	1	30 Hrs	15	2022
3	Corporate Communication	22CC003	2022	1	30 Hrs	15	2022
4	Advanced Soft Skills	22ASS004	2022	1	30 Hrs	30	2022
5	Basics of Aptitude	22BA005	2022	1	30 Hrs	30	2022
6	Fundamentals of Stock Markets	22FSM006	2022	1	30 Hrs	30	2022
					135		

**ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY**  
**PG. DEPARTMENT OF MANAGEMENT STUDIES**

**Course Outcome for the Certified Course Conducted in the Year 2018-2019**

Sl.No.	Type	Title	Course outcome
1	Certified Course	Fundamental of Economics	Students are able to understand what economy is and how economy works.
2	Certified Course	Entrepreneurship Development	Students are able understand the importance of entrepreneurship and how to develop their qualities accordingly.

  
HOD Signature  
**Dr. Prakasha Rao K.S.**  
M.Com., M.Phil., M.F.M., M.B.A., Ph.D.  
Head, P.G. Dept. of Mgt. Studies  
A.I.T. CHIKKAMAGALURU

  
Principal Signature  
**Dr. C.T. JAYADEVA**  
Principal B.E., M.Tech., Ph.D.  
Adichunchanagiri Institute of Technology  
CHIKKAMAGALURU-577102

ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY  
PG. DEPARTMENT OF MANAGEMENT STUDIES  
CERTIFIED COURSE

INDEX

Year 2018-20119

Sl. No.	Type	Title
1	Certified Course	Fundamental of Economics
2	Certified Course	Entrepreneurship Development

ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY  
CHIKKAMAGALURU

PG DEPARTMENT OF MANAGEMENT STUDIES

Summary Report Of Certified Course

Fundamentals Of Economics

The course "Fundamentals Of Economics" was conducted at Pg Department Of management Studies in the month of March 2018-19.

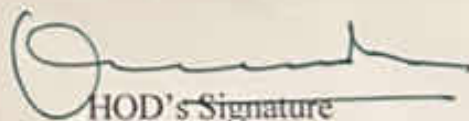
During the course ,the students are able to understand about supply and demand, perfect and imperfect competition, taxation, international trade, price controls, monetary policy, and exchange.

Course Outcomes

- 1.Students are introduce to the fundamentals, tools and theories of managerial economics.
2. Students develop an understanding of the application of Economics in Business
- 3.Students learn the basic Micro and Macroeconomic concepts.



Instructor's Signature



HOD's Signature  
**Dr. Prakasha Rao K.S.**  
M.Com.,M.Phil.,M.F.M.,M.B.A.,Ph.D.  
Head, P.G. Dept. of Mgt. Studies  
A.I.T. CHIKKAMAGALURU-577 102



ADICHUNCHANAGIRI INSTITUTE OF  
TECHNOLOGY,  
CHIKKAMAGALURU



P.G. DEPARTMENT OF MANAGEMENT STUDIES  
CERTIFICATION COURSE  
**FUNDAMENTALS OF ECONOMICS**

Resource Person

**Mr. VINITH H P**

Assistant Professor

P.G Department of Management Studies

AIT, Chikkmagaluru

**Mr. Vinith H P**  
Course Instructor

**Dr. Prakash Rao K S**  
Head, PGDOMS

**Dr. C T Jayadev**  
Principal, AIT

॥ Jai Sri Gurudev ॥

**ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY**  
(Affiliated to Visvesvaraya Technological University, Belagavi)

**Chikkamagaluru – 577102**

**PG Department of Management Studies (MBA)**



**Course Name: Fundamental of Economics**

**Program Objective:** To gain an understanding of core economic principles and how they apply to a wide range of real-National issues. Students will analyze the performance and functioning of government, markets and institutions in the context of social and economic problems. Students will think critically about economic models, evaluating their assumptions and implications.

**Coordinator: Dr. Vinith HP**

**Course Director: Dr. Prakash Rao KS**

**Teaching Hours: 30**

**Duration of Course: 2 Months**

**Certification Criteria:**

1. Minimum 90% of attendance
2. All assignments have to be submitted
3. Minimum 50 % marks has to be scored in the final examination for 50 marks

**Course Objectives:**

1. To introduce the fundamentals, tools and theories of managerial economics.
2. To provide an understanding of the application of Economics in Business
3. To learn the basic Micro and Macroeconomic concepts.

**Enrolment:** Done Throughout the year, With Minimum 20 number of students has to be registered for commencement of course.



## **Syllabus:**

### **Module -1 Introduction**

Managerial Economics: Meaning, Nature, Scope, & Significance, Uses of Managerial Economics, Role and Responsibilities of Managerial Economist. - 5 Hours

### **Module -2 Demand Analysis**

Law of Demand, Exceptions to the Law of Demand, Elasticity of Demand –Classification of Price, Income & Cross elasticity, Advertising and promotional elasticity of demand. - 5 Hours

### **Module-3 Demand Forecasting & Supply Analysis**

Law of supply, Elasticity of supply, Demand forecasting: Meaning & Significance, Methods of demand forecasting. - 5 Hours

### **Module -4 Pricing Practices**

Descriptive Pricing Approaches: Full cost pricing, Product line pricing, Pricing Strategies: Price Skimming, Penetration Pricing, Loss leader pricing, Peak Load pricing. - 5 Hours

### **Module -5 Basic Macro Economic Concepts:**

Open and Closed Economies, Primary, secondary and Tertiary sectors and their contribution to the economy. SWOT Analysis for the Indian economy. Measuring the Economy: Measuring GDP and GDP Growth rate, Components of GDP. - 5 Hours

### **Module -6 National Economic Policies**

Fiscal policy and Monetary Policy. Foreign Trade: Trends in India's Foreign Trade, Impact of WTO on India's Foreign Trade. - 5 Hours

### **Course Enquiry Contact:**

**PG Department of Management Studies ( MBA)**

**AIT Campus, AIT, Jyothinagara, Chikkamagaluru-577102**

**Course Name: Fundamental of Economics**

**Duration of Examination: 1 Hour**

**No Negative Marks**

**1. The first National Income calculation on a scientific basis in India is in the year**

- A. 1947-48
- B. 1951-52
- C. 1931-32
- D. 1990-91

**2. NNP means**

- A) GDP – depreciation
- B. GDP + depreciation
- C. NNP – depreciation
- D. GNP – depreciation

**3. "Rest of the world" is the major element in**

- A. Two sector model
- B. Three sector model
- C. Four sector model
- D. All the above

**4. Demand = Desires + ..... + Willingness to pay**

- a. Supply b. Utility c. Want d. Purchasing power

**5. If the income elasticity of demand is that one, the good is a**

- a. Necessity
- b. Luxury
- c. Substitute
- d. Complement

**6. The income elasticity of demand is negative for a**

- a. Positive good
- b. Normal good
- c. Elastic good
- d. Inferior good

**7. What effect is working when the price of a good falls and consumers tend to buy it instead of other goods**

- a. Income effect
- b. Substitution effect
- c. Price effect
- d. None of these

**8. "A rupee tomorrow is worth less than a rupee today" relates to**

- a. Opportunity cost principle
- b. Discounting principle
- c. Equi-marginal principle
- d. None of these



- 9. Basic economic tools of managerial economics does not include**
- a. Principle of time perspective
  - b. Equi-marginal principle
  - c. Incremental principle
  - d. None of these
- 10. .... Principle is closely related to the marginal costs and marginal revenue of economic theory**
- a. Principle of time perspective
  - b. Equi-marginal principle
  - c. Incremental principle
  - d. None of these
- 11. Analysis of long run and short run affects of decisions on revenue as well as costs is based on**
- a. Principle of time perspective
  - b. Equi-marginal principle
  - c. incremental principle
  - d. None of these
- 12. Two goods that are used jointly to provide satisfaction are called**
- a. Inferior goods
  - b. Normal goods
  - c. Complementary goods
  - d. Substitute goods
- 13. Demand curve slopes downwards because of**
- a. The law of diminishing marginal utility
  - b. The income effect
  - c. Substitution effect
  - d. All of the above
- 14. If the income and substitution effect of a price increase works in the same direction the good whose price has changed is a**
- a. Giffen goods
  - b. Inferior goods
  - c. Normal goods
  - d. Superior
- 15. Which of the following is not a survey method of demand forecasting?**
- a. Consumers interview method
  - b. Expert opinion method
  - c. Barometric method
  - d. Collective opinion method
- 16. Which of the following is not a method of demand forecasting?**
- a. Trend projection method
  - b. Substitute approach
  - c. Sales experience approach
  - d. Evolutionary approach
- 17. Business Economics is also known as.....**
- a. Managerial Economics
  - b. Economics for Executives
  - c. Economic analysis for business decisions
  - d. All the above

**18. Inflation is:**

- a. A decrease in the overall level of economic activity.
- b. An increase in the overall level of economic activity.
- c. An increase in the overall price level.
- d. A decrease in the overall price level.

**19. A recession is:**

- a. A period of declining unemployment.
- b. A period of declining prices
- c. A period during which aggregate output declines
- d. A period of very rapidly declining prices.

**20. Opportunity cost means**

- a. The accounting cost minus the marginal benefit.
- b. The highest-valued alternative forgone.
- c. The monetary costs of an activity.
- d. The accounting cost minus the marginal cost.

**21. \_\_\_\_\_ is economic theory used in business whereas \_\_\_\_\_ is economics theory used in business and non-business organization**

- a. Micro economics, macro economics
- b. Business economics, managerial economics
- c. Positive economics and normative economics
- d. None of these

**22. Managerial economics is also called**

- a. Micro economics
- b. Theory of the firm
- c. Economics of the firm
- d. All of the above.

**23. Want satisfying power of commodity is called**

- a. Demand
- b. Utility
- c. Satisfaction
- d. Consumption

**24. In economics, desire backed by purchasing power is known as**

- a. Utility
- b. Demand
- c. Consumption
- d. Scarcity

**25. The demand has three essentials - Desire, Purchasing power and .....**

- a. Quantity
- b. Cash
- c. Supply
- d. Willingness to purchase

**26. .... means an attempt to determine the factors affecting the demand of a commodity or service and to measure such factors and their influences**

- a. Demand planning
- b. Demand forecasting
- c. Demand analysis
- d. Demand estimation

**27. .... is known as the 'first law in market'**

- a. Law of supply
- b. Law of consumption
- c. Law of demand
- d. Law of production

28. Demand = Desires + ..... + Willingness to pay
- Supply
  - Utility
  - Want
  - Purchasing power
29. Law of demand shows the functional relationship between \_\_\_\_\_ and quantity demanded
- Supply
  - Cost
  - Price
  - Requirements
30. Basic assumptions of law of demand include
- Prices of other goods should change.
  - There should be substitute for the commodity.
  - The commodity should not confer any distinction.
  - The demand for the commodity should not be continuous
31. Generally demand curve have .....
- Negative slope
  - Positive slope
  - Horizontal line
  - Vertical line
32. The change in demand due to change in price only, where other factors remaining constant, it is called.....
- Shift in demand
  - Extension of demand
  - Contraction of demand
  - Both extension and contraction
54. When the quantity demanded of a commodity rises due to a fall in price, it is called
- Extension
  - Upward shift
  - Downward shift
  - Contraction
33. When the quantity demanded falls due to a rise in price, it is called
- Extension
  - Upward shift
  - Downward shift
  - Contraction
34. The Giffen goods are ..... Goods
- Inferior goods
  - Superior goods
  - Related goods
  - Same goods
35. Higher the price of certain luxurious articles, higher will be the demand, this concept is called
- Giffen effects
  - Veblen effects
  - Demonstration effects
  - Both b & c above
36. Demand for milk, sugar, tea for making tea, is an example of
- Composite demand
  - Derivative demand
  - Joint demand
  - Direct demand
37. Demand for milk, sugar, tea for making tea, is an example of

- a. Composite demand
- b. Derivative demand
- c. Joint demand
- d. Direct demand

**38. Perfect elasticity is known as**

- a. Finite elastic
- b. Infinite elastic
- c. Unitary elastic
- d. Zero elastic

**39. In the case of perfect elasticity, the demand curve is**

- a. Vertical
- b. Horizontal
- c. Flat
- d. Steep

**40. In a perfectly competitive market, individual firm**

- a. Cannot influence the price of its product
- b. Can influence the price of its product
- c. Can fix the price of its product
- d. Can influence the market force

**41. Perfect competition is characterized by**

- a. Large number of buyers and sellers
- b. Homogeneous product
- c. Free entry and exit of firms
- d. All the above

**42. An exceptional demand curve is one that slopes**

- a. Upward to the left
- b. Downward to the right
- c. Horizontally
- d. Upward to the right

**43. Which one is not an exception to the Law of Demand?**

- a. Normal good
- b. Articles of Distinction
- c. Ignorance
- d. Inferior good

**44. Demand for a commodity is elastic when it has:**

- a. Only one use
- b. Uses which cannot be postponed
- c. Many uses
- d. Uses very essential for the consumer

**45. When the demand curve is a rectangular hyperbola, it represents:**

- a. Perfectly elastic demand
- b. Unitary elastic demand
- c. Perfectly inelastic demand
- d. Relatively elastic demand

**46. The horizontal demand curve for a commodity shows that its demand is:**

- a. Perfectly elastic
- b. Highly elastic
- c. Perfectly inelastic
- d. Moderately elastic

**47. When an individual's income falls (while everything else remains the same), his demand for an inferior good:**

- a. Increases
  - b. Decrease
  - c. Remains unchanged
  - d. We cannot say without additional information
- 48. A fall in the price of a commodity whose demand curve is a rectangular hyperbola causes total expenditure on the commodity to:**
- a. Increases
  - b. Decrease
  - c. Remains unchanged
  - d. Any of the above
- 49. The relationship between demand for a commodity and price, ceteris paribus, is:**
- a. Negative
  - b. Positive
  - c. Non-negative
  - d. Non-positive
- 50. A demand curve which takes the form of horizontal line parallel to quantity axis illustrates elasticity which is:**
- a. Zero
  - b. Infinite
  - c. Greater than one
  - d. Less than one

**Scheme of Evaluation**

1	C	31	A
2	A	32	C
3	D	33	B
4	D	34	D
5	A	35	B
6	D	36	D
7	C	37	C
8	A	38	D
9	D	39	C
10	B	40	C
11	C	41	B
12	C	42	B
13	D	43	D
14	C	44	B
15	C	45	B
16	B	46	D
17	D	47	C
18	C	48	C
19	A	49	D
20	C	50	C

**ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY, CHIKAMAGALURU**  
**PG DEPARTMENT OF MANAGEMENT STUDIES**

**Notice: Certified course Enrollment**

**Course Name: Fundamentals of Economics**

Sl.No.	NAMES	SIGNATURE
1	Abdul Zain Hussain	Abdul
2	Abhinav T	Abhinav T
3	Affan Ahmed	Affan
4	Aishima M S	Aishima
5	Alia Kounam Khanum	Alia Kounam
6	Aman	Aman
7	Anagha C C	Anagha C.C
8	Avinash H	Avinash H
9	B M Chandana	B M Chandana
10	Bharath P	Bharath P
11	Chethan I S	Chethan I S
12	Chethana R Hegde	Chethana R
13	Fiona Serrao	Fiona Serrao
14	Govardhan G R	Govardhan G R
15	Gowthami V M	Gowthami V M
16	Shahzad Arman Khan	Shahzad Arman Khan
17	Sherly Sandra Dsilva	Sherly Sandra Dsilva
18	Shibin Roshan	Shibin Roshan
19	Shivajiram H R	Shivajiram H R
20	Shivani H M	Shivani H M
21	Shivani Naveile C B	Shivani Naveile C B
22	Soukhya N S	Soukhya N S
23	Sourav V Patel	Sourav V.P
24	Suyog M	Suyog M
25	Sweedel Lobo	Sweedel Lobo
26	Varun M P	Varun M P
27	Vijaya Kumar K R	Vijaya Kumar K R
28	Vivek N	Vivek N
<b>FACULTY SIGNATURE</b>		Vivek N

SLNo	Course Name: Fundamental of Economics	Course Commencement Date: 19/11/2020 Course End Date: 25/12/2020 Date of Examination: 29/12/2020 Coordinator: Dr. Vinith HP Course Director: Dr. Prakash Rao KS																													
		C-1	C-2	C-3	C-4	C-5	C-6	C-7	C-8	C-9	C-10	C-11	C-12	C-13	C-14	C-15	C-16	C-17	C-18	C-19	C-20	C-21	C-22	C-23	C-24	C-25	C-26	C-27	C-28	C-29	C-30
1	Abdul Zam Hussain	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	
2	Abhinav T	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
3	Affan Ahmed	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
4	Ashani M S	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
5	Asha Koushan Khanum	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	
6	Aman	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	
7	Anagha C C	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
8	Avinash H	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
9	B M Chandana	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
10	Bharath P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
11	Cherhan I S	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
12	Chethana R Hegde	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
13	Fiona Serrao	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
14	Govardhan G R	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
15	Gowthami V M	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
16	Shahrad Arman Khan	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	
17	Sherly Sandra Dilva	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
18	Shihon Roshan	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
19	Shivayram H R	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
20	Shivani H M	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
21	Shivani Navle C B	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
22	Soukhya N S	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
23	Sourav V Patel	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	A	P	P	P	P	P	P	
24	Suryog M	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
25	Sweedel Lobo	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
26	Varun M P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	
27	Vijaya Kumar K R	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
28	Viveek N	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	

Signature of Coordinator Dr. Vinith HP

Signature of Course Director Dr. Prakash Rao KS





|| Jai Sri Gurudev ||  
Sri Adichunchanagiri Shikshana Trust(R)



**ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY**  
CHIKKAMAGALURU-577102  
P.G DEPARTMENT OF MANAGEMENT STUDIES



## *Certificate of Participation*

This is to certify that *Mr/Ms Bharath P* has attended the 30 hours of certification course on "**Fundamentals of Economics**" held at P.G Department of Management Studies, AIT, Chikkamagaluru, Karnataka, on 1<sup>st</sup> to 25<sup>th</sup> July 2018-19.

-----  
**Mrs. Vinith H P**  
Course Instructor, Assistant Professor  
PGDOMS, AIT, Chikkamagaluru

-----  
**Dr. Prakash Rao K S**  
Professor and Head, PGDOMS  
AIT, Chikkamagaluru

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**Dr. C. T. Jayadeva**  
Principal  
AIT, Chikkamagaluru

ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY  
CHIKKAMAGALURU

PG DEPARTMENT OF MANAGEMENT STUDIES

Summary Report Of Certified Course

Entrepreneurship Development

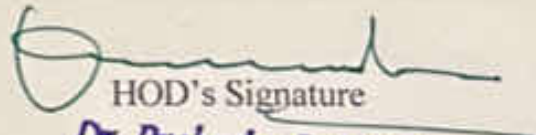
The course "Entrepreneurship Development" was conducted at PG Department of management studies in the month of November 2018-19.

During the course ,the students are able to understand a. underlying principles of starting a business, avoid common pitfalls, pitch ideas more effectively, validate your product, develop a solid business model, and set yourself up for success in a field where failure is common.

Course Outcomes

1. Develop and strengthen entrepreneurial quality and motivation in students.
2. Impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.
3. Insights to students on entrepreneurship opportunities, sources of funding and institutions supporting Entrepreneurs.

  
Instructor's Signature

  
HOD's Signature  
**Dr. Prakasha Rao K.S.**  
M.Com, M.Phil, M.F.M, M.B.A, Ph.D.  
Head, P.G. Dept. of Mgt. Studies  
A.I.T. CHIKKAMAGALURU-577 102



ADICHUNCHANAGIRI INSTITUTE OF  
TECHNOLOGY,  
CHIKKAMAGALURU



P.G. DEPARTMENT OF MANAGEMENT STUDIES  
CERTIFICATION COURSE  
**ENTREPRENEURSHIP DEVELOPMENT**

Resource Person

**Mr. RAVI I A**

Assistant Professor

P.G Department of Management Studies

AIT, Chikkmagaluru

**Mr. Ravi I A**  
Course Instructor

**Dr. Prakash Rao K S**  
Head, PGDOMS

**Dr. C T Jayadeva**  
Principal, AIT

**|| Jai Sri Gurudev ||**

**ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY**  
(Affiliated to Visvesvaraya Technological University, Belagavi)

**Chikkamagaluru – 577102**

**PG Department of Management Studies (MBA)**



**Course Name: ENTREPRENURSHIP DEVELOPMENT**

**2018-2019**

**Program Objective:** To gain an understanding of core economic principles and how they apply to a wide range of real-National issues. Students will analyze the performance and functioning of government, markets and institutions in the context of social and economic problems. Students will think critically about economic models, evaluating their assumptions and implications.

**Coordinator: Mr. RAVI I A**

**Course Director: Dr. Prakash Rao KS**

**Teaching Hours: 30**

**Duration of Course: 2 Weeks**

**Certification Criteria:**

1. Minimum 90% of attendance
2. All assignments have to be submitted
3. Minimum 50 % marks has to be scored in the final examination for 50 marks

**Course Objectives:**

1. To develop and strengthen entrepreneurial quality and motivation in students.
2. To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.
3. To provide insights to students on entrepreneurship opportunities, sources of funding and institutions supporting Entrepreneurs.

**Enrolment:** Done Throughout the year, With Minimum 20 number of students has to be registered for commencement of course.

**Syllabus:**

<b>Module -1 Introduction to Entrepreneur &amp; Entrepreneurship</b>	<b>5</b>		
<b>Hours</b>			
Meaning of entrepreneur - Evolution of the concept - Functions of an Entrepreneur - Types of Entrepreneur			
<b>Module-2 : Business Planning Process:</b>	<b>5</b>		
<b>Hours</b>			
Business Planning Process: Meaning of business plan - Business plan process - Advantages of business planning, Marketing Plan, Financial Plan and Operational Plan			
<b>Module-3: Project Report with Feasibility Study</b>	<b>5</b>		
<b>Hours</b>			
Meaning, Importance, Preparing A Model Project Report For Starting A New Venture. And Types Of Project Report			
<b>Module-4: Entrepreneurial Finance</b>	<b>5</b>		
<b>Hours</b>			
A Brief Overview Of Financial Institutions In India - Central Level And State Level Institutions - SIDBI - NABARD - IDBI - SIDCO - DIC -Make In India ,Digital India And Start Up India			
<b>Module -5 : Social Entrepreneurship</b>	<b>5</b>		
<b>Hours</b>			
Meaning , Importance, Rural Entrepreneurship And Women Entrepreneurship			
<b>Module -6:Case Studies of Successful Indian Entrepreneurs</b>	<b>5</b>		
<b>Hours</b>			
<ol style="list-style-type: none"> <li>1. Mr.Mahesh Gupta - Chairman Kent RO Systems</li> <li>2. Mr Kailas Katkar - Quick heal Technologies Pvt Ltd.</li> <li>3. Mr Karsanbhai Patel - Man behind NIRMA</li> <li>4. Mr Byju Ravindran - BYJU's learning apps</li> <li>5. Mr Ritesh Agarwal - OYO Rooms</li> </ol>			
<b>Practical Component:</b>			
1.Interview a local entrepreneur to find out his/her major motivations to start a business - which of the skills and characteristics do you find in the entrepreneur			
<b>Question paper pattern:</b>			
<ol style="list-style-type: none"> <li>1. The SEE question paper will be set for 30 marks.</li> <li>2. The question paper will have 30 objective questions carrying one mark each.</li> <li>3. Minimum 15 marks of shall be obtained to qualify the certification course.</li> </ol>			
<b>Name of the</b>	<b>Title of the book</b>	<b>Publisher Name</b>	<b>Edition</b>

Author/s			and year
1 Dr. Vasant Desai	The Dynamics of Entrepreneurial Development and Management	Himalaya Publishing House	2010
2. Dr. Gupta S.L., Arun Mittal	Entrepreneurship Development	International Book House	2014
3. Dr. Sudha G. S	Management and Entrepreneurship Development	Indus Valley Publication	2009

PG Department of Management Studies (MBA)

AIT Campus, AIT, Jyothinagara, Chikkamagaluru-577102



**Dr. Prakasha Rao K.S.**  
M.Com, M.Phil, M.F.M, MBA, Ph.D  
Head, P.G. Dept. of Mgt. Studies  
A.I.T. CHIKKAMAGALURU-577 102

ENTREPRENEURSHIP MARKS - 30

Course Name: ENTREPRENEURSHIP DEVELOPMENT

1. Which of these is not a type of entrepreneurship?
  - a. Small business entrepreneurship
  - b. Scalable entrepreneurship
  - c. Large scale entrepreneurship
  - d. Intrapreneurship**
2. Which of these actions of an entrepreneur will most likely result in creative destruction?
  - a. Developing a new product**
  - b. Taking over a competitor's business
  - c. Issuing shares to individuals and institutions
  - d. Lowering prices of your product or service
3. According to Schumpeter, innovative entrepreneurs would:
  - a. Thrive in the market
  - b. Not survive and disappear from the market.
  - c. Get absorbed within larger innovative businesses**
  - d. Get absorbed within non-innovative businesses
4. Which of these is not a challenge for the entrepreneur?
  - a. Managing the cash flow of their business
  - b. Recruiting new employees
  - c. Choosing the product or service to sell in the market
  - d. Formulating rules and regulations relating to conducting entrepreneurship in their country**
5. Which of these theories involve taking a moderate amount of risk as a function of skill and not chance?
  - a. Need for achievement
  - b. Need for affiliation**
  - c. Need for authority
  - d. Need for independence
6. Which of these is not a category of external forces that affects a business?
  - a. Competitive forces
  - b. Technological forces.**
  - c. Economic forces
  - d. Socio-economic forces
7. Which among these is a money manager who is involved in making risk investments from equity capital with the objective of gaining better returns?
  - a. Entrepreneur
  - b. Businessperson
  - c. Buyer
  - d. Venture capitalist**
8. Andrew Carnegie belonged to this century:

- a. 16th to 17th Century
  - b. 20th to 21st Century.
  - c. 17th to 18th Century
  - d. **19th to 20th Century**
9. Which of these is the first activity of a new business?
- a. **Departure point**
  - b. Goal Orientation
  - c. Business skill development
  - d. None of the above
10. Who should be involved in preparing a firm's business plan?
- a. Accountant
  - b. Engineer
  - c. **Entrepreneur**
  - d. None of the above
11. What should be the main worry of a company's founder who asks for capital in exchange for equity shares in their venture?
- a. Valuation
  - b. Control
  - c. **Capitalisation**
  - d. Legal formalities
12. The process of creating something new is called:
- a. Creative flexibility
  - b. Management
  - c. Business
  - d. **Innovation**
13. Ownership position of less than 50 per cent in a business is known as:
- a. Majority Interest
  - b. Joint Venture
  - c. **Minority Interest**
  - d. None of the above
14. Which of these is also known as corporate venturing?
- a. **Intrapreneurship**
  - b. Mergers
  - c. Entrepreneurship
  - d. Acquisition
15. If an entrepreneur takes decisions on behalf of their enterprise, it is known as \_\_\_\_\_:
- a. Routine decisions
  - b. Strategic decisions
  - c. **Organizational decisions**
  - d. Personal decisions
16. Entrepreneurship Development Program is helpful for:
- a. **First-generation entrepreneurs**
  - b. Future generation entrepreneurs
  - c. Existing Entrepreneurs
  - d. None of the above
17. These decisions are concerned with policy matters and they influence the goals and objectives of a business venture:
- a. Routine decisions
  - b. **Strategic decisions**
  - c. Organizational decisions
  - d. Personal decisions
18. Ownership position of more than 50 per cent in a business is known as:
- a. Minority Interest



- b. Joint Venture
  - c. **Majority Interest**
  - d. None of the above
19. What is the purpose of a feasibility study for starting a new venture?
- a. Exploring for potential customers
  - b. Estimate sales
  - c. **To understand if there are any barriers to success**
  - d. None of the above
20. An entrepreneur who is the owner of more than one business is called:
- a. Portfolio Entrepreneur
  - b. Intrapreneur
  - c. **Corporate Entrepreneur**
  - d. None of the above
21. A \_\_\_\_\_ is a professional money manager who makes risk investment from a pool of equity capital to obtain a high rate of return on investments.
- a. **venture capitalist**
  - b. entrepreneur
  - c. businessman
  - d. buyer
22. A business plan is important for all of the following reasons EXCEPT:
- a. a business plan forces a firm's founders to systematically think through each aspect of their new venture.
  - b. a business plan provides lenders and investors assurance that they will earn a decent return
  - c. a business plan provides an investor with something to react to.
  - d. **a business plan is a selling document that enables a company to present itself to potential suppliers and business partners.**
23. A new venture's business plan is important because \_\_\_\_\_.
- a. It helps to persuade others to commit funding to the venture.
  - b. Can help demonstrate the viability of the venture.
  - c. Provides a guide for business activities by defining objectives.
  - d. **All the above.**
24. To provide financial assistance to entrepreneurs the government has set up a number of \_\_\_\_\_.
- a. financial advisors.
  - b. financial intermediaries.
  - c. Industrial estates.
  - d. **financial institutions.**
25. \_\_\_\_\_ can be defined as a specifically evolved work plan designed to achieve a Specific objective within a specific period of time
- a. Idea generation.
  - b. **Opportunity Scanning.**
  - c. Project.
  - d. Strategy

26. \_\_\_\_\_ is used to accomplish the project economically in the minimum available time with limited resources

- a. Project Scheduling.
- b. Network Analysis.
- c. Budget Analysis.
- d. **Critical Planning**

27. \_\_\_\_\_ is a form of financing especially for funding high technology, high risk and Perceived high reward projects

- a. Fixed capital.
- b. **Current capital.**
- c. Seed capital.
- d. Venture capital.

28. \_\_\_\_\_ is a favorable set of circumstances that creates a need for a new product, service, or business.

- A. A niche
- B. A venture
- C. **A trend**
- D. An opportunity

29 SIDBI was set up as a subsidiary of \_\_\_\_\_

- a. IDBI.
- b. IFCL.
- c. ICICI
- d. **SFC**

30. Which of the following is a function of SIDBI?

- a. **Extension of seed capital.**
- b. Discounting of bills.
- c. Providing factoring services.
- d. All of the above

ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY, CHIKAMAGALURU  
PG DEPARTMENT OF MANAGEMENT STUDIES

Notice: Certified course Enrollment

Course Name: Entrepreneurship Development (20BE001)  
Academic Year: 2018-2019

Sl.No.	NAMES	SIGNATURE
1.	Abdul Zuhaib	Abdul Zuhaib
2.	Ajith W D	Ajith
3.	Amisha A M	Amisha
4.	Apoorva A T	Apoorva A T
5.	Arham Jain	Arham Jain
6.	Aryan D Shah	Aryan D Shah
7.	Chandan A S Gowda	Chandan A.S
8.	Dayana D Souza	Dayana
9.	Deepak C V	Deepak
10.	Divyarani B R	Divyarani
11.	Gagandeep R	Gagandeep R
12.	Harshavardhan T V S	Harshavardhan T.V.S
13.	Hitha P	Hitha
14.	Jiya Jain	Jiya Jain
15.	Krithika C M	Krithika
16.	Likhith B C	Likhith B.C
17.	Manoj Kumar S	Manoj Kumar
18.	Mashood Ali sha	Mashood Ali

19.	Mohammed Asim Tanseer	<u>Tanseer</u>
20.	Mohammed Faiz	<u>Md. Faiz</u>
21.	Mohammed Numan Ahad	<u>Md. Numan</u>
22.	Mohammed Sameer	<u>Md. Sameer</u>
23.	Nidha Fathima	<u>Nidha Fathima</u>
24.	Ranjitha R	<u>Ranjitha</u>
25.	Shaziya K A	<u>Shaziya</u>
26.	Shees ur Rahman	<u>Shees-ur-Rahman</u>
27.	Shodhan P S	<u>Shodhan.P.S</u>
28.	Shreyas C M	<u>Shreyas</u>
29.	Sowjanya N S	<u>Sowjanya</u>
30.	Suman D	<u>Suman</u>














Course Instructor Signature



**Dr. Prakasha Rao K.S.**  
M.Com, M.Phil, M.F.M, M.B.A, Ph.D.  
Head, P.G. Dept. of Mgt. Studies  
A.I.T. CHIKKAMAGALURU-577 102



22	Mohammed Sameer	P	P	P	P	P	P	P	P	P	P	P
23	Nidha Fathima	P	P	P	P	P	P	P	P	P	P	P
24	Ranjitha R	P	P	P	P	P	P	P	P	P	P	P
25	Shaziya K A	P	A	P	P	P	P	P	P	P	P	P
26	Shees ur Rahman	P	P	P	P	P	P	P	P	P	P	P
27	Shodhan P S	P	P	P	P	P	A	P	P	P	P	P
28	Shreyas C M	P	P	P	P	P	P	P	P	A	P	P
29	Sowjanya N S	A	P	P	P	P	P	P	P	P	P	P
30	Suman D	P	P	P	P	P	P	P	A	P	P	P
FACULTY SIGNATURE												

**ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY,  
CHIKKAMAGALURU  
P.G. DEPARTMENT OF MANAGEMENT STUDIES  
CERTIFICATION COURSE ATTENDANCE  
ENTREPRENEURSHIP DEVELOPMENT**

Sl.No.	NAMES	12/11	13/11	14/11	15/11	16/11						
1	Abdul Zuhaib	P	P	P	P	P	Abdul Zuhaib					
2	Ajith W D	P	P	P	P	P	Ajith					
3	Amisha A M	P	P	P	P	P	Amisha					
4	Apoorva A T	P	P	P	P	P	Apoorva					
5	Arham Jain	P	P	P	P	P	Arham Jain					
6	Aryan D Shah	P	P	A	P	P	Aryan					
7	Chandan A S Gowda	P	P	P	P	P	Chandan					
8	Dayana D Souza	P	P	P	P	P	Dayana					
9	Deepak C V	P	P	P	P	P	Deepak					
10	Divyarani B R	P	P	P	P	P	Divyarani					
11	Gagandeep R	P	P	P	P	P	Gagandeep					
12	Harshavardhan T V S	P	P	P	P	P	Harshavardhan					
13	Hitha P	A	P	P	P	P	Hitha					
14	Jiya Jain	P	P	P	P	P	Jiya Jain					
15	Krithika C M	P	P	P	P	P	Krithika					
16	Likhith B C	P	P	P	P	P	Likhith					
17	Manoj Kumar S	P	P	P	P	P	Manoj					
18	Mashood Ali sha	P	P	P	P	P	Mashood					
19	Mohammed Asim Tanseer	P	P	P	P	P	Tanseer					
20	Mohammed Faiz	A	P	P	P	P	Md Faiz					
21	Mohammed Numan Ahad	P	P	P	P	P	Md. Numan					

22	Mohammed Sameer	P	A	P	P	P	M Sameer				
23	Nidha Fathima	P	P	P	P	P	Nidha Fathima				
24	Ranjitha R	P	P	P	P	P	Ranjitha R				
25	Shaziya K A	P	P	P	P	P	Shaziya K A				
26	Shees ur Rahman	P	P	P	P	P	Shees ur Rahman				
27	Shodhan P S	P	P	P	P	P	Shodhan P S				
28	Shreyas C M	P	P	P	P	P	Shreyas C M				
29	Sowjanya N S	P	P	P	P	A	Sowjanya N S				
30	Suman D	P	P	P	P	P	Suman D				
FACULTY SIGNATURE		(P)	(P)	(P)	(P)	(P)					



ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY,  
CHIKAMAGALURU  
PG DEPARTMENT OF MANAGEMENT STUDIES

Entrepreneurship Development

FEEDBACK FORM

Name:

Sagar CR

USN:

No	Questionnaire	Excellent	Good	Average
1	The course contents is not under regular University curriculum (Yes/No)	/	-	
2	The lecture sequence was well planned and met the course objectives		-	
3	The contents were illustrated with more examples	/		
4	The lectures were clear and easy to understand.	/		
5	The course exposed to new knowledge & practices	/		
6	Any suggestions for the course conducted ;			

Sagar CR

Student Signature



|| Jai Sri Gurudev ||  
Sri Adichunchanagiri Shikshana Trust(R)



ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY  
CHIKKAMAGALURU-577102  
P.G DEPARTMENT OF MANAGEMENT STUDIES



## Certificate of Participation

This is to certify that *Mr/Ms Divyarani B R* has attended the 30 hours of certification course on "**Entrepreneurship Development**" held at P.G Department of Management Studies , AIT, Chikkamagaluru, Karnataka, on 1<sup>st</sup> to 25<sup>th</sup> November 2018-19.

Mrs. Ravi I A  
Course Instructor, Assistant Professor  
PGDOMS, AIT, Chikkamagaluru

Dr. Prakash Rao K S  
Professor and Head, PGDOMS  
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Dr. C. T. Jayadeva  
Principal  
AIT, Chikkamagaluru

**ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY**  
**PG. DEPARTMENT OF MANAGEMENT STUDIES**

**Course Outcome for the Certified Course Conducted in the Year 2019-2020**

Sl.No.	Type	Title	Course outcome
1	Certified Course	Production and Operations Management	Students are able to understand the production & operations concepts and workflow of productions.

  
HOD Signature

**Dr. Prakasha Rao K.S.**  
M.Com., M.Phil., M.F.M., M.B.A., Ph.D.  
Head, P.G. Dept. of Mgt. Studies  
A.I.T. CHIKKAMAGALURU-577 102

  
Principal Signature  
**Dr. C.T. JAYADEVA**  
Principal B.E., M.Tech., Ph.D.  
Adichunchanagiri Institute of Technology  
CHIKKAMAGALURU-577102

ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY  
PG. DEPARTMENT OF MANAGEMENT STUDIES  
CERTIFIED COURSE

INDEX

Year 2019-2020

Sl. No.	Type	Title
1	Certified Course	Production and Operations Management

ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY  
CHIKKAMAGALURU

PG DEPARTMENT OF MANAGEMENT STUDIES

Summary Report Of Certified Course

Production and operation Management


The course "Production and operation Management " was conducted at PG Department Management Studies in the month of August 2019-20.

During this course students are able to monitor and improve the efficiency of activities, materials, staff resources, and budgets to produce goods. Production outcomes vary according to the industry. A production manager ensures that manufacturing stays on schedule, within budget, and achieves the desired output goals.

Course Outcomes

1. Develop an understanding of how the operations, have strategic importance and can provide a competitive advantage in the workplace.
2. Students understand the relationship between operations and other business functions.
3. Students understand techniques of location and facility planning; line balancing; job designing; and capacity planning in operations management.

  
Instructor's Signature

  
HOD's Signature  
**Dr. Prakasha Rao K.S.**  
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Head, P.G. Dept. of Mgt. Studies  
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ADICHUNCHANAGIRI INSTITUTE OF  
TECHNOLOGY,  
CHIKKAMAGALURU



P.G. DEPARTMENT OF MANAGEMENT STUDIES

CERTIFICATION COURSE

**PRODUCTIONS AND OPERATION MANAGEMENT**

Resource Person

**Dr. DEVANANDA H M**

Assistant Professor

P.G Department of Management Studies

AIT, Chikkamagaluru



**Dr. Devananda H M**  
Course Instructor

**Dr. Prakash Rao K S**  
Head, PGDOMS

**Dr. C T Jayadeva**  
Principal, AIT



# ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY



## PG. DEPARTMENT OF MANAGEMENT STUDIES

### CERTIFICATION COURSE

PRODUCTION AND OPERATIONS MANAGEMENT		
Teaching Hours: 30 Hours	SEE Marks: 30	Resource Person: Dr.Devananda H M
<b>Course Objectives</b> The objective is to make the student understand the concepts of production, operations and Inventory Management of an industrial undertaking and their benefits.		
<b>Module-1: Introduction To Production And Operations Management</b>		10
<b>Hours</b> Meaning and definition – Classification – Objectives, need – types – Advantages and disadvantages of Production and Operations Management, Application of automation, artificial intelligence.		
<b>Module-2 : Plant Location And Layout</b>		05
<b>Hours</b> Meaning and definition – Factors affecting location, Theory and practices, cost Factor in location – Plant layout Principles – Space requirement – Different types of facilities		
<b>Module-3: Quality Control</b>		05
<b>Hours</b> Quality control – Statistical Quality Control, Quality Management, six- sigma, Control charts and Operating characteristics curves, Accepting Sampling Procedures, Quality circles.		
<b>Module-4: Inventory Management</b>		10
<b>Hours</b> Meaning and Concepts -Objectives, Capacity planning, Corresponding Production Planning, Controlling, Scheduling, Routing, Management of Inventory- JIT ,ABC etc		
<b>Question paper pattern:</b> 1. The SEE question paper will be set for 30 marks. 2. The question paper will have 30 objective questions carrying one marks each. 3. Minimum 15 marks of shall be obtained to qualify the certification course.		
<b>Textbooks</b> 1. Ashwathappa. K & Sridhar Bhatt : Production & Operations Management, HPH 2. U. Kachru, Production & Operations Management, Excel Books.		

# ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY

PG. DEPARTMENT OF MANAGEMENT STUDIES

## CERTIFICATION COURSE


### Duration

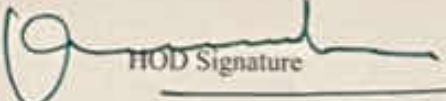
Course Name: Production and Operations Management.

Duration of the course: 30 hrs.

Schedule: August 2019

Days	Time	Hours
Monday to Friday	5.00 PM to 6.00 PM	5 Hours
Saturday	1.00 PM to 5.00PM	4 Hours
Sunday	10.00 AM to 4.00 PM	6 Hours

  
Course Faculty Signature

  
HOD Signature

**Dr. Prakasha Rao K.S.**  
M.Com., M.Phil., M.F.M., M.B.A., Ph.D.  
Head, P.G. Dept. of Mgt. Studies  
A.I.T. CHIKKAMAGALURU-577 102





ADICHUNCHANAGIRI INSTITUTE OF  
TECHNOLOGY



PG. DEPARTMENT OF MANAGEMENT STUDIES

CERTIFICATION COURSE EVALUATION

PRODUCTION AND OPERATIONS MANAGEMENT

Teaching Hours: 30 Min

Maximum Marks: 30

1. \_\_\_\_\_ is the process by which raw materials and other inputs are converted into finished goods.

- A. Inventory
- B. Logistics
- C. Production
- D. Supply chain

2. Production system model comprises of \_\_\_\_\_.

- A. Production system
- B. Conversion sub system
- C. Control sub system
- D. All of the above

3. \_\_\_\_\_ is to convert a set of inputs into a set of desired outputs.

- A. Production system
- B. Conversion sub system
- C. Inventory sub system
- D. Control sub system

4. \_\_\_\_\_ is a subsystem of the large production system where inputs are converted into outputs.

- A. Control sub system
- B. Conversion sub system
- C. Inventory sub system
- D. Conversation sub system

5. A production system model consists of \_\_\_\_\_.

- A. Inputs & Outputs
- B. Conversion sub system

C. Control Sub System

D. All of the above

6. \_\_\_\_\_ is at the heart of production function.

A. Control sub system

B. Conversion sub system

C. Inventory Sub System

D. Raw material sub system

7. \_\_\_\_\_ are required to make a series of decisions in the production function.

A. Personnel managers

B. Marketing managers

C. HR managers

D. Operation managers

8. \_\_\_\_\_, operating and control decisions are the three categories of decisions made by operations managers.

A. Planning

B. Strategic

C. Inventory

D. Logistical

9. Shop floor planning and control is \_\_\_\_\_.

A. Strategic decision

B. Operating decision

C. Control decision

D. All of the above

10. Production management refers to the application of Management principles to the \_\_\_\_\_ in a factory.

A. Production function

B. Inventory function

C. Marketing function

D. Supply chain function

11. \_\_\_\_\_ is the process in which resources or inputs are converted into more useful products.

A. Inventory management

B. Materials management

C. Operations management

D. Logistics management

12. Production management and operations management can be differentiated best on \_\_\_\_\_ of finished goods and/or services.

- A. Inseparability
- B. Ubiquities
- C. Tangibility
- D. Perishability

13. Which of the following industries should be located near the vicinity of raw materials?

- a. Cycles
- b. Televisions
- c. Sewing machines
- d. Steel mills

14. For which of the following industry humid climate is helpful

- a. Cotton
- b. Steel
- c. Light Bulb
- d. Automobile

15. The following type of layout is preferred to manufacture a standard product in large quantity

- a. Product layout
- b. Process layout
- c. Fixed position layout
- d. Combination layout

16. In ship manufacturing, the type of layout preferred is

- a. Product layout
- b. Process layout
- c. Fixed position layout
- d. Combination layout

17. \_\_\_\_\_ refers to the arrangement of machinery, equipment and other industrial facilities.

- A. plant lining.
- B. plant location.
- C. facility location.
- D. plant layout

18. The objective of good layout is to \_\_\_\_\_.

- A. reduce production.
- B. reduce wastages.
- C. reduce productivity.

D. reduce labor.

19. \_\_\_\_\_ type of layout is also called as functional layout.

A. process.

B. product.

C. line.

D. matrix.

20. In a \_\_\_\_\_ Layout all machines or process of the same type are grouped together.

A. fixed position.

B. factory.

C. process.

D. product.

21. What does QA and QC stand for?

a) Quality Assurance and Queuing Control

b) Quality Adjustment and Quality completion

c) Quality Assurance and Quality control

d) Quality Adjustment and Queuing control

22. What is the first step of QA?

a) Development of standards

b) Identification of customer need

c) Servicing

d) Material control

23. Which among the following is a type of control chart for variables?

a. C chart

b. P chart

c. X chart

d. U chart

24. The distribution of measured data can be studied by using

a. X chart

b. R chart

c. both X and R chart

d. None of the above

25. \_\_\_\_\_ is the process of collecting, analyzing and interpretation of data to solve a particular problem.

a. Inspection

b. Statistical quality control

c. Quality control

d. Productivity

26. Which of the following is not an inventory?

- a. Machines
- b. Raw material
- c. Finished products
- d. Consumable tools

27. 'Buffer stock' is the level of stock

- a. Half of the actual stock
- b. At which the ordering process should start
- c. Minimum stock level below which actual stock should not fall
- d. Maximum stock in inventory

28. The time period between placing an order its receipt in stock is known as

- a. Lead time
- b. Carrying time
- c. Shortage time
- d. Over time

29. Which of the following is true for Inventory control?

- a. Economic order quantity has minimum total cost per order
- b. Inventory carrying costs increases with quantity per order
- c. Ordering cost decreases with lo size
- d. All of the above

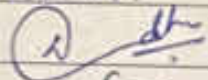
30. Just-in-Time was successfully implemented by


- a. Toyota
- b. Honda
- c. Suzuki
- d. Volkswagen

**ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY, CHIKAMAGALURU**  
**PG DEPARTMENT OF MANAGEMENT STUDIES**

**Notice: Certified Course Enrollment**












**Course Name: Production and Operations Management (19POM001)**  
**Academic Year: 2018-2019**

Sl.No.	NAMES	SIGNATURE
1	AJITH W D	Ajith W.D.
2	AMISHA A M	Amisha AM
3	APOORVA A T	Apoorva AT
4	ARHAM JAIN	Arham Jain
5	ARYAN D SHAH	Aryan D. Shah
6	CHANDAN A S GOWDA	Chandana
7	DAYANA D SOUZA	Dayana D. Souza
8	DEEPAK C V	Deepak
9	DIVYARANI B R	Divyarani B.R.
10	GAGANDEEP R	Gagandeep R.
11	HARSHAVARDHAN T V S	Harshvardhan
12	HITHA P	Hitha
13	JIYA JAIN	Jiya Jain
14	KRITHIKA C M	Krithika CM
15	LIKHITH B C	Likith
16	MANOJ KUMAR S	Manoj Kumar S.
17	MASHOOD ALI SHA	Mashood Ali
18	MAYUR D NAIK	Mayur D. Naik
19	MOHAMMED NUMAN AHAD	Muhammed
20	MOHAMMED SAMEER	Mohammed Sameer
21	NIDHA FATHIMA	Nidha Fathima
22	RANJITHA R	Ranjitha
23	SHAZIYA K A	Shaziya K.A.
24	SHEES UR RAHMAN	Shees. Ur
25	SHODHAN P S	Shodhan P.S.
26	SHREYAS C M	Shreyas CM
27	SOWJANYA N S	Sowjanya N.S.
28	SUMAN D	Suman D.
29	SURAG M S	Surag M.S.
30	TEJASVI M	Tejasvi M.
FACULTY SIGNATURE		

  
 Course Instructor Signature

  
**Dr. Prakasha Rao K.S.**  
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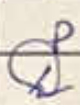
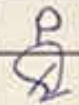


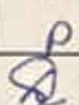

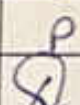
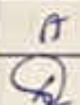
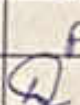

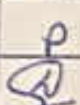


Sl.No.	NAMES											
16	MANOJ KUMAR S	P	A	A	P	P	P	P	P	P	P	Mangla
17	MASHOOD ALI SHA	A	P	P	P	P	P	P	P	P	P	Mashood Ali
18	MAYUR D NAIK	P	P	P	P	P	P	P	P	P	P	Mayur D Naik
19	MOHAMMED NUMAN AHAD	P	P	P	P	P	P	P	P	P	A	Md Ahad
20	MOHAMMED SAMEER	P	P	A	P	P	P	P	P	P	P	Mohammed Sameer
21	NIDHA FATHIMA	P	P	P	A	P	A	P	P	P	A	Nidha Fathim
22	RANJITHA R	P	P	P	P	P	P	P	P	P	A	Ranjitha
23	SHAZIYA K A	P	P	P	P	A	A	P	P	P	A	Shaziya K A
24	SHEES UR RAHMAN	P	P	P	P	P	P	P	P	P	P	Shees ur Rahman
25	SHODHAN P S	P	P	P	P	P	P	P	P	P	P	Shodhan P S
26	SHREYAS C M	P	P	P	P	A	A	P	P	P	P	Shreyas CM
27	SOWJANYA N S	P	P	P	P	P	P	P	P	P	P	Sowjanya N S
28	SUMAN D	P	P	P	P	P	P	P	P	P	P	Suman D
29	SURAG M S	P	P	P	P	A	P	A	P	P	P	Surag M S
30	TEJASVI M	P	P	P	P	P	P	P	P	P	P	Tejasvi M
FACULTY SIGNATURE												



**ADICHUNCHANAGIRI IMSTITUTE OF TECHNOLOGY,  
CHIKKAMAGALURU  
P.G. DEPARTMENT OF MANAGEMENT STUDIES  
CERTIFICATION COURSE ATTENDANCE  
PRODUCTION AND OPERATIONS MANAGEMENT**

Sl.No.	NAMES	13/8	14/8	15/8	16/8	17/8	19/8	20/8	24/8	25/8	27/8	
1	AJITH W D	P	P	P	A	P	P	P	P	A	P	Ajith W D
2	AMISHA A M	P	P	P	P	P	P	P	P	P	A	Amisha A M
3	APOORVA A T	P	P	P	P	A	P	P	P	P	P	Apoorva A T
4	ARHAM JAIN	P	P	P	P	P	P	A	P	P	A	Arham Jain
5	ARYAN D SHAH	P	A	P	P	P	A	P	A	P	P	Aryan D Shah
6	CHANDAN A S GOWDA	P	P	P	P	P	P	P	P	P	P	chandan
7	DAYANA D SOUZA	P	P	P	P	P	P	A	P	P	P	Dayana D Souza
8	DEEPAK C V	P	P	P	P	P	P	P	P	P	P	Deepak
9	DIVYARANI B R	P	P	P	P	P	P	P	P	P	P	Divyarani B R
10	GAGANDEEP R	P	P	P	P	P	P	P	P	P	P	Gagandeep R
11	HARSHAVARDHAN T V S	P	P	P	P	P	P	P	P	A	P	Harshvardhan
12	HITHA P	A	P	A	P	P	P	P	P	P	P	Hitha
13	JIYA JAIN	P	P	P	P	P	P	P	P	P	P	Jiya Jain
14	KRITHIKA C M	P	P	P	A	P	P	P	P	P	P	Krithika C M
15	LIKHITH B C	A	P	P	P	P	A	P	P	P	P	Likhith

Sl.No.	NAMES											
16	MANOJ KUMAR S	P	P	A	P	A	P	P	P	P	P	P
17	MASHOOD ALI SHA	P	P	P	P	A	P	P	P	P	P	A
18	MAYUR D NAIK	P	P	P	P	P	P	P	P	P	P	P
19	MOHAMMED NUMAN AHAD	P	A	P	P	P	A	P	P	A	P	P
20	MOHAMMED SAMEER	P	P	P	P	P	P	P	P	P	P	P
21	NIDHA FATHIMA	P	P	P	P	P	P	A	P	P	P	P
22	RANJITHA R	A	A	P	P	P	A	P	P	P	P	P
23	SHAZIYA K A	P	P	P	P	P	P	P	P	P	P	P
24	SHEES UR RAHMAN	P	P	P	P	P	P	A	A	P	P	P
25	SHODHAN P S	A	P	P	P	P	P	P	P	P	P	P
26	SHREYAS C M	P	P	P	A	P	P	P	P	P	P	P
27	SOWJANYA N S	P	P	P	P	P	P	P	P	P	P	P
28	SUMAN D	A	P	P	P	P	P	P	P	P	P	P
29	SURAG M S	P	P	P	P	P	P	A	P	P	P	A
30	TEJASVI M	P	P	P	P	P	P	P	A	P	P	P
FACULTY SIGNATURE												

**ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY,  
CHIKAMAGALURU  
PG DEPARTMENT OF MANAGEMENT STUDIES  
PRODUCTION AND OPERATIONS MANAGEMENT (19POM001)  
FEEDBACK FORM**

Name: GAGANDEEP R

No	Questionnaire	Excellent	Good	Average
1	The course contents is not under regular University curriculum (Yes/No)	N/O		
2	The lecture sequence was well planned and met the course objectives	—		
3	The contents were illustrated with more examples	—		
4	The lectures were clear and easy to understand.		✓	
5	The course exposed to new knowledge & practices	✓		
6	Any suggestions for the course conducted :	✓		

*Gagandeep*  
Student Signature



|| Jai Sri Gurudev ||  
Sri Adichunchanagiri Shikshana Trust(R)



**ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY**  
CHIKKAMAGALURU-577102  
P.G DEPARTMENT OF MANAGEMENT STUDIES



## *Certificate of Participation*

This is to certify that *Mr/Ms Manoj Kumar S* has attended the 30 hours of certification course on "**Productions and Operations Management**" held at P.G Department of Management Studies , AIT, Chikkamagaluru, Karnataka, on 1<sup>st</sup> to 25<sup>th</sup> August 2019-20.

-----  
**Dr.Devananda H M**  
Course Instructor, Assistant Professor  
PGDOMS, AIT, Chikkamagaluru

-----  
**Dr.Prakash Rao K S**  
Professor and Head, PGDOMS  
AIT, Chikkamagaluru

-----  
**Dr.C.T.Jayadeva**  
Principal  
AIT, Chikkamagaluru

**ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY**  
**PG. DEPARTMENT OF MANAGEMENT STUDIES**

**Course Outcome for the Certified Course Conducted in the Year 2020-21**

Sl.No.	Type	Title	Course outcome
1	Certified Course	Fundamentals of Accounting	Students are able understand the importance of Accounting and different aspects of accounting.
2	Certified Course	Basics of Economics	Students are able understand the economic system and economic concepts.
3	Certified Course	Fundamentals of Entrepreneurship	Students are able understand the importance of entrepreneurship and how to develop their qualities accordingly.
4	Certified Course	Fundamentals of Income Tax	Students are able understand what is Income Tax and how does it work.

  
HOD Signature

**Dr. Prakasha Rao K.S.**  
M.Com., M.Phil., M.F.M., M.B.A., Ph.D.  
Head, P.G. Dept. of Mgt. Studies  
A.I.T. CHIKKAMAGALURU-577 102

  
Principal Signature  
**Dr. C.T. JAYADEVA**  
Principal B.E., M.Tech., Ph.D.  
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CHIKKAMAGALURU-577102

ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY  
PG. DEPARTMENT OF MANAGEMENT STUDIES  
CERTIFIED COURSE

INDEX

Year 2020-2021

Sl. No.	Type	Title
1	Certified Course	Fundamentals of Accounting
2	Certified Course	Basics of Economics
3	Certified Course	Fundamentals of Entrepreneurship
4	Certified Course	Fundamentals of Income Tax

ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY  
CHIKKAMAGALURU

PG DEPARTMENT OF MANAGEMENT STUDIES

Summary Report Of Certified Course

Fundamental of Accounting


The course "Fundamental of Accounting" was conducted at PG Department Management Studies in the month of February 2020-21.

During this course students are able to understand The accounting field which offers a wide array of career options from auditing, tax accounting and cost accounting to managerial accounting with several professional certifications for each. There are also opportunities in public accounting, government agencies or corporations, in addition to entrepreneurship.

Course Outcomes

1. Students understand fundamental accounting concepts, the elements of financial statements, and basic accounting vocabulary.
2. Students understand and use the accounting equation in basic financial analysis and explain how the equation is related to the financial statements.
3. Students understand basic entries for business transactions and present the data in an accurate and meaningful manner.
4. Students understand how to prepare Prepare basic financial statements and explain the articulation between the basic statements.

  
Instructor's Signature

  
HOD's Signature  
**Dr. Prakasha Rao K.S.**  
M.Com., M.Phil., M.F.M., M.B.A., Ph.D.  
Head, P.G. Dept. of Mgt. Studies  
A.I.T. CHIKKAMAGALURU-577 102



ADICHUNCHANAGIRI INSTITUTE OF  
TECHNOLOGY,



CHIKKAMAGALURU



P.G. DEPARTMENT OF MANAGEMENT STUDIES

CERTIFICATION COURSE

**FUNDAMENTALS OF ACCOUNTING**

Resource Person

**Mrs. Aruna Saganali**

Assistant Professor

P.G Department of Management Studies

AIT, Chikkmagaluru

**Mrs. Aruna Saganali**  
Course Instructor

**Dr. Prakash Rao K S**  
Head, PGDOMS

**Dr. C T Jayadeva**  
Principal, AIT



# ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY

PG. DEPARTMENT OF MANAGEMENT STUDIES

## CERTIFICATION COURSE


### Duration


Course Name: Fundamentals of Accounting.

Duration of the course: 30 hrs.

Schedule: February 2021

Days	Time	Hours
Monday to Friday	5.00 PM to 6.00 PM	5 Hours
Saturday	1.00 PM to 5.00PM	4 Hours
Sunday	10.00 AM to 4.00 PM	6 Hours

  
Course Faculty Signature

  
HOD Signature  
**Dr. Prakasha Rao K.S.**  
M.Com., M.Phil., M.F.M., M.B.A., Ph.D.  
Head, P.G. Dept. of Mgt. Studies  
A.I.T. CHIKKAMAGALURU-577 102



# ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY



PG. DEPARTMENT OF MANAGEMENT STUDIES

## CERTIFICATION COURSE

FUNDAMENTALS OF ACCOUNTING		
Teaching Hours: 30 Hours	SEE Marks: 30	Resource Person: Mrs. Aruna Saganali
<b>Course Objectives</b>		
<ol style="list-style-type: none"><li>1. To explain fundamental accounting concepts, the elements of financial statements, and basic accounting vocabulary.</li><li>2. To explain and use the accounting equation in basic financial analysis and explain how the equation is related to the financial statements.</li><li>3. To prepare basic entries for business transactions and present the data in an accurate and meaningful manner.</li><li>4. Prepare basic financial statements and explain the articulation between the basic statements.</li></ol>		
To analyze a company's financial statements and come to a reasoned conclusion about the financial situation of the company.		
<b>Module -1 Meaning And Scope Of Accounting</b>		
Introduction, Meaning Of Accounting, Evolution Of Accounting As A Social Science, Objectives Of Accounting, Functions Of Accounting, Book-Keeping, Distinction Between Book-Keeping And Accounting, Users Of Accounting Information, Relationship Of Accounting With Other Disciplines, Role Of Accountant In The Society.		
<b>Module -2 Accounting Concepts, Principles and Conventions</b>		
Accounting concepts, Accounting principles, Accounting conventions, Fundamental Accounting Assumptions, Financial statements,		
<b>Module -3 Accounting Terminology Glossary</b>		
Accounting Terminology – Glossary, Acceptance, Accounting Policies, Accrual, Accrued Asset, Accrued Expense, Accrued Liability, Accrued Revenue, Accumulated Depletion, Accumulated Depreciation Advance, Amortized Value, Annual Report, Annual Report, Appropriation Account, Assets, Authorized Share Capital, Average Cost		
<b>Module -4 Financial Accounting: Need and Types of Accounting, Single Entry System, Double Entry System, Concepts and Conventions of Accounting, Relation of Accounting with other disciplines, Journal, Ledgers, Trial balance.</b>		
<b>Module -5 Financial Statements</b>		
Preparation of final accounts of companies in vertical form as per Companies Act of 2013, Window dressing. Case Study problem on Final Accounts of Company-Appropriation accounts.		
<b>Module- 6 Analysis of Financial Statements</b>		
Limitations of Financial Statements; Meaning and Purpose of Financial Statement Analysis, Trend Analysis, Comparative Analysis, Financial Ratio Analysis, Preparation of Financial Statements using Financial Ratios, Case Study on Financial Ratio Analysis. Preparation of Cash flow Statement (indirect method)		
<b>Course outcomes:</b>		
At the end of the course the student will be able to:		
<ol style="list-style-type: none"><li>1. Demonstrate theoretical knowledge and its application in real time accounting.</li><li>2. Capable of preparing financial statement of companies.</li><li>3. Independently undertake financial statement analysis and take decisions.</li><li>4. Comprehend emerging trends in accounting and computerization of Accounting systems.</li></ol>		

**Textbooks**

1. Accounting for Management-Text & Cases, S.K.Bhattacharya & John Dearden, Vikas Publishing House Pvt. Ltd.
2. Financial Accounting, S.N.Maheshwari, Suneel K. Maheshwari, Sharad K. Maheshwari, Vikas Publishing House Pvt. Ltd.
3. Accounting for Managers, J.Made Gowda, Himalaya Publishing House.

ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY,  
CHIKAMAGALURU

PG DEPARTMENT OF MANAGEMENT STUDIES

Notice: Certified course Enrollment

Course Name: Fundamentals of Accounting.

Academic Year: 2020-2021

Sl. No.	Names	Signature
1.	Abdul Majeed R H	Abdul Majeed .
2.	C K Sangeetha Gowda	C.K. Sangeetha
3.	Chris Harrison Sunder Raj	Sunder Raj
4.	Ehteshaam Hussain	E. Htsham Hussain.
5.	Haraskanda M M	Naraskanda M.M.
6.	Hibza Khanum	H. I. bya Khanum.
7.	K K Naveen Kumar	K. K. Naveenkumar.
8.	K R M Danish	K.R.M. Danish
9.	Kishan G Chhabhiya	Kishan G. Chhabhiya.
10.	Kushi C S	Kushi. C.S.
11.	Mohammed Ayaan R	Md. Ayaan R.
12.	Mohammed Kaif	Mohammed Kaif
13.	Mohammed Rehan	Mohammed Rehan
14.	Mohammed Shadab	Md. Shadab
15.	Mohammed Shahid	Mohammed Shahid.
16.	Mohammed Yaseen	Mohammed Yaseen
17.	Mohith V	Mohith. V.
18.	Neeraj S Patel	Neeraj. S. Patel
19.	Pourush C R	Pourush. C.R.
20.	Prajwal Lawrence Pinto	Prajwal
21.	Prajwal V	Prajwal. V.
22.	Pramod T P	Pramod
23.	Priyanshi A Jain	Priyanshi
24.	Rachana V	Rachana
25.	Rahil Ali	Rahil. Ali

26.	Raniya Zainab	Raniya Zainab
27.	Rashi S Jain	Rashi S Jain
28.	Rukhiya Tazeen	Rukhiya Tazeen
29.	Sanika K Gowda	Sanika K Gowda
30.	Sapnaz A	Sapnaz A



Course Instructor Signature

**Dr. Prakash Rao K.S.**

M.Com, M.Phil, M.F.M, M.B.A, Ph.D.  
Head, P.G. Dept. of Mgt. Studies  
A.I.T. CHIKKAMAGALURU-577 102

HOD's Signature

## Multiple Choice Questions

Duration : 1 hrs.

1. Which of the following is not a subfield of accounting?
  - (a) Management accounting.
  - (b) Cost accounting.
  - (c) Book-keeping
  
2. Purposes of an accounting system include all the following except
  - (a) Interpret and record the effects of business transaction.
  - (b) Classify the effects of transactions to facilitate the preparation of reports.
  - (c) Dictate the specific types of business enterprise transactions that the enterprises may engage in.
  
3. Book-keeping is mainly concerned with
  - (a) Recording of financial data.
  - (b) Designing the systems in recording, classifying and summarising the recorded data.
  - (c) Interpreting the data for internal and external users.
  
4. All of the following are functions of Accounting except
  - (a) Decision making.
  - (b) Ledger posting.
  - (c) Forecasting.
  
5. Financial statements are part of
  - (a) Accounting.
  - (b) Book-keeping.
  - (c) Management Accounting.
  
6. Financial position of the business is ascertained on the basis of
  - (a) Records prepared under book-keeping process.
  - (b) Trial balance.
  - (c) Balance Sheet.
  
7. Users of accounting information include
  - (a) Creditors/Suppliers
  - (b) Lenders/ Customers
  - (c) Both (a) and (b)
  
8. Financial statements do not consider
  - (a) Assets expressed in monetary terms.

- (b) Liabilities expressed in monetary terms.  
(c) Assets and liabilities expressed in non-monetary terms
9. On January 1, Sohan paid rent of ₹ 5,000. This can be classified as
- (a) An event.  
(b) A transaction.  
(c) A transaction as well as an event.
10. On March 31, 2020 after sale of goods worth ₹ 2,000, he is left with the closing inventory of ₹ 10,000. This is
- (a) An event.  
(b) A transaction.  
(c) A transaction as well as an event.
11. All the following items are classified as fundamental accounting assumption except
- (a) Consistency. (b) Business entity.  
(c) Going concern.
12. Two primary qualitative characteristics of financial statements are
- (a) Understandability and materiality. (b) Relevance and reliability.  
(c) Neutrality and understandability.
13. Kanika Enterprises follows the written down value method of depreciating machinery year after year due to
- (a) Comparability. (b) Convenience.  
(c) Consistency.
14. A purchased a car for ₹ 5,00,000, making a down payment of ₹ 1,00,000 and signing a ₹ 4,00,000 bill payable due in 60 days. As a result of this transaction
- (a) Total assets increased by ₹ 5,00,000.  
(b) Total liabilities increased by ₹ 4,00,000.  
(c) Total assets increased by ₹ 4,00,000 with corresponding increase in liabilities by ₹ 4,00,000.
15. Mohan purchased goods for ₹ 15,00,000 and sold  $\frac{4}{5}$ th of the goods amounting ₹ 18,00,000 and met expenses amounting ₹ 2,50,000 during the year, 2020. He counted net profit as ₹ 3,50,000. Which of the accounting concept was followed by him?
- (a) Entity. (b) Periodicity.  
(c) Matching.

16. A businessman purchased goods for ₹25,00,000 and sold 80% of such goods during the accounting year ended 31st March, 2020. The market value of the remaining goods was ₹4,00,000. He valued the closing Inventory at cost. He violated the concept of

- (a) Money measurement.
- (b) Conservatism.
- (c) Cost.

17. Capital brought in by the proprietor is

- (a) Increase in asset and increase in liability
- (b) Increase in liability and decrease in asset
- (c) Increase in asset and decrease in liability

18. Assets are held in the business for the

- (a) Resale.
- (b) Conversion in to cash
- (c) Earning revenue.

19. Revenue from sale of products, is generally, realised in the period in which

- (a) Cash is collected.
- (b) Sale is made
- (c) Products are manufactured.

20. The concept of conservatism when applied to the balance sheet results in

- (a) Understatement of assets.
- (b) Overstatement of assets.
- (c) Overstatement of capital.

21. Decrease in the amount of trade payables results in

- (a) Increase in cash.
- (b) Decrease in bank overdraft account.
- (c) Decrease in assets.

22. The determination of expenses for an accounting period is based on the principle of

- (a) Objectivity.
- (b) Materiality.
- (c) Matching.

23. Economic life of an enterprise is split in to the periodic interval to measure its performance is as per

- (a) Entity.
- (b) Matching.
- (c) Periodicity.

24. If an individual asset is increased, there will be a corresponding

- (a) Increase of another asset or increase of capital.
- (b) Decrease of another asset or increase of liability.
- (c) Decrease of specific liability or decrease of capital.

25. Purchase of machinery for cash



- (a) Decreases total assets. (b) Increases total assets.
- (c) Retains total assets unchanged.

26. Creating Provision against fluctuation in the price of investment is an example of which accounting convention

- a) Convention of conservatism
- b) Convention of full disclosure
- c) Convention of materiality
- d) Convention of consistency

27. Return of goods by a customer should be debited to

- a) Customers account
- b) Sales return account
- c) Goods account
- d) Purchase account

28. Cash discount allowed to a debtor should be credited to

- a) Discount account
- b) Customer's account
- c) Sales account
- d) Cash account

29. The concept of separate entity is applicable to which of following types of businesses?

- a) Sole proprietorship
- b) Corporation
- c) Partnership
- d) All of them

30. Accounting principles are generally based upon:

- a) Practicability
- b) Subjectivity
- c) Convenience in recording

d) None of the above

31. Debit the receiver credit the giver rule for

- a) Real a/c
- b) Personal a/c
- c) Nominal a/c
- d) None of these

32. Managerial accounting information is generally prepared for

- a) Shareholders
- b) Creditors
- c) Managers
- d) Regulatory agencies

33. True & fair profit and loss a/c of a company know by

- a) Preparing trial balance
- b) Preparing respective ledger of account
- c) Preparing trading a/c
- d) Preparing trading & profit & loss a/c

34. Which one of the following items would fall under the definition of a liability

- a) Cash
- b) Debtor
- c) Owner's equity
- d) None of these

35. The basic sequence in the accounting process can best be described as:

- a) Transaction, journal entry, source document, ledger account, trial balance.
- b) Source document, transaction, ledger account, journal entry, trial balance.
- c) Transaction, source document, journal entry, trial balance, ledger account.
- d) Transaction, source document, journal entry, ledger account, trial balance.

36. Amount brought in by proprietor should be credited to

- a) cash account
- b) capital account
- c) drawings account
- d) creditors account

37. Which of the following is a real (permanent) account?

- a) Goodwill
- b) Sales
- c) Accounts Receivable
- d) Both Goodwill and Accounts Receivable

38. Which of the following errors will be disclosed in the preparation of a trial balance?

- a) Recording transactions in the wrong account.
- b) Duplication of a transaction in the accounting records.
- c) Posting only the debit portion of a particular journal entry.
- d) Recording the wrong amount for a transaction to both the account debited and the account credited.

39. Management Accounting provides invaluable services to management in performing

- a) All management function
- b) Interpret financial data
- c) Controlling function
- d) None of these

40. If closing stock appears in the trial balance, it should be

- a) Credited to the trading account
- b) Credited to the profit and loss account
- c) Deducted from the purchases in the trading account
- d) Shown on the liability side of the Balance sheet

41. Financial information should be neutral and bias free" is the dictation of which one of the following?

- a) Completeness concept
- b) Faithful representation Concept
- c) Objectivity Concept
- d) Duality Concept

42. Which of the following statements is not an objective of financial reporting?

- a) Provide information that is useful in investment and credit decisions.
- b) Provide information regarding policy of organisation
- c) Provide information that is useful in assessing cash flow prospective
- d) None of these

43. A company's telephone bill consisting of a Rs.200 monthly base amount, plus long distance charges, would be classified as a:

- a) Variable cost
- b) Committed fixed cost
- c) Direct cost
- d) Semi variable cost

44. A book containing a chronological record of business transaction & original record

- a) Journal
- b) Ledger
- c) Trial balance
- d) None of these

45. Which of these items would be accounted for as an expense?

- a) Repayment of bank Loan
- b) Dividend to stock holders
- c) The purchase of land
- d) Payment of current period rent

46. The amount of salary paid to Suresh should be debited to

- a) The account of Suresh
- b) Salaries a/c
- c) Cash a/c

d) Bank a/c

47. The cash discount allowed to a debtor should be credited to

- a) Discount a/c
- b) Customer a/c
- c) Sales a/c
- d) None of these

48. Accounting does not record non-financial transactions because of:

- a) Accrual concept
- b) Cost concept
- c) Continuity concept
- d) Money measurement concept

49. The concept of separate entity is applicable to which of following types of businesses?

- a) Sole proprietorship
- b) Corporation
- c) Partnership
- d) All of them


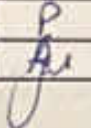
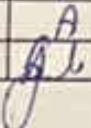

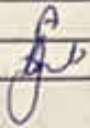
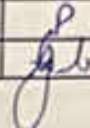

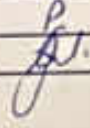
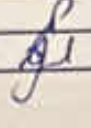
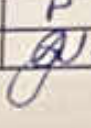
50. Accounting is the process of matching

- a) Benefits & Costs
- b) Revenues & Costs
- c) Cash Inflow & Cash Outflow
- d) Potential & Real Performance

**ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY,  
CHIKKAMAGALURU  
P.G. DEPARTMENT OF MANAGEMENT STUDIES  
CERTIFICATION COURSE ATTENDANCE**

**Fundamentals of accounting**

Sl.No.	NAMES	8/2	9/2	10/2	11/2	12/2	13/2	14/2	15/2	16/2	17/2	18/2
1	Abdul Majeed R H	P	P	P	P	P	P	P	P	P	A	P
2	C K Sangeetha Gowda	P	P	P	P	P	P	P	P	P	P	A
3	Chris Harrison Sunder Raj	P	P	P	P	P	P	P	P	P	A	A
4	Ehteshaam Hussain	A	P	P	A	P	P	P	P	P	P	P
5	Haraskanda M M	P	P	P	P	P	P	P	P	P	A	A
6	Hibza Khanum	P	A	P	P	P	P	P	P	P	P	P
7	K K Naveen Kumar	A	P	P	P	P	P	P	P	P	A	P
8	K R M Danish	P	P	A	A	P	P	P	A	P	P	A
9	Kishan G Chhabhiya	A	P	P	P	P	A	P	P	P	A	P
10	Kushi C S	A	P	P	P	P	P	P	P	P	P	P
11	Mohammed Ayaan R	P	P	A	P	P	P	P	P	P	A	A
12	Mohammed Kaif	P	P	P	P	P	P	P	P	P	A	A
13	Mohammed Rehan	A	P	P	P	P	A	P	P	P	A	A
14	Mohammed Shadab	P	P	P	P	P	P	A	P	P	P	A
15	Mohammed Shahid	A	P	P	P	P	P	P	P	P	A	P
16	Mohammed Yaseen	P	P	A	P	P	P	P	P	P	A	P
17	Mohith V	A	P	P	P	A	P	A	P	P	P	P
18	Neeraj S Patel	P	P	A	P	P	P	P	P	P	A	A
19	Pourush C R	P	P	P	P	A	P	P	P	P	A	A
20	Prajwal Lawrence Pinto	A	P	P	P	P	P	P	P	P	P	A
21	Prajwal V	P	P	A	P	A	P	A	P	P	A	P
22	Pramod T P	A	P	P	P	P	P	P	P	P	A	P
23	Priyanshi A Jain	P	P	A	P	P	A	A	P	P	P	P
24	Rachana V	A	P	P	P	P	P	P	P	A	A	P

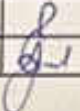
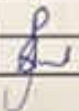
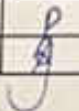
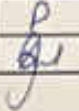

25	Rahil Ali	P	P	P	A	A	A	P	P	P	P
26	Raniya Zainab	P	P	P	P	P	P	P	P	P	P
27	Rashi S Jain	A	P	P	P	P	P	P	P	P	A
28	RukhiyaTazeen	P	P	P	A	P	P	P	P	P	P
29	Sanika K Gowda	A	A	P	P	A	P	P	P	P	A
30	Sapnaz A	P	P	A	A	A	P	P	P	P	P
FACULTY SIGNATURE											

**ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY,  
CHIKKAMAGALURU  
P.G. DEPARTMENT OF MANAGEMENT STUDIES  
CERTIFICATION COURSE ATTENDANCE**

**Fundamentals of accounting**

Sl.No.	NAMES	19/2	20/2	21/2	24/2	25/2					
1	Abdul Majeed R H	P	P	P	P	P	Abdul Majeed				
2	C K Sangeetha Gowda	P	A	P	P	P	C.K. Sangeetha				
3	Chris Harrison Sunder Raj	P	A	P	P	P	Sunder Raj				
4	Ehteshaam Hussain	P	A	P	A	P	Ehteshaam Hussain				
5	Haraskanda M M	A	P	P	P	P	Haraskanda M M				
6	Hibza Khanum	P	P	P	P	P	Hibza Khanum				
7	K K Naveen Kumar	A	P	P	A	P	K.K. Naveen Kumar				
8	K R M Danish	P	P	P	P	P	K.R.M. Danish				
9	Kishan G Chhabhiya	P	P	P	A	P	Kishan G. Chhabhiya				
10	Kushi C S	A	P	A	P	P	Kushi C.S.				
11	Mohammed Ayaan R	P	P	P	A	P	Md. Ayaan R				
12	Mohammed Kaif	P	P	P	P	A	Mohammed Kaif				
13	Mohammed Rehan	A	P	A	A	P	Rehan				
14	Mohammed Shadab	A	P	P	P	P	Md. Shadab				
15	Mohammed Shahid	P	P	P	A	A	Mohammed Shahid				
16	Mohammed Yaseen	P	P	P	P	P	Mohammed Yaseen				
17	Mohith V	A	P	P	A	P	Mohith V				
18	Neeraj S Patel	A	P	A	P	A	Neeraj S. Patel				
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20	Prajwal Lawrence Pinto	P	A	P	P	P	Prajwal V				
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22	Pramod T P	P	P	P	P	P	Pramod T.P.				
23	Priyanshi A Jain	A	P	P	P	P	Priyanshi A Jain				
24	Rachana V	P	A	P	P	A	Rachana V				



25	Rahil Ali	P	P	P	P	P	Rahil Ali				
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28	Rukhiya Tazeen	A	P	P	P	P	Rukhiya Tazeen				
29	Sanika K Gowda	P	P	P	P	P	Sanika K Gowda				
30	Sapnaz A	P	P	P	P	P	Sapnaz A				
FACULTY SIGNATURE											

ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY,  
CHIKAMAGALURU  
PG DEPARTMENT OF MANAGEMENT STUDIES

FUNDAMENTALS OF ACCOUNTING CERTIFIED COURSE

FEEDBACK FORM

Name:

MOHAMMED KAIF

USN:

No	Questionnaire	Excellent	Good	Average
1	The course contents is not under regular University curriculum (Yes/No)		YES	
2	The lecture sequence was well planned and met the course objectives		✓	
3	The contents were illustrated with more examples	✓		
4	The lectures were clear and easy to understand.	✓		
5	The course exposed to new knowledge & practices	✓		
6	Any suggestions for the course conducted :			

  
Student Signature



|| Jai Sri Gurudev ||  
Sri AdichunchanagiriShikshana Trust(R)



ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY  
CHIKKAMAGALURU-577102  
P.G DEPARTMENT OF MANAGEMENT STUDIES



## *Certificate of Participation*

This is to certify that *Mr/Ms Kushi C S* has attended the 30 hours of certification course on "**Fundamentals of Accounting**" held at P.G Department of Management Studies , AIT, Chikkamagaluru, Karnataka, on 1<sup>st</sup> to 25<sup>th</sup> February 2020-21.

-----  
**Mrs. Aruna Saganali**  
Course Instructor, Assistant Professor  
PGDOMS, AIT, Chikkamagaluru

-----  
**Dr. Prakash Rao K S**  
Professor and Head, PGDOMS  
AIT, Chikkamagaluru

-----  
**Dr. C. T. Jayadeva**  
Principal  
AIT, Chikkamagaluru

ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY  
CHIKKAMAGALURU

PG DEPARTMENT OF MANAGEMENT STUDIES

Summary Report Of Certified Course


Basics Of Economics

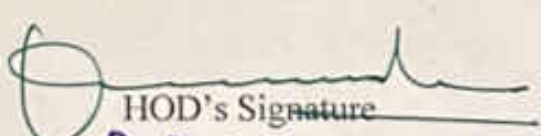
The course "Basics Of Economics" was conducted at Pg Department Of management Studies in the month of march 2020-21

During the course ,the students are able to understand about supply and demand, perfect and imperfect competition, taxation, international trade, price controls, monetary policy, and exchange.

Course Outcomes

- 1.Students are introduce to the fundamentals, tools and theories of managerial economics.
2. Students develop an understanding of the application of Economics in Business
- 3.Students learn the basic Micro and Macroeconomic concepts.

  
Instructor's Signature

  
HOD's Signature

**Dr. Prakasha Rao K.S.**  
M.Com., M.Phil., M.F.M., M.B.A., Ph.D.  
Head, P.G. Dept. of Mgt. Studies  
A.I.T. CHIKKAMAGALURU-577 102



ADICHUNCHANAGIRI INSTITUTE OF  
TECHNOLOGY,  
CHIKKAMAGALURU



P.G. DEPARTMENT OF MANAGEMENT STUDIES  
CERTIFICATION COURSE  
**BASICS OF ECONOMICS**

Resource Person

Mr. VINITH H P

Assistant Professor

P.G Department of Management Studies

AIT, Chikkmagaluru

**Mr. Vinith H P**  
Course Instructor

**Dr. Prakash Rao K S**  
Head, PGDOMS

**Dr. C T Jayadeva**  
Principal, AIT

॥ Jai Sri Gurudev ॥

**ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY**  
(Affiliated to Visvesvaraya Technological University, Belagavi)

**Chikkamagaluru – 577102**

**PG Department of Management Studies (MBA)**



**Course Name: Basics of Economics**

**Program Objective:** To gain an understanding of core economic principles and how they apply to a wide range of real-National issues. Students will analyze the performance and functioning of government, markets and institutions in the context of social and economic problems. Students will think critically about economic models, evaluating their assumptions and implications.

**Coordinator: Dr. Vinith HP**

**Course Director: Dr. Prakash Rao KS**

**Teaching Hours: 30**

**Duration of Course: 2 Months**

**Certification Criteria:**

1. Minimum 90% of attendance
2. All assignments have to be submitted
3. Minimum 50 % marks has to be scored in the final examination for 50 marks

**Course Objectives:**

1. To introduce the fundamentals, tools and theories of managerial economics.
2. To provide an understanding of the application of Economics in Business
3. To learn the basic Micro and Macroeconomic concepts.

**Enrolment:** Done Throughout the year, With Minimum 20 number of students has to be registered for commencement of course.

## Syllabus:

### Module -1 Introduction

Managerial Economics: Meaning, Nature, Scope, & Significance, Uses of Managerial Economics, Role and Responsibilities of Managerial Economist. - 5  
Hours

### Module -2 Demand Analysis

Law of Demand, Exceptions to the Law of Demand, Elasticity of Demand –Classification of Price, Income & Cross elasticity, Advertising and promotional elasticity of demand. - 5  
Hours

### Module-3 Demand Forecasting & Supply Analysis

Law of supply, Elasticity of supply, Demand forecasting: Meaning & Significance, Methods of demand forecasting. - 5  
Hours

### Module -4 Pricing Practices

Descriptive Pricing Approaches: Full cost pricing, Product line pricing, Pricing Strategies: Price Skimming, Penetration Pricing, Loss leader pricing, Peak Load pricing. - 5  
Hours

### Module -5 Basic Macro Economic Concepts:

Open and Closed Economies, Primary, secondary and Tertiary sectors and their contribution to the economy. SWOT Analysis for the Indian economy. Measuring the Economy: Measuring GDP and GDP Growth rate, Components of GDP. - 5  
Hours

### Module -6 National Economic Policies

Fiscal policy and Monetary Policy. Foreign Trade: Trends in India's Foreign Trade, Impact of WTO on India's Foreign Trade. - 5  
Hours

### Course Enquiry Contact:

PG Department of Management Studies (MBA)

AIT Campus, AIT, Jyothinagara, Chikkamagaluru-577102

  
**Dr. Prakasha Rao K.S.**  
M.Com., M.Phil., M.F.M., M.B.A., Ph.D.  
Head, P.G. Dept. of Mgt. Studies  
A.I.T. CHIKKAMAGALURU-577 102

Course Name: Basics of Economics

Duration of Examination: 1 Hour

No Negative Marks

1. The first National Income calculation on a scientific basis in India is in the year
  - A. 1947-48
  - B. 1951-52
  - C. 1931-32
  - D. 1990-91
2. NNP means
  - A) GDP – depreciation
  - B. GDP + depreciation
  - C. NNP – depreciation
  - D. GNP – depreciation
3. “Rest of the world” is the major element in
  - A. Two sector model
  - B. Three sector model
  - C. Four sector model
  - D. All the above
4. Demand = Desires + ..... + Willingness to pay
  - a. Supply b. Utility c. Want d. Purchasing power
5. If the income elasticity of demand is that one, the good is a
  - a. Necessity
  - b. Luxury
  - c. Substitute
  - d. Complement
6. The income elasticity of demand is negative for a
  - a. Positive good
  - b. Normal good
  - c. Elastic good
  - d. Inferior good
7. What effect is working when the price of a good falls and consumers tend to buy it instead of other goods
  - a. Income effect
  - b. Substitution effect
  - c. Price effect
  - d. None of these
8. “A rupee tomorrow is worth less than a rupee today” relates to
  - a. Opportunity cost principle
  - b. Discounting principle
  - c. Equi-marginal principle
  - d. None of these
9. Basic economic tools of managerial economics does not include
  - a. Principle of time perspective
  - b. Equi-marginal principle
  - c. Incremental principle



d. None of these

**10. .... Principle is closely related to the marginal costs and marginal revenue of economic theory**

- a. Principle of time perspective
- b. Equi-marginal principle
- c. Incremental principle
- d. None of these

**11. Analysis of long run and short run affects of decisions on revenue as well as costs is based on**

- a. Principle of time perspective
- b. Equi-marginal principle
- c. incremental principle
- d. None of these

**12. Two goods that are used jointly to provide satisfaction are called**

- a. Inferior goods
- b. Normal goods
- c. Complementary goods
- d. Substitute goods

**13. Demand curve slopes downwards because of**

- a. The law of diminishing marginal utility
- b. The income effect
- c. Substitution effect
- d. All of the above

**14. If the income and substitution effect of a price increase works in the same direction the good whose price has changed is a**

- a. Giffen goods
- b. Inferior goods
- c. Normal goods
- d. Superior

**15. Which of the following is not a survey method of demand forecasting?**

- a. Consumers interview method
- b. Expert opinion method
- c. Barometric method
- d. Collective opinion method

**16. Which of the following is not a method of demand forecasting?**

- a. Trend projection method
- b. Substitute approach
- c. Sales experience approach
- d. Evolutionary approach

**17. Business Economics is also known as.....**

- a. Managerial Economics
- b. Economics for Executives
- c. Economic analysis for business decisions
- d. All the above

**18. Inflation is:**

- a. A decrease in the overall level of economic activity.
- b. An increase in the overall level of economic activity.
- c. An increase in the overall price level.
- d. A decrease in the overall price level.

**19. A recession is:**

- a. A period of declining unemployment.

- b. A period of declining prices
- c. A period during which aggregate output declines
- d. A period of very rapidly declining prices.

**20. Opportunity cost means**

- a. The accounting cost minus the marginal benefit.
- b. The highest-valued alternative forgone.
- c. The monetary costs of an activity.
- d. The accounting cost minus the marginal cost

**21. \_\_\_\_\_ is economic theory used in business whereas \_\_\_\_\_ is economics theory used in business and non-business organization**

- a. Micro economics, macro economics
- b. Business economics, managerial economics
- c. Positive economics and normative economics
- d. None of these

**22. Managerial economics is also called**

- a. Micro economics
- b. Theory of the firm
- c. Economics of the firm
- d. All of the above.

**23. Want satisfying power of commodity is called**

- a. Demand
- b. Utility
- c. Satisfaction
- d. Consumption

**24. In economics, desire backed by purchasing power is known as**

- a. Utility
- b. Demand
- c. Consumption
- d. Scarcity

**25. The demand has three essentials - Desire, Purchasing power and .....**

- a. Quantity
- b. Cash
- c. Supply
- d. Willingness to purchase

**26. .... means an attempt to determine the factors affecting the demand of a commodity or service and to measure such factors and their influences**

- a. Demand planning
- b. Demand forecasting
- c. Demand analysis d. Demand estimation

**27. .... is known as the "first law in market"**

- a. Law of supply
- b. Law of consumption
- c. Law of demand
- d. Law of production

**28. Demand = Desires + ..... + Willingness to pay**

- a. Supply
- b. Utility
- c. Want
- d. Purchasing power

**29. Law of demand shows the functional relationship between \_\_\_\_\_ and quantity demanded**

- a. Supply
- b. Cost
- c. Price
- d. Requirements

30. Basic assumptions of law of demand include
- Prices of other goods should change.
  - There should be substitute for the commodity.
  - The commodity should not confer any distinction.
  - The demand for the commodity should not be continuous
31. Generally demand curve have .....
- Negative slope
  - Positive slope
  - Horizontal line
  - Vertical line
32. The change in demand due to change in price only, where other factors remaining constant, it is called.....
- Shift in demand
  - Extension of demand
  - Contraction of demand
  - Both extension and contraction
54. When the quantity demanded of a commodity rises due to a fall in price, it is called
- Extension
  - Upward shift
  - Downward shift
  - Contraction
33. When the quantity demanded falls due to a rise in price, it is called
- Extension
  - Upward shift
  - Downward shift
  - Contraction
34. The Giffen goods are ..... Goods
- Inferior goods
  - Superior goods
  - Related goods
  - Same goods
35. Higher the price of certain luxurious articles, higher will be the demand, this concept is called
- Giffen effects
  - Veblen effects
  - Demonstration effects
  - Both b & c above
36. Demand for milk, sugar, tea for making tea, is an example of
- Composite demand
  - Derivative demand
  - Joint demand
  - Direct demand
37. Demand for milk, sugar, tea for making tea, is an example of
- Composite demand
  - Derivative demand
  - Joint demand
  - Direct demand
38. Perfect elasticity is known as
- Finite elastic
  - Infinite elastic
  - Unitary elastic
  - Zero elastic
39. In the case of perfect elasticity, the demand curve is
- Vertical
  - Horizontal
  - Flat
  - Steep

40. In a perfectly competitive market, individual firm
- Cannot influence the price of its product
  - Can influence the price of its product
  - Can fix the price of its product
  - Can influence the market force
41. Perfect competition is characterized by
- Large number of buyers and sellers
  - Homogeneous product
  - Free entry and exit of firms
  - All the above
42. An exceptional demand curve is one that slopes
- Upward to the left
  - Downward to the right
  - Horizontally
  - Upward to the right
43. Which one is not an exception to the Law of Demand?
- Normal good
  - Articles of Distinction
  - Ignorance
  - Inferior good
44. Demand for a commodity is elastic when it has:
- Only one use
  - Uses which cannot be postponed
  - Many uses
  - Uses very essential for the consumer
45. When the demand curve is a rectangular hyperbola, it represents:
- Perfectly elastic demand
  - Unitary elastic demand
  - Perfectly inelastic demand
  - Relatively elastic demand
46. The horizontal demand curve for a commodity shows that its demand is:
- Perfectly elastic
  - Highly elastic
  - Perfectly inelastic
  - Moderately elastic
47. When an individual's income falls (while everything else remains the same), his demand for an inferior good:
- Increases
  - Decrease
  - Remains unchanged
  - We cannot say without additional information
48. A fall in the price of a commodity whose demand curve is a rectangular hyperbola causes total expenditure on the commodity to:
- Increases
  - Decrease
  - Remains unchanged
  - Any of the above
49. The relationship between demand for a commodity and price, ceteris paribus, is:
- Negative
  - Positive
  - Non-negative
  - Non-positive
50. A demand curve which takes the form of horizontal line parallel to quantity axis illustrates elasticity which is:
- Zero

- b. Infinite
- c. Greater than one
- d. Less than one

### Scheme of Evaluation

1	C	31	A
2	A	32	C
3	D	33	B
4	D	34	D
5	A	35	B
6	D	36	D
7	C	37	C
8	A	38	D
9	D	39	C
10	B	40	C
11	C	41	B
12	C	42	B
13	D	43	D
14	C	44	B
15	C	45	B
16	B	46	D
17	D	47	C
18	C	48	C
19	A	49	D
20	C	50	C

ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY,  
CHIKAMAGALURU  
PG DEPARTMENT OF MANAGEMENT STUDIES

Notice: Certified course Enrollment

Academic Year: 2021-2022

Sl.No.	NAMES	SIGNATURE
1	Akash R	Akash R
2	Anurag Patel	Anurag Patel
3	Bharath S R	Bharath S R
4	Darshan K	Darshan K.
5	Danya B P	Danya B P
6	Gowrish S	Gowrish S
7	H Jayanth Kumar	H Jayanth Kumar
8	Kavana Shetty	Kavana Shetty
9	Supreetha	Supreetha
10	Namitha	Namitha
11	Prakruthi	Prakruthi
12	Reshal Mural lobo	R.M. Lobo
13	Teena	Teena
14	Vidya shetty	Vidya Shetty
15	Steena Annabelle D'souza	Steena
FACULTY SIGNATURE		

  
Course Instructor Signature

  
HOD's Signature  
**Dr. Prakasha Rao K.S.**  
M.Com., M.Phil., M.F.M., M.B.A., Ph.D.  
Head, P.G. Dept. of Mgt. Studies  
A.I.T., CHIKKAMAGALURU-577 102

**ADICHUNNAGIRI INSTITUTE OF TECHNOLOGY,  
CHIKKAMAGALURU  
P.G. DEPARTMENT OF MANAGEMENT STUDIES  
CERTIFICATION COURSE ATTENDANCE**

**Basic of Economics**

Sl.No.	NAMES	01-Mar	02-Mar	03-Mar	04-Mar	05-Mar	06-Mar	07-Mar	10-Mar	11-Mar	12-Mar
1	Akash R	P	P	P	P	P	P	P	P	P	P
2	Anurag Patel	P	P	P	P	P	P	P	P	P	P
3	Bharath S R	P	P	P	P	P	P	P	P	P	P
4	Darshan K	P	P	P	A	P	P	P	P	P	P
5	Danya B P	P	P	P	P	P	P	P	P	P	P
6	Gowrish S	P	P	P	P	P	P	P	P	A	P
7	H Jayanth Kumar	P	P	P	P	P	P	P	P	P	P
8	Kavana Shetty	P	P	P	P	P	P	P	P	P	P
9	Supreetha	P	P	P	P	P	P	P	P	P	P
10	Namitha	P	P	P	P	P	P	P	P	P	P
11	Prakruthi	P	P	P	P	P	P	A	P	P	P
12	Reshal Mural Lobo	P	P	P	P	P	P	P	P	P	P
13	Teena	P	P	P	P	A	P	P	P	P	P
14	Vidya Shetty	P	P	P	P	P	P	P	P	P	P
15	Steena Annabelle D'souza	P	P	P	P	P	P	P	A	P	P
FACULTY SIGNATURE		<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>

*Akash R*  
*Anurag Patel*  
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*RM Lobo*  
*Teena*  
*Vidya Shetty*  
*Steena*

**ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY,  
CHIKAMAGALURU  
PG DEPARTMENT OF MANAGEMENT STUDIES**


Notice: Certified course Enrollment

Course Name: Basics of Economics

Academic Year: 2021-2022

Sl.No.	NAMES	SIGNATURE
16	Abhishek A S	Abhishek A S
17	Afeeza	Afeeza
18	Aishwarya D S	Aishwarya D.S
19	Ananya E M	Ananya E.M
20	Anujna G S	Anujna G.S.
21	Arfiya C Y	Arfiya C.Y.
22	Asma	Asma
23	Ayesha Shimin	Ayesha Shimin
24	Bhoomika S	Bhoomika S.
25	Bhoomika Urs T U	Bhoomika Urs T.U.
26	C Deeksha Rao	Deeksha
27	C M Vivek Shetty	Vivek Shetty
28	Chandana J P	Chandana J.P.
29	Charan N D	Charan N.D.
30	Chinmai C M	Chinmai
FACULTY SIGNATURE		

  
Course Instructor Signature

  
HOD's Signature

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**ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY,  
CHIKKAMAGALURU  
P.G. DEPARTMENT OF MANAGEMENT STUDIES  
CERTIFICATION COURSE ATTENDANCE  
Basics of Economics**

Sl.No.	NAMES	01-Mar	02-Mar	03-Mar	04-Mar	05-Mar	06-Mar	07-Mar	10-Mar	11-Mar	12-Mar
1	Abhishek A S	p	p	p	p	p	p	p	p	p	p
2	Afeeza	p	p	p	p	p	p	p	p	p	p
3	Aishwarya D S	p	p	p	p	p	p	p	p	p	p
4	Ananya E M	p	p	p	p	p	p	p	p	p	p
5	Anujna G S	p	p	p	p	p	p	p	p	p	p
6	Arfiya C Y	p	p	p	p	p	p	p	p	p	p
7	Asma	p	p	p	p	p	p	p	p	p	p
8	Ayesha Shimin	p	p	p	p	p	p	p	p	p	p
9	Bhoomika S	p	p	p	p	p	p	p	p	p	p
10	Bhoomika Urs T U	p	p	p	p	p	p	p	p	p	p
11	C Deeksha Rao	p	p	p	p	p	p	p	p	p	p
12	C M Vivek Shetty	p	p	p	p	p	p	p	p	p	p
13	Chandana J P	p	p	p	p	p	p	p	p	p	p
14	Charan N D	p	p	p	p	p	p	p	p	p	p
15	Chinmai C M	p	p	p	p	p	p	p	p	p	p
FACULTY SIGNATURE											

Abhishek A S  
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|| Jai Sri Gurudev ||  
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ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY  
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P.G DEPARTMENT OF MANAGEMENT STUDIES



## Certificate of Participation

This is to certify that *Mr/Ms Akash R* has attended the 30 hours of certification course on "**Basics of Economics**" held at P.G Department of Management Studies , AIT, Chikkamagaluru, Karnataka, on 1<sup>st</sup> to 25<sup>th</sup> March 2020-21.

-----  
**Mr. Vinith H P**  
Course Instructor, Assistant Professor  
PGDOMS, AIT, Chikkamagaluru

-----  
**Dr. Prakash Rao K S**  
Professor and Head, PGDOMS  
AIT, Chikkamagaluru

-----  
**Dr. C. T. Jayadeva**  
Principal  
AIT, Chikkamagaluru

ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY  
CHIKKAMAGALURU

PG DEPARTMENT OF MANAGEMENT STUDIES

Summary Report Of Certified Course

Fundamentals of Entrepreneurship

The course "Fundamentals of Entrepreneurship" was conducted at PG Department of management studies in the month of August y 2020-21.

During the course ,the students are able to understand a, underlying principles of starting a business, avoid common pitfalls, pitch ideas more effectively, validate your product, develop a solid business model, and set yourself up for success in a field where failure is common.

Course Outcomes

1. Develop and strengthen entrepreneurial quality and motivation in students.
2. Impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.
3. Insights to students on entrepreneurship opportunities, sources of funding and institutions supporting Entrepreneurs.

  
Instructor's Signature

  
HOD's Signature

**Dr. Prakasha Rao K.S.**  
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ADICHUNCHANAGIRI INSTITUTE OF  
TECHNOLOGY,  
CHIKKAMAGALURU



P.G. DEPARTMENT OF MANAGEMENT STUDIES

CERTIFICATION COURSE

**FUNDAMENTALS OF ENTREPRENEURSHIP**

Resource Person

Mr. Ravi I A

Assistant Professor

P.G Department of Management Studies

AIT, Chikkmagaluru

**Mr. Ravi I A**  
Course Instructor

**Dr. Prakash Rao K S**  
Head, PGDOMS

**Dr. C T Jayadeva**  
Principal, AIT

**|| Jai Sri Gurudev ||**

**ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY**  
(Affiliated to Visvesvaraya Technological University, Belagavi)

**Chikkamagaluru – 577102**

**PG Department of Management Studies (MBA)**



**Course Name: FUNDAMENTALS OF ENTREPRENURSHIP**

**2020-2021**

**Program Objective:** To gain an understanding of core economic principles and how they apply to a wide range of real-National issues. Students will analyze the performance and functioning of government, markets and institutions in the context of social and economic problems. Students will think critically about economic models, evaluating their assumptions and implications.

**Coordinator: Mr. RAVIIA**

**Course Director: Dr. Prakash Rao KS**

**Teaching Hours: 30**

**Duration of Course: 2 Weeks**

**Certification Criteria:**

1. Minimum 90% of attendance
2. All assignments have to be submitted
3. Minimum 50 % marks has to be scored in the final examination for 50 marks

**Course Objectives:**

1. To develop and strengthen entrepreneurial quality and motivation in students.
2. To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.
3. To provide insights to students on entrepreneurship opportunities, sources of funding and institutions supporting Entrepreneurs.

**Enrolment:** Done Throughout the year, With Minimum 20 number of students has to be registered for commencement of course.

**Syllabus:**

<b>Module -1 Introduction to Entrepreneur &amp; Entrepreneurship</b>	<b>5</b>		
<b>Hours</b> Meaning of entrepreneur - Evolution of the concept - Functions of an Entrepreneur - Types of Entrepreneur			
<b>Module-2 : Business Planning Process:</b>	<b>5</b>		
<b>Hours</b> Business Planning Process: Meaning of business plan - Business plan process - Advantages of business planning, Marketing Plan, Financial Plan and Operational Plan			
<b>Module-3: Project Report with Feasibility Study</b>	<b>5</b>		
<b>Hours</b> Meaning, Importance, Preparing A Model Project Report For Starting A New Venture. And Types Of Project Report			
<b>Module-4: Entrepreneurial Finance</b>	<b>5</b>		
<b>Hours</b> A Brief Overview Of Financial Institutions In India - Central Level And State Level Institutions - SIDBI - NABARD - IDBI - SIDCO - DIC -Make In India ,Digital India And Start Up India			
<b>Module -5 : Social Entrepreneurship</b>	<b>5</b>		
<b>Hours</b> Meaning , Importance, Rural Entrepreneurship And Women Entrepreneurship			
<b>Module -6:Case Studies of Successful Indian Entrepreneurs</b>	<b>5</b>		
<b>Hours</b> 1. Mr.Mahesh Gupta - Chairman Kent RO Systems 2. Mr Kailas Katkar - Quick heal Technologies Pvt Ltd. 3. Mr Karsanbhai Patel - Man behind NIRMA 4. Mr Byju Ravindran - BYJU's learning apps 5. Mr Ritesh Agarwal - OYO Rooms			
<b>Practical Component:</b> 1.Interview a local entrepreneur to find out his/her major motivations to start a business - which of the skills and characteristics do you find in the entrepreneur			
<b>Question paper pattern:</b> 1. The SEE question paper will be set for 30 marks. 2. The question paper will have 30 objective questions carrying one mark each. 3. Minimum 15 marks of shall be obtained to qualify the certification course.			
<b>Name of the</b>	<b>Title of the book</b>	<b>Publisher Name</b>	<b>Edition</b>

Author/s			and year
1 Dr. Vasant Desai	The Dynamics of Entrepreneurial Development and Management	Himalaya Publishing House	2010
2. Dr. Gupta S.L., Arun Mittal	Entrepreneurship Development	International Book House	2014
3. Dr. Sudha G. S	Management and Entrepreneurship Development	Indus Valley Publication	2009

PG Department of Management Studies (MBA)

AIT Campus, AIT, Jyothinagara, Chikkamagaluru-577102



**Dr. Prakasha Rao K.S.**

M.Com, M.Phil, M.F.M, M.B.A, Ph.D.

Head, P.G. Dept. of Mgt. Studies

A.I.T. CHIKKAMAGALURU-577 102

Course Name: FUNDAMENTALS OF ENTREPRENEURSHIP

1. Which of these is not a type of entrepreneurship?
  - a. Small business entrepreneurship
  - b. Scalable entrepreneurship
  - c. Large scale entrepreneurship
  - d. Intrapreneurship**
2. Which of these actions of an entrepreneur will most likely result in creative destruction?
  - a. Developing a new product**
  - b. Taking over a competitor's business
  - c. Issuing shares to individuals and institutions
  - d. Lowering prices of your product or service
3. According to Schumpeter, innovative entrepreneurs would:
  - a. Thrive in the market
  - b. Not survive and disappear from the market.
  - c. Get absorbed within larger innovative businesses**
  - d. Get absorbed within non-innovative businesses
4. Which of these is not a challenge for the entrepreneur?
  - a. Managing the cash flow of their business
  - b. Recruiting new employees
  - c. Choosing the product or service to sell in the market
  - d. Formulating rules and regulations relating to conducting entrepreneurship in their country**
5. Which of these theories involve taking a moderate amount of risk as a function of skill and not chance?
  - a. Need for achievement
  - b. Need for affiliation**
  - c. Need for authority
  - d. Need for independence
6. Which of these is not a category of external forces that affects a business?
  - a. Competitive forces
  - b. Technological forces.**
  - c. Economic forces
  - d. Socio-economic forces
7. Which among these is a money manager who is involved in making risk investments from equity capital with the objective of gaining better returns?
  - a. Entrepreneur
  - b. Businessperson
  - c. Buyer
  - d. Venture capitalist**
8. Andrew Carnegie belonged to this century:
  - a. 16th to 17th Century
  - b. 20th to 21st Century.



- c. 17th to 18th Century
  - d. 19th to 20th Century
9. Which of these is the first activity of a new business?
- a. **Departure point**
  - b. Goal Orientation
  - c. Business skill development
  - d. None of the above
10. Who should be involved in preparing a firm's business plan?
- a. Accountant
  - b. Engineer
  - c. **Entrepreneur**
  - d. None of the above
11. What should be the main worry of a company's founder who asks for capital in exchange for equity shares in their venture?
- a. Valuation
  - b. Control
  - c. **Capitalisation**
  - d. Legal formalities
12. The process of creating something new is called:
- a. Creative flexibility
  - b. Management
  - c. Business
  - d. **Innovation**
13. Ownership position of less than 50 per cent in a business is known as:
- a. Majority Interest
  - b. Joint Venture
  - c. **Minority Interest**
  - d. None of the above
14. Which of these is also known as corporate venturing?
- a. **Intrapreneurship**
  - b. Mergers
  - c. Entrepreneurship
  - d. Acquisition
15. If an entrepreneur takes decisions on behalf of their enterprise, it is known as \_\_\_\_\_:
- a. Routine decisions
  - b. Strategic decisions
  - c. **Organizational decisions**
  - d. Personal decisions
16. Entrepreneurship Development Program is helpful for:
- a. **First-generation entrepreneurs**
  - b. Future generation entrepreneurs
  - c. Existing Entrepreneurs
  - d. None of the above
17. These decisions are concerned with policy matters and they influence the goals and objectives of a business venture:
- a. Routine decisions
  - b. **Strategic decisions**
  - c. Organizational decisions
  - d. Personal decisions
18. Ownership position of more than 50 per cent in a business is known as:
- a. Minority Interest
  - b. Joint Venture
  - c. **Majority Interest**

- d. None of the above
19. What is the purpose of a feasibility study for starting a new venture?
- Exploring for potential customers
  - Estimate sales
  - To understand if there are any barriers to success**
  - None of the above
20. An entrepreneur who is the owner of more than one business is called:
- Portfolio Entrepreneur
  - Intrapreneur
  - Corporate Entrepreneur**
  - None of the above
21. A \_\_\_\_\_ is a professional money manager who makes risk investment from a pool of equity capital to obtain a high rate of return on investments.
- venture capitalist**
  - entrepreneur
  - businessman
  - buyer
22. A business plan is important for all of the following reasons EXCEPT:
- a business plan forces a firm's founders to systematically think through each aspect of their new venture.
  - a business plan provides lenders and investors assurance that they will earn a decent return
  - a business plan provides an investor with something to react to.
  - a business plan is a selling document that enables a company to present itself to potential suppliers and business partners.**
23. A new venture's business plan is important because \_\_\_\_\_.
- It helps to persuade others to commit funding to the venture.
  - Can help demonstrate the viability of the venture.
  - Provides a guide for business activities by defining objectives.
  - All the above.**
24. To provide financial assistance to entrepreneurs the government has set up a number of \_\_\_\_\_.
- financial advisors.
  - financial intermediaries.
  - Industrial estates.
  - financial institutions.**
25. \_\_\_\_\_ can be defined as a specifically evolved work plan designed to achieve a Specific objective within a specific period of time
- Idea generation.
  - Opportunity Scanning.**
  - Project.
  - Strategy
26. \_\_\_\_\_ is used to accomplish the project economically in the minimum available time with limited resources

- a. Project Scheduling.
- b. Network Analysis.
- c. Budget Analysis.
- d. **Critical Planning**

27. \_\_\_\_\_ is a form of financing especially for funding high technology, high risk and Perceived high reward projects

- a. Fixed capital.
- b. **Current capital.**
- c. Seed capital.
- d. Venture capital.

28. \_\_\_\_\_ is a favorable set of circumstances that creates a need for a new product, service, or business.

- A. A niche
- B. A venture
- C. **A trend**
- D. An opportunity

29 SIDBI was set up as a subsidiary of \_\_\_\_\_

- a. IDBI.
- b. IFCI.
- c. ICICI
- d. **SFC**

30. Which of the following is a function of SIDBI?

- a. **Extension of seed capital.**
- b. Discounting of bills.
- c. Providing factoring services.
- d. All of the above

CHUNCHANAGIRI INSTITUTE OF TECHNOLOGY, CHIKAMAGALURU  
PG DEPARTMENT OF MANAGEMENT STUDIES

Notice: Certified course Enrollment

Course Name: Fundamentals of Entrepreneurship (18BE003)  
Academic Year: 2020-2021

Sl.No.	NAMES	SIGNATURE
1.	Afshan Tarannum	Afshan
2.	Akash C J	Akash
3.	Amitesh Kumar	Amitesh
4.	Anushree K R	Anushree
5.	Archana A	Archana
6.	Ashwini M	Ashwini
7.	Jaswant C A	Jaswant. c.a
8.	Jilani	Jilani
9.	Keerthi S	Keerthi
10.	Kruthik Naidu C A	Kruthik
11.	Manoj C P	Manoj
12.	Mohammed Ashiq	Ashiq
13.	Mohammed Shoaib	Mo Shoaib
14.	Mouseen C A	Mouseen
15.	Nachitha H S	nachitha
16.	Nahim M	Nahim
17.	Nithin C U	nithin.
18.	Pannaga K B	Pannaga

19.	Prarthana Gowda M M	Prarthana
20.	Prashanth M	Prashanth
21.	Preethi M	Preethi
22.	Priyam A Jain	Priyam
23.	R Chiraag	Chiraag
24.	Revathi L	Revathi
25.	Sadaf Muskan	Sadaf
26.	Sagar C R	Sagar
27.	Samyog H A	Samyog
28.	Sandesh Gowda C K	Sandesh
29.	Sanjay B J	Sanjay
30.	Sathya Prakash Sharma	Sathya



Course Instructor Signature



HOD Signature

**Dr. Prakasha Rao K.S.**

M.Com., M.Phil., M.F.M., M.B.A., Ph.D.

Head, P.G. Dept. of Mgt. Studies

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ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY,  
CHIKAMAGALURU  
PG DEPARTMENT OF MANAGEMENT STUDIES

Fundamentals of Entrepreneurship

FEEDBACK FORM

Name:

Akash C3

USN:

No	Questionnaire	Excellent	Good	Average
1	The course contents is not under regular University curriculum (Yes/No)	✓		
2	The lecture sequence was well planned and met the course objectives	✓		
3	The contents were illustrated with more examples	✓		
4	The lectures were clear and easy to understand.		✓	
5	The course exposed to new knowledge & practices	✓	✓	
6	Any suggestions for the course conducted :			

Good

Akash

Student Signature







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CHIKKAMAGALURU**

**P.G. DEPARTMENT OF MANAGEMENT STUDIES  
CERTIFICATION COURSE ATTENDANCE  
ENTREPRENEURSHIP DEVELOPMENT**

Sl.No.	NAMES	11/8	12/8	13/8	14/8	15/8						
1	Afshan Tarannum	P	P	P	A	A	Afshan					
2	Akash C J	P	P	P	P	P	Akash					
3	Amitesh Kumar	P	P	P	P	P	Amitesh					
4	Anushree K R	P	P	P	P	P	Anushree					
5	Archana A	P	P	P	P	P	Archana					
6	Ashwini M	P	P	P	P	P	Ashwini					
7	Jaswant C A	P	P	P	P	P	Jaswant					
8	Jilani	P	P	P	P	P	Jilani					
9	Keerthi S	P	P	P	P	P	Keerthi					
10	Kruthik Naidu C A	P	P	P	P	P	Kruthik					
11	Manoj C P	P	P	P	P	P	Manoj					
12	Mohammed Ashiq	P	P	P	P	P	Mohammed					
13	Mohammed Shoaib	P	P	P	P	P	Mohammed					
14	Mouseen C A	P	P	P	P	A	Mouseen					
15	Nachitha H S	P	P	P	P	P	Nachitha					
16	Nahim M	P	P	P	P	P	Nahim					
17	Nithin C U	P	P	P	P	P	Nithin					
18	Pannaga K B	P	P	P	P	A	Pannaga					
19	Prarthana Gowda M M	P	P	P	P	P	Prarthana					
20	Prashanth M	P	P	P	P	P	Prashanth					
21	Preethi M	P	P	P	P	P	Preethi					

22	Priyam A Jain	P	P	P	P	P	Priyam				
23	R Chiraag	P	A	P	P	P	Chiraag				
24	Revathi L	P	P	A	P	P	Revathi L				
25	Sadaf Muskan	P	P	P	P	P	Sadaf				
26	Sagar C R	P	P	P	A	A	Sagar				
27	Samyog H A	P	P	P	P	P	Samyog				
28	Sandesh Gowda C K	P	P	P	P	P	Sandesh				
29	Sanjay B J	P	P	P	P	P	Sanjay				
30	Sathya Prakash Sharma	P	P	P	P	P	Sathya				
FACULTY SIGNATURE		<del>P</del>	<del>P</del>	<del>P</del>	<del>P</del>	<del>P</del>					



|| Jai Sri Gurudev ||  
Sri Adichunchanagiri Shikshana Trust(R)



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CHIKKAMAGALURU-577102  
P.G DEPARTMENT OF MANAGEMENT STUDIES



## *Certificate of Participation*

This is to certify that *Mr/Ms Jaswant C A* has attended the 30 hours of certification course on "**Fundamentals of Entrepreneurship**" held at P.G Department of Management Studies , AIT, Chikkamagaluru, Karnataka, on 1<sup>st</sup> to 25<sup>th</sup> August 2020-21.

-----  
**Mrs. Ravi I A**  
Course Instructor, Assistant Professor  
PGDOMS, AIT, Chikkamagaluru

-----  
**Dr. Prakash Rao K S**  
Professor and Head, PGDOMS  
AIT, Chikkamagaluru

-----  
**Dr. C. T. Jayadeva**  
Principal  
AIT, Chikkamagaluru

ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY  
CHIKKAMAGALURU

PG DEPARTMENT OF MANAGEMENT STUDIES

Summary Report Of Certified Course

Fundamentals Of Income Tax

The course "**Fundamentals Of Income Tax**" was conducted at PG Department Management Studies for the final year degree students from

During the course ,the students are able to understand the importance of Income Tax .Also gained the knowledge to file the income tax returns .Got idea with regard to the direct and indirect taxation system.

Course Outcomes

- 1.To enable the students to identify the basic concepts, definitions and terms related to Income Tax
2. To enable the students to determine the residential status of an individual and scope of total income.
3. To enable the students to compute the net total taxable income of an individual.

  
Instructor's Signature

  
HOD's Signature  
**Dr. Prakasha Rao K.S.**  
M.Com., M.Phil., M.F.M., M.B.A., Ph.D.  
Head, P.G. Dept. of Mgt. Studies  
A.I.T. CHIKKAMAGALURU-577 102



ADICHUNCHANAGIRI INSTITUTE OF  
TECHNOLOGY,  
CHIKKAMAGALURU



P.G. DEPARTMENT OF MANAGEMENT STUDIES  
CERTIFICATION COURSE  
**FUNDAMENTALS OF INCOME TAX**

Resource Person

Mrs. SHAMBHAVI S M

Assistant Professor

P.G Department of Management Studies

AIT, Chikkmagaluru

Mrs. Shambhavi S M  
Course Instructor

Dr. Prakash Rao K S  
Head, PGDOMS

Dr. C T Jayadeva  
Principal, AIT

## Syllabus:

**Module - 1 Brief History of Indian Income Tax:** Brief History of Income Tax, Definition, Assessment Year, Previous Year (including Exceptions), Assesse, Person, Income, Casual Income, Gross Total Income, Agricultural Income - Meaning and Classification of Capital and Revenue.

**Module -2 Residential Status :** Residential Status of an Individual, Determination of Residential Status, Incidence of Tax

**Module -3 Heads of Income :** Income from Salary: Meaning, Definition, Basis of Charge, Advance Salary, Income from House Property: Basis of Charge – Deemed Owners – Exempted Incomes from House Property, Profits and Gains of Business & Profession: Meaning and Definition of Business, Profession, Income from Capital Gain: Basis of Charge – Capital Assets – Transfer of Capital Assets, Income from Other Sources: Incomes – Taxable under the head ‘Other Sources’ – Securities – Kinds of Securities

**Module -4 Deduction:** Under Sections 80C to 80U--80C, 80CCD, 80D, 80DD, 80E, 80G, 80GG, 80GGA, 80QQB, 80U and Problems on 80 C to 80 G only.

**Module -5 Income Tax Authorities (6 hours):** Income Tax Authorities - Powers and Functions of CBDT, CIT and A.O.

**Module- 6 Filing of Returns and Assessment Procedure (4 hours):** PAN, TAN, E-Filing and IT Challan.

**Course Enquiry Contact:**

**PG Department of Management Studies (MBA)**

**AIT Campus, AIT, Jyothinagara, Chikkamagaluru-577102**



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MCQs:

1. The Income tax Act extends to
  - (a) Whole of India
  - (b) Whole of India except Jammu & Kashmir
  - (c) Whole of India except Sikkim
  - (d) Whole of India except Jammu & Kashmir & Sikkim
  
2. Every year a Budget is presented before the parliament by
  - a) Prime Minister
  - b) Finance Minister
  - c) State Minister
  - d) Education Minister
  
3. CBDT stands for...
  - a) Chief board of Direct Taxes
  - b) Central board of Direct taxes
  - c) Central board of Duplicate taxes
  - d) None of the above
  
4. Circulars are issued by the CBDT to-the scope & meaning of the provisions of Law.
  - (a) Clarify the doubts
  - (b) Exceptions
  - (c) Proper Administration
  - (d) None of these
  
5. As per Section 2(7), "Assesses" means ---a person
  - (a) By whom any tax or other sum of money is payable
  - (b) Against whom proceeding has been taken under the act
  - (c) A person deemed to be assessed in default
  - (d) All of the above
  
6. A person includes-
  - (a) Individual & HUF
  - (b) Firm & Company
  - (c) AOP/BOL, LA, Every AJP
  - (d) All of the above.
  
7. A municipal corporation legally entitled to manage & control a municipal fund is taxable in the status of:
  - (a) Individual
  - (b) AOP
  - (c) LA
  - (d) AJP

8. 'Income' includes the following types

- (a) Legal
- (b) Illegal
- (c) Both
- (d) None

9. Finance Bill becomes the Finance Act when it is passed by...

- (a) Lok Sabha
- (b) Both Lok Sabha & Rajya Sabha
- (c) Both House of Parliament & signed by President.
- (d) Both House of Parliament & signed by Prime Minister.

10. Assessment Year is the period of 12 month commencing on 1st day of.

- (a) April every year
- (b) December every year
- (c) July every year
- (d) January every

11. Pick-the correct one.

- (a) AY & PY are same concepts.
- (b) AY is the year next to the PY.
- (c) PY is the year next to the AY.
- (d) None of the above

12. Previous Year can be a period of

- (a) > 12 months or < 12 months
- (b) Only 12 months
- (c) 12 months or < 12 months
- (d)  $\geq$  12 months.

13. Assessment year can be a period of

- (a) > 12 months or < 12 months
- (b) only 12 months
- (c) 12 months or < 12 months
- (d)  $\geq$  12 months.

14. Mr. P sets up a new business on 15.7.2018 & he commenced his business from 1.2.2019. First PY shall be:

- (a) 15.7.2018 to 31.3.2019
- (b) PY 2018-19
- (c) 1.2.2018 to 31.3.2019
- (d) PY 2019-20.

15. First previous year in case of a business or profession newly set up on 31.3.2019 would be

- (a) Start from 1.4.2018 & end on 31.03.2019
- (b) Start from 31.3.2019 & will end on 31.3.2019
- (c) Start from 1.1.2019 & end on 31.12.2019
- (d) Start from 1.1.2019 & end on 31.3.2019.

16. All Assesses are required to follow:

- (a) Uniform PY which must be calendar year only
- (b) Uniform PY which must be FY only



- (c) Any period of 12 months as previous year
- (d) Period starting from 1st July to 30th June as PY

17. A person follows Calendar year for accounting purpose. For taxation, he has to follow

- (a) Calendar year only – 1 Jan to 31 December
- (b) FY only - 1 April to 31 March
- (c) Any Calendar or FY as per his choice
- (d) He will follow extended year from 1st January to next 31st March (a period of 15 months).

18. Mr. P. maintains his accounts of the basis of calendar year. For PY 2018-19, his AY shall be.

- (a) 2018-19
- (b) 2018
- (c) 2019-20
- (d) 2019

19. In which of the following cases, income of PY is assessable in the previous year itself.

- (a) A persons leaving India
- (b) Salaried Employee
- (c) Illegal business
- (d) Charitable institution.

20. If the master of the ship belonging to a NR could not file return of income before the departure of ship from India then it can be filed after the ship has left India but within days.

- (a) 30
- (b) 45
- (c) 60
- (d) 90

## Scheme of evaluation:

1. (a)
2. (b)
3. (d)
4. (d)
5. (c)
6. (c)
7. (c)
8. (a)
9. (b)
10. (c)
11. (b)
12. (a)
13. (b)
14. (b)
15. (b)
16. (c)
17. (a)
18. (a)
19. (b)

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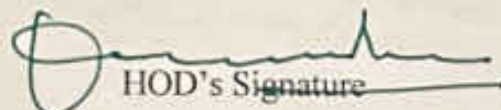
Notice: Certified course Enrollment

Course Name: INCOME TAX

Academic Year: 2021-2022

Sl.No.	NAMES	SIGNATURE
1	Aadhikesh B S	Aadhikesh
2	Chinmayi H B	Chinmayi
3	Manoj B J	Manoj
4	Shreyas C S	Shreyas
5	Sandhya K	Sandhya K.
6	Shamprasad V R	Shamprasad. V R
7	Sinchana M K	Sinchana
8	Supritha D	Supritha
9	Vaishnavi K A	Vaishnavi K A
10	Nidhi Gowda J N	Nidhi Gowda
11	Neha C M	Neha C.M
12	Nagdarshan C V	Nagdarshan C.V.
13	Mithan Kumar D K	Mithan Kumar D.K
14	Medini Kashyap K G	Medini Kashyap K.G.
15	Madhushree V	Madhushree V.
FACULTY SIGNATURE		Shankar S.M

  
Course Instructor Signature

  
HOD's Signature

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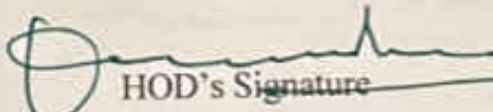
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Course Name: INCOME TAX

Academic Year: 2021-2022

Sl.No.	NAMES	SIGNATURE
1	Aadhikesh B S	Aadhikesh
2	Chinmayi H B	Chinmayi
3	Manoj B J	Manoj
4	Shreyas C S	Shreyas
5	Sandhya K	Sandhya.K.
6	Shamprasad V R	Shamprasad.V.R
7	Sinchana M K	Sinchana
8	Supritha D	Supritha
9	Vaishnavi K A	Vaishnavi
10	Nidhi Gowda J N	Nidhi
11	Neha C M	Neha C.M
12	Nagdarshan C V	Nagdarshan.C.V.
13	Mithan Kumar D K	Mithan Kumar.D.K
14	Medini Kashyap K G	Medini Kashyap.K.G.
15	Madhushree V	Madhushree.V.
	FACULTY SIGNATURE	Shankar Srinivas

  
Course Instructor Signature

  
HOD's Signature

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Course Name: INCOME TAX

Academic Year: 2021-2022

Sl.No.	NAMES	SIGNATURE
1	Akash R	Akash R.
2	Anurag Patel	Anurag Patel
3	Bharath S R	Bharath S.R.
4	Darshan K	Darshan K.
5	Danya B P	Danya B.P.
6	Gowrish S	Gowrish S
7	H Jayanth Kumar	Jayanth Kumar
8	Kavana Shetty	Kavana Shetty
9	Supreetha	Supreetha
10	Namitha	Namitha
11	Prakruthi	Prakruthi
12	Reshal Mural lobo	Reshal Mural lobo
13	Teena	Teena
14	Vidya shetty	Vidya Shetty
15	Steen Annabelle D'souza	Steen D'Souza
FACULTY SIGNATURE		

  
Course Instructor Signature







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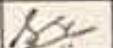
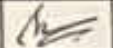
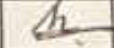

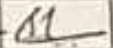
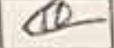


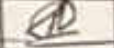



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CHIKKAMAGALURU**

**P.G. DEPARTMENT OF MANAGEMENT STUDIES  
CERTIFICATION COURSE ATTENDANCE  
INCOME TAX**

Sl.No.	NAMES	1 <sup>st</sup> /3	2 <sup>nd</sup> /3	3 <sup>rd</sup> /3	4 <sup>th</sup> /3						
1	Akash R	A	P	P	P	Akash R					
2	Anurag Patel	P	P	A	P	Anurag Patel					
3	Bharath S R	P	P	P	A	Bharath S R					
4	Darshan K	P	P	P	P	Darshan K					
5	Danya B P	P	P	P	P	Danya B P					
6	Gowrish S	P	P	P	P	Gowrish S					
7	H Jayanth Kumar	P	P	P	P	H Jayanth Kumar					
8	Kavana Shetty	P	P	P	P	Kavana Shetty					
9	Supreetha	P	P	P	P	Supreetha					
10	Namitha	P	P	P	P	Namitha					
11	Prakruthi	P	P	P	P	Prakruthi					
12	Reshal Mural Lobo	P	P	P	P	Reshal Mural					
13	Teena	P	P	P	P	Teena					
14	Vidya Shetty	P	P	P	P	Vidya Shetty					
15	Steena Annabelle D'souza	P	P	P	P	Steena Annabelle D'souza					
FACULTY SIGNATURE											

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


Sl.No.	NAMES	1/9/2021	2/9	3/9	4/9	5/9	6/9	7/9	8/9	9/9	10/9
1	Aadhikesh B S	P	A	A	P	P	P	P	P	P	P
2	Chinmayi H B	P	P	P	A	P	P	P	P	P	P
3	Manoj B J	P	P	P	P	P	P	P	P	P	P
4	Shreyas C S	P	P	P	P	P	P	P	P	P	P
5	Sandhya K	A	P	P	P	P	A	P	P	A	P
6	Shamprasad V R	P	P	P	A	P	P	P	P	P	P
7	Sinchana M K	P	P	P	P	P	P	P	A	P	P
8	Supritha D	P	P	P	P	A	P	P	P	P	P
9	Vaishnavi K A	A	P	P	P	P	P	P	P	P	P
10	Nidhi Gowda J N	P	A	P	P	P	P	P	P	P	P
11	Neha C M	P	P	P	P	P	P	P	P	P	P
12	Nagdarshan C V	P	P	P	P	P	P	P	P	P	P
13	Mithan Kumar D K	P	P	P	P	A	P	P	P	P	P
14	Medini Kashyap K G	P	A	P	P	P	P	P	P	P	P
15	Madhushree V	P	P	P	P	A	P	P	P	P	P
FACULTY SIGNATURE											



**ADICHUNCHANAGIRI IMSTITUTE OF TECHNOLOGY,  
CHIKKAMAGALURU**

**P.G. DEPARTMENT OF MANAGEMENT STUDIES  
CERTIFICATION COURSE ATTENDANCE**

**INCOME TAX**

Sl.No.	NAMES	11/9	12/9	13/9	14/9						
1	Aadhikesh B S	A	P	A	P						
2	Chinmayi H B	P	P	P	P						
3	Manoj B J	P	P	P	P						
4	Shreyas C S	P	P	P	P						
5	Sandhya K	P	P	A	P						
6	Shamprasad V R	P	P	P	P						
7	Sinchana M K	P	A	P	P						
8	Supritha D	P	P	P	P						
9	Vaishnavi K A	P	P	P	P						
10	Nidhi Gowda J N	P	P	A	P						
11	Neha C M	P	P	P	P						
12	Nagdarshan C V	P	P	P	P						
13	Mithan Kumar D K	P	P	P	P						
14	Medini Kashyap K G	P	P	P	P						
15	Madhushree V	P	P	P	P						
FACULTY SIGNATURE											

ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY,  
CHIKAMAGALURU  
PG DEPARTMENT OF MANAGEMENT STUDIES

INCOME TAX CERTIFIED COURSE

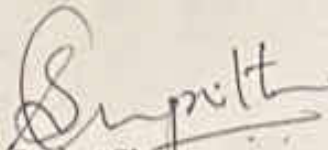
Feedback Form

Name:

SUPRITHA

USN:

No	Questionnaire	Excellent	Good	Average
1	The course contents is not under regular University curriculum (Yes/No)		Yes	
2	The lecture sequence was well planned and met the course objectives	✓		
3	The contents were illustrated with more examples	✓		
4	The lectures were clear and easy to understand.	✓		
5	The course exposed to new knowledge & practices	✓		
6	Any suggestions for the course conducted :			

  
Student Signature



|| Jai Sri Gurudev ||  
Sri AdichunchanagiriShikshana Trust(R)



**ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY**  
CHIKKAMAGALURU-577102  
P.G DEPARTMENT OF MANAGEMENT STUDIES



## *Certificate of Participation*

This is to certify that *Mr/Ms Danya B P* has attended the 30 hours of certification course on "**Fundamentals of Income Tax**" held at P.G Department of Management Studies , AIT, Chikkamagaluru, Karnataka, on 1<sup>st</sup> to 25<sup>th</sup> 2020-21.

-----  
**Mrs. Shambhavi S M**  
Course Instructor, Assistant Professor  
PGDOMS, AIT, Chikkamagaluru

-----  
**Dr. Prakash Rao K S**  
Professor and Head, PGDOMS  
AIT, Chikkamagaluru

-----  
**Dr. C. T. Jayadeva**  
Principal  
AIT, Chikkamagaluru

**ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY**  
**PG. DEPARTMENT OF MANAGEMENT STUDIES**

**Course Outcome for the Certified Course Conducted in the Year 2021-2022**

Sl.No.	Type	Title	Course outcome
1	Certified Course	Basics of Entrepreneurship	Students are able understand the importance of entrepreneurship and how to develop their qualities accordingly.
2	Certified Course	Digital & Social Media Marketing.	Students are able to use digital & social media platform and upgrade themselves with the technology
3	Certified Course	Corporate Communication.	Students are able to understand the importance of communication in corporate life and improve their communication skills.
4	Certified Course	Advanced Soft Skills	Students are able to analyze the importance of soft skill in their life and how to behave in corporate.
5	Certified Course	Basics of Aptitude	Students are able to understand the different types of aptitude questions and answering techniques.
6	Certified Course	Fundamentals of Stock Markets	Students are able to know how stock market works and how its playing important role in Indian financial system

  
HOD Signature  
**Dr. Prakasha Rao K.S.**  
M.Com., M.Phil., M.F.M., M.B.A., Ph.D.  
Head, P.G. Dept. of Mgt. Studies  
CHIKKAMAGALURU-577 102

  
Principal Signature  
**Dr. G.T. JAYADEVA**  
Principal B.E., M.Tech., Ph.D  
Adichunchanagiri Institute of Technology  
CHIKKAMAGALURU-577102

ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY  
PG. DEPARTMENT OF MANAGEMENT STUDIES  
CERTIFIED COURSE

INDEX

Year 2021-2022

Sl. No.	Type	Title
1	Certified Course	Basics of Entrepreneurship
2	Certified Course	Digital & Social Media Marketing.
3	Certified Course	Corporate Communication.
4	Certified Course	Advanced Soft Skills
5	Certified Course	Basics of Aptitude
6	Certified Course	Fundamentals of Stock Markets

ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY  
CHIKKAMAGALURU

PGDEPARTMENT OF MANAGEMENT STUDIES

Summary Report Of Certified Course

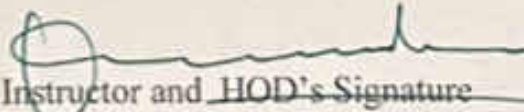
Basics of Entrepreneurship

The course “ Basics of Entrepreneurship” was conducted at PG Department of management studies in the month of may 2021-22.

During the course ,the students are able to understand a, underlying principles of starting a business, avoid common pitfalls, pitch ideas more effectively, validate your product, develop a solid business model, and set yourself up for success in a field where failure is common.

Course Outcomes

1. Develop and strengthen entrepreneurial quality and motivation in students.
2. Impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.
3. Insights to students on entrepreneurship opportunities, sources of funding and institutions supporting Entrepreneurs.

  
Instructor and HOD's Signature

**Dr. Prakasha Rao K.S.**  
M.Com., M.Phil., M.F.M., M.B.A., Ph.D.  
Head, P.G. Dept. of Mgt. Studies  
A.I.T. CHIKKAMAGALURU-577 102



ADICHUNCHANAGIRI INSTITUTE OF  
TECHNOLOGY,



CHIKKAMAGALURU



P.G. DEPARTMENT OF MANAGEMENT STUDIES

CERTIFICATION COURSE

**BASICS OF ENTREPRENEURSHIP**

Resource Person

**Dr. PRAKASH RAO K S**

Assistant Professor

P.G Department of Management Studies

AIT, Chikkmagaluru

**Dr. Prakash Rao K S**

Head, PGDOMS

**Dr. C T Jayadeva**

Principal, AIT



II Jai Sri Gurudev II

**ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY**  
(Affiliated to Visvesvaraya Technological University, Belagavi)



Chikkamagaluru – 577102

PG Department of Management Studies (MBA)

**Course Name: BASICS OF ENTREPRENURSHIP**

**2021-2022**

**Program Objective:** To gain an understanding of core economic principles and how they apply to a wide range of real-National issues. Students will analyze the performance and functioning of government, markets and institutions in the context of social and economic problems. Students will think critically about economic models, evaluating their assumptions and implications.

**Coordinator: Dr. Prakash Rao KS**

**Course Director: Dr. Prakash Rao KS**

**Teaching Hours: 30**

**Duration of Course: 2 weeks**

**Certification Criteria:**

1. Minimum 90% of attendance
2. All assignments have to be submitted
3. Minimum 50 % marks has to be scored in the final examination for 50 marks

**Course Objectives:**

1. To develop and strengthen entrepreneurial quality and motivation in students.
2. To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.
3. To provide insights to students on entrepreneurship opportunities, sources of funding and institutions supporting Entrepreneurs.

**Enrolment:** Done Throughout the year, With Minimum 20 number of students has to be registered for commencement of course.



**Syllabus:**

<b>Module -1 Introduction to Entrepreneur &amp; Entrepreneurship</b>		<b>5 Hours</b>	
Meaning of entrepreneur - Evolution of the concept - Functions of an Entrepreneur - Types of Entrepreneur			
<b>Module-2 : Business Planning Process:</b>		<b>5 Hours</b>	
Business Planning Process: Meaning of business plan - Business plan process - Advantages of business planning, Marketing Plan, Financial Plan and Operational Plan			
<b>Module-3: Project Report with Feasibility Study</b>		<b>5 Hours</b>	
Meaning, Importance, Preparing A Model Project Report For Starting A New Venture. And Types Of Project Report			
<b>Module-4: Entrepreneurial Finance</b>		<b>5 Hours</b>	
A Brief Overview Of Financial Institutions In India - Central Level And State Level Institutions - SIDBI - NABARD - IDBI - SIDCO - DIC -Make In India ,Digital India And Start Up India			
<b>Module -5 : Social Entrepreneurship</b>		<b>5 Hours</b>	
Meaning , Importance, Rural Entrepreneurship And Women Entrepreneurship			
<b>Module -6:Case Studies of Successful Indian Entrepreneurs</b>		<b>5 Hours</b>	
1. Mr.Mahesh Gupta - Chairman Kent RO Systems 2. Mr Kailas Katkar - Quick heal Technologies Pvt Ltd. 3. Mr Karsanbhai Patel - Man behind NIRMA 4. Mr Byju Ravindran - BYJU's learning apps 5. Mr Ritesh Agarwal - OYO Rooms			
<b>Practical Component:</b>			
1.Interview a local entrepreneur to find out his/her major motivations to start a business - which of the skills and characteristics do you find in the entrepreneur			
<b>Question paper pattern:</b>			
1. The SEE question paper will be set for 30 marks. 2. The question paper will have 30 objective questions carrying one mark each. 3. Minimum 15 marks of shall be obtained to qualify the certification course.			
<b>Name of the Author/s</b>	<b>Title of the book</b>	<b>Publisher Name</b>	<b>Edition and year</b>
1 Dr.Vasant Desai	The Dynamics of Entrepreneurial Development and Management	Himalaya Publishing House	2010
2. Dr.,Gupta S.L., Arun Mittal	Entrepreneurship Development	International Book House	2014

Dr. Sudha G. S	Management and Entrepreneurship Development	Indus Valley Publication	2009
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**Course Enquiry Contact:**

PG Department of Management Studies (MBA)

AIT Campus, AIT, Jyothinagara, Chikkamagaluru-577102

**ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY**

**PG. DEPARTMENT OF MANAGEMENT STUDIES**

**CERTIFICATION COURSE EVALUATION**

**BASICS OF ENTREPRENURSHIP**

**MARKS – 30**

1. Which of these is not a type of entrepreneurship?
  - a. Small business entrepreneurship
  - b. Scalable entrepreneurship
  - c. Large scale entrepreneurship
  - d. **Intrapreneurship**
2. Which of these actions of an entrepreneur will most likely result in creative destruction?
  - a. **Developing a new product**
  - b. Taking over a competitor's business
  - c. Issuing shares to individuals and institutions
  - d. Lowering prices of your product or service
3. According to Schumpeter, innovative entrepreneurs would:
  - a. Thrive in the market
  - b. Not survive and disappear from the market.
  - c. **Get absorbed within larger innovative businesses**
  - d. Get absorbed within non-innovative businesses
4. Which of these is not a challenge for the entrepreneur?
  - a. Managing the cash flow of their business
  - b. Recruiting new employees
  - c. Choosing the product or service to sell in the market
  - d. **Formulating rules and regulations relating to conducting entrepreneurship in their country**
5. Which of these theories involve taking a moderate amount of risk as a function of skill and not chance?
  - a. Need for achievement
  - b. **Need for affiliation**
  - c. Need for authority
  - d. Need for independence
6. Which of these is not a category of external forces that affects a business?
  - a. Competitive forces
  - b. **Technological forces.**

- c. Economic forces
  - d. Socio-economic forces
7. Which among these is a money manager who is involved in making risk investments from equity capital with the objective of gaining better returns?
- a. Entrepreneur
  - b. Businessperson
  - c. Buyer
  - d. **Venture capitalist**
8. Andrew Carnegie belonged to this century:
- a. 16th to 17th Century
  - b. 20th to 21st Century.
  - c. 17th to 18th Century
  - d. **19th to 20th Century**
9. Which of these is the first activity of a new business?
- a. **Departure point**
  - b. Goal Orientation
  - c. Business skill development
  - d. None of the above
10. Who should be involved in preparing a firm's business plan?
- a. Accountant
  - b. Engineer
  - c. **Entrepreneur**
  - d. None of the above
11. What should be the main worry of a company's founder who asks for capital in exchange for equity shares in their venture?
- a. Valuation
  - b. Control
  - c. **Capitalisation**
  - d. Legal formalities
12. The process of creating something new is called:
- a. Creative flexibility
  - b. Management
  - c. Business
  - d. **Innovation**
13. Ownership position of less than 50 per cent in a business is known as:
- a. Majority Interest
  - b. Joint Venture
  - c. **Minority Interest**
  - d. None of the above
14. Which of these is also known as corporate venturing?
- a. **Intrapreneurship**
  - b. Mergers
  - c. Entrepreneurship
  - d. Acquisition
15. If an entrepreneur takes decisions on behalf of their enterprise, it is known as \_\_\_\_\_:
- a. Routine decisions
  - b. Strategic decisions
  - c. **Organizational decisions**
  - d. Personal decisions

16. Entrepreneurship Development Program is helpful for:
- First-generation entrepreneurs**
  - Future generation entrepreneurs
  - Existing Entrepreneurs
  - None of the above
17. These decisions are concerned with policy matters and they influence the goals and objectives of a business venture:
- Routine decisions
  - Strategic decisions**
  - Organizational decisions
  - Personal decisions
18. Ownership position of more than 50 per cent in a business is known as:
- Minority Interest
  - Joint Venture
  - Majority Interest**
  - None of the above
19. What is the purpose of a feasibility study for starting a new venture?
- Exploring for potential customers
  - Estimate sales
  - To understand if there are any barriers to success**
  - None of the above
20. An entrepreneur who is the owner of more than one business is called:
- Portfolio Entrepreneur
  - Intrapreneur
  - Corporate Entrepreneur**
  - None of the above
21. A \_\_\_\_\_ is a professional money manager who makes risk investment from a pool of equity capital to obtain a high rate of return on investments.
- venture capitalist**
  - entrepreneur
  - businessman
  - buyer
22. A business plan is important for all of the following reasons EXCEPT:
- a business plan forces a firm's founders to systematically think through each aspect of their new venture.
  - a business plan provides lenders and investors assurance that they will earn a decent return
  - a business plan provides an investor with something to react to.
  - a business plan is a selling document that enables a company to present itself to potential suppliers and business partners.**
23. A new venture's business plan is important because \_\_\_\_\_.
- It helps to persuade others to commit funding to the venture.
  - Can help demonstrate the viability of the venture.
  - Provides a guide for business activities by defining objectives.

d. All the above.

24. To provide financial assistance to entrepreneurs the government has set up a number of \_\_\_\_\_

- a. financial advisors.
- b. financial intermediaries.
- c. Industrial estates.
- d. **financial institutions.**

25. \_\_\_\_\_ can be defined as a specifically evolved work plan designed to achieve a Specific objective within a specific period of time

- a. Idea generation.
- b. **Opportunity Scanning.**
- c. Project.
- d. Strategy

26. \_\_\_\_\_ is used to accomplish the project economically in the minimum available time with limited resources

- a. Project Scheduling.
- b. Network Analysis.
- c. Budget Analysis.
- d. **Critical Planning**

27. \_\_\_\_\_ is a form of financing especially for funding high technology, high risk and Perceived high reward projects

- a. Fixed capital.
- b. **Current capital.**
- c. Seed capital.
- d. Venture capital.

28. \_\_\_\_\_ is a favorable set of circumstances that creates a need for a new product, service, or business.

- A. A niche
- B. A venture
- C. **A trend**
- D. An opportunity

29 SIDBI was set up as a subsidiary of \_\_\_\_\_

- a. IDBI.
- b. IFCI.
- c. ICICI
- d. **SFC**

30. Which of the following is a function of SIDBI?

- a. **Extension of seed capital.**
- b. Discounting of bills.
- c. Providing factoring services.
- d. All of the above


ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY, CHIKAMAGALURU  
PG DEPARTMENT OF MANAGEMENT STUDIES

Notice: Certified course Enrollment

Course Name: Basics of Entrepreneurship (22BE001)  
Academic Year: 2021-2022

Sl.No.	NAMES	SIGNATURE
1.	Aishami M S	Aishami M.S.
2.	Alia Kounain Khanum	Alia Kounain
3.	Aman	Aman
4.	Anagha C C	Anagha C.C.
5.	Avinash H	Avinash H
6.	B M Chandana	B.M. Chandana
7.	Bharath P	Bharath P
8.	Chethan I S	Chethan I S
9.	Chethana R Hegde	Chethana R Hegde
10.	Fiona Serrao	Fiona Serrao
11.	Nithin C U	Nithin C U
12.	Pannaga K B	Pannaga K.B.
13.	Rohan Madikar M	Rohan Madikar M
14.	Rohith M M	Rohith M M
15.	Sachidananda Nadig	Sachidananda Nadig

  
Course Instructor Signature

  
Dr. Prakash Rao K.S.  
M.Com., M.Phil., M.F.M., M.B.A., Ph.D.  
Head, P.G. Dept. of Mgt. Studies  
A.I.T. CHIKKAMAGALURU-577 102







ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY,  
CHIKAMAGALURU  
PG DEPARTMENT OF MANAGEMENT STUDIES

BASICS OF ENTREPRENEURSHIP (22BE001)

FEEDBACK FORM

Name:

Nithin CV

USN:

No	Questionnaire	Excellent	Good	Average
1	The course contents is not under regular University curriculum (Yes/No)			
2	The lecture sequence was well planned and met the course objectives			
3	The contents were illustrated with more examples			
4	The lectures were clear and easy to understand.			
5	The course exposed to new knowledge & practices			
6	Any suggestions for the course conducted :			

Nithin CV

Student Signature



|| Jai Sri Gurudev ||  
Sri Adichunchanagiri Shikshana Trust(R)



**ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY**  
CHIKKAMAGALURU-577102  
P.G DEPARTMENT OF MANAGEMENT STUDIES



## *Certificate of Participation*

This is to certify that *Mr/Ms Anagha C C* has attended the 30 hours of certification course on “**Basics of Entrepreneurship**” held at P.G Department of Management Studies , AIT, Chikkamagaluru, Karnataka, on 1<sup>st</sup> to 25<sup>th</sup> July 2021-22.

-----  
**Dr. Prakash Rao K S**

Course Instructor, Professor and Head,  
PGDOMS, AIT, Chikkamagaluru  
AIT, Chikkamagaluru

-----  
**Dr. C.T. Jayadeva**

Principal  
AIT, Chikkamagaluru

ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY  
CHIKKAMAGALURU

PG DEPARTMENT OF MANAGEMENT STUDIES

Summary Report Of Certified Course

Digital & Social Media Marketing

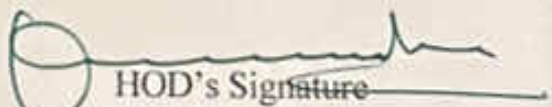
The course "Digital & Social Media Marketing" was conducted at PG Department Management Studies in the month of July 2021-22.

During this course students are able to understand that Digital Marketing brings in a good amount of knowledge in various online tools and platforms. This makes them capable enough to start their own business through online. They can start websites, create the products and can sell them to the target audience.

Course Outcomes

1. Students understand the important concepts related to Digital and Social Media Marketing
2. Students learn the use of different electronic media for designing marketing activities.
3. Acquaint the students with the latest techniques of e Digital and Social Media Marketing.

  
Instructor's Signature

  
HOD's Signature  
**Dr. Prakasha Rao K.S.**  
M.Com., M.Phil., M.F.M., M.B.A., Ph.D.  
Head, P.G. Dept. of Mgt. Studies  
A.I.T. CHIKKAMAGALURU-577 102



ADICHUNCHANAGIRI INSTITUTE OF  
TECHNOLOGY,  
CHIKKAMAGALURU



P.G. DEPARTMENT OF MANAGEMENT STUDIES

CERTIFICATION COURSE

**DIGITAL AND SOCIAL MEDIA MARKETING**

Resource Person

**Dr. DEVANANDA H M**

Assistant Professor

P.G Department of Management Studies

AIT, Chikkmagaluru



**Dr. Devananda H M**  
Course Instructor

**Dr. Prakash Rao K S**  
Head, PGDOMS

**Dr. C T Jayadeva**  
Principal, AIT



# ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY



PG. DEPARTMENT OF MANAGEMENT STUDIES

## CERTIFICATION COURSE

<b>DIGITAL AND SOCIAL MEDIA MARKETING</b>		
<b>Teaching Hours: 30 Hours</b>	<b>SEE Marks: 30</b>	<b>Resource Person: Dr.Devananda H M</b>
<b>Course Objectives</b>		
1. To understand the important concepts related to Digital and Social Media Marketing		
2. To learn the use of different electronic media for designing marketing activities.		
3. To acquaint the students with the latest techniques of e Digital and Social Media Marketing.		
<b>Module-1: Introduction to Digital Marketing</b>		<b>05 Hours</b>
Origin, Meaning and definition of Digital Marketing, Traditional versus Digital Marketing, The P-O-E-M Framework, Skills required in Digital Marketing, Digital Marketing Plan, Digital Divide.		
<b>Module-2 : Display Advertising</b>		<b>05 Hours</b>
Concept of Display Advertising, types of display ads, buying models, display plan, Programmatic digital advertising, You Tube Advertising.		
<b>Module-3: Search Engine Optimization</b>		<b>05 Hours</b>
Search Engine Optimization: How search engines work, concept of search engine optimization (SEO), Google Search Engine, Web Analytics- Key Metrics, Google Analytics		
<b>Module-4: Social Media Marketing</b>		<b>05 Hours</b>
<b>Facebook and Instagram Marketing:</b> Facebook for business & facebook insights, Objectives of Instagram		
<b>LinkedIn Marketing:</b> LinkedIn Strategy, LinkedIn Analytics		
<b>Twitter Marketing:</b> Building Content Strategy, twitter usage , Twitter Analytics		
<b>Module -5 Mobile Marketing</b>		<b>05 Hours</b>
Mobile Advertising- Mobile Advertising Models, advantages of Mobile advertising, Social marketing on mobile, QR Codes, Augmented Reality, and Gamification Mobile Analytics.		
<b>Module -6 Ethical and Legal Issues</b>		<b>05 Hours</b>

Digital Privacy, Digital Property rights, Online Expression, Cyber Crime, and Cyber Security.

**Practical Component:**

Students will learn to create a mobile advertising project

**Question paper pattern:**

1. The SEE question paper will be set for 30 marks.
2. The question paper will have 30 objective questions carrying one marks each.
3. Minimum 15 marks of shall be obtained to qualify the certification course.

**Textbooks**

1. Digital Marketing by Seema Gupta, McGraw Hill Education
2. Fundamentals of Digital Marketing, Puneet Bhatia, Pearson
3. Social Media Marketing, Tracy L Tuten, Michael R Solomon, Sage Publications

PG. DEPARTMENT OF MANAGEMENT STUDIES

CERTIFICATION COURSE EVALUATION

DIGITAL AND SOCIAL MEDIA MARKETING

Teaching Hours: 30 Min

Maximum Marks: 30

1. Digital marketing is often referred to as \_\_\_\_\_.
  - a. Online marketing
  - b. Internet marketing
  - c. Web marketing
  - d. All of the above
2. Which of the following is/are traditional forms of digital marketing?
  - a. Radio
  - b. TV
  - c. Billboard
  - d. All of the above
3. Which of the following is a type of digital marketing activity?
  - a. Viral marketing
  - b. Email Marketing
  - c. Social web marketing
  - d. All of above
4. How many main pillars of digital marketing?
  - a. 1
  - b. 2
  - c. 3
  - d. 4
5. This is the process of marketing accomplished or facilitated through the application of electronic devices, appliances, tools, techniques, technologies and or systems:
  - a. Direct marketing
  - b. Electronic marketing
  - c. Internet marketing
  - d. Electronic marketing
6. Product development process after analysis of business next step to be taken is
  - a. Test marketing
  - b. Penetration marketing
  - c. Individual marketing
  - d. None of above

7. Customers in growth stage of life cycle of products are classified as

- a. Innovators
- b. Early adopters
- c. Laggards
- d. Middle majority customers

8. Digital marketing includes

- a. Voice broadcast
- b. RSA
- c. Both A and B
- d. None of these

9. In the first 10 years, the web was heavily used as a static publishing and/or retailing (transactional) channel. This was known as:

- a. Web 2.0
- b. Web 3.0
- c. Web 4.0
- d. Web 1.0

10. Which marketing techniques are most likely to pay you?

- a. Viral marketing
- b. Email Marketing
- c. Social web marketing
- d. Article marketing

11. SEO stand for?

- a. Site engine optimization
- b. Search engine optimization
- c. Site efficiency optimization
- d. None of above

11. Social networks are organized primarily around \_\_\_\_.

- a. Brands
- b. People
- c. Discussion
- d. All of the above

12. Which social network is considered the most popular for social media marketing?

- a. Twitter
- b. WhatsApp
- c. LinkedIn
- d. Facebook



**13. What is the name for Facebook's ranking algorithm?**

- a. Like Rank
- b. Face Rank
- c. Page Rank
- d. Edge Rank

**14. Social networks have an enormous information sharing capacity. As such, they are a great distribution channel for**

- a. Customer feedback
- b. Viral content
- c. Exclusive coupon
- d. Marketing message

**15. Which social network is considered the most popular for business to business marketing?**

- a. Twitter
- b. WhatsApp
- c. LinkedIn
- d. Facebook

**16. What is the term adopted for updates by Twitter users?**

- a. Tweets
- b. Toots
- c. Twinks
- d. None of above

**17. What is meant by "guerilla marketing"?**

- a. Using resources such as time, energy and imagination rather than money to market
- b. Using advertising spots which utilize gorillas to capture the audience
- c. Having a large scale marketing budget
- d. All of above

**18. Which of the following is functions of social media for business?**

- a. Are you participating in the conversation and sharing?
- b. Are you listening and monitoring what is being said about you?
- c. Both
- d. None of these

**19. What is a "vlog"?**

- a. Video log

- b. Video blog
- c. Log of blog activity
- d. None of the above

**20. Search engine marketing is**

- a. A process of promoting a website through paid ads
- b. A process of improving the positioning of a website using organic reach
- c. A process of improving the positioning of a website using paid and organic reach
- d. All of the above

**21. SEM consist of**

- a. Paid reach and reach engine ads
- b. Paid and organic reach
- c. SEO and organic reach
- d. All of above

**22. PPC is short for**

- a. Pay per cost
- b. Pay per click
- c. Pay per conversion
- d. Pay per common

**23. Which of the following is the most common delivery channel in terms of mobile marketing?**

- a. Graphic
- b. Text
- c. Voice call
- d. Search engine marketing

**24. In mobile marketing, the full form of LBS is \_\_\_\_\_.**

- a. Location-based service
- b. List-based service
- c. Lead-based service
- d. None of the above

**25. In the email campaign, \_\_\_\_\_ delivers the advertisements into the group of targeted customers.**

- a. Spoofing

- b. Indirect email marketing
- c. Direct email marketing
- d. Spamming

26. The user session can be identified by the \_\_\_\_

- a. Authenticate users
- b. IP Address
- c. User Agent
- d. All of the above

27. Where do we use keywords?

- a. Tags
- b. Title
- c. Description
- d. All of the above

28. What are the most effective ways to increase traffic to your website?

- a. Paid search
- b. Display advertising
- c. SEO activities
- d. All of the above

29. What branch of information technology protects computer system?

- a. Database management
- b. Cyber security
- c. Hacking
- d. None of above

30. Pure play retailers are called

- a. Market creators
- b. Transaction brokers
- c. Merchants
- d. Agents

ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY,  
CHIKAMAGALURU  
PG DEPARTMENT OF MANAGEMENT STUDIES  
DIGITAL AND SOCIAL MEDIA MARKETING (22DSM002)  
FEEDBACK FORM

Name: BHOOMIKA C S

No	Questionnaire	Excellent	Good	Average
1	The course contents is not under regular University curriculum (Yes/No)	YES		
2	The lecture sequence was well planned and met the course objectives	✓		
3	The contents were illustrated with more examples	✓	✓	
4	The lectures were clear and easy to understand.	✓		
5	The course exposed to new knowledge & practices	✓		
6	Any suggestions for the course conducted :			



Student Signature

ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY, CHIKAMAGALURU  
PG DEPARTMENT OF MANAGEMENT STUDIES


Notice: Certified Course Enrollment

Course Name: DIGITAL AND SOCIAL MEDIA MARKETING (22DSM002)

Academic Year: 2021-2022

Sl.No.	NAMES	SIGNATURE
1	ABHISHEK C P	Abhishek
2	AFSHAN TARANNUM	Afshan T.
3	BHOOMIKA C S	Bhoomika
4	GANESH M C	Ganesh
5	HARSHITH D	Harshith
6	ISIRI P GOWDA	Isiri P.G.
7	KEERTHI S	Keerthi
8	MANOJ C P	Manoj C.P
9	NACHITHA H S	Nachitha
10	NISHCHINTH K N	Nishchinth
11	PRAKRUTHI V	Prakruthi
12	SAMYOG H A	Samyoga
13	SHREYAS C M	Shreyas
14	SOUJANYA S	Soujanya
15	SUPRIYA P SHETTY	Supriya
FACULTY SIGNATURE		

  
Course Instructor Signature

  
HOD's Signature  
**Dr. Prakasha Rao K.S.**  
M.Com., M.Phil., M.F.M., M.B.A., Ph.D.  
Head, P.G. Dept. of Mgt. Studies  
A.I.T. CHIKKAMAGALURU-577 102



**ADICHUNCHANAGIRI IMSTITUTE OF TECHNOLOGY,  
CHIKKAMAGALURU**

**P.G. DEPARTMENT OF MANAGEMENT STUDIES  
CERTIFICATION COURSE ATTENDANCE  
DIGITAL AND SOCIAL MEDIA MARKETING**

Sl.No.	NAMES	14/7	15/7	16/7	17/7	18/7	19/7	24/7	23/7	24/7	25/7
1	ABHISHEK C P	P	P	P	P	A	P	P	P	P	P
2	AFSHAN TARANNUM	P	P	A	P	P	P	P	P	A	P
3	BHOOMIKA C S	A	A	P	P	P	P	P	P	P	P
4	GANESH M C	A	P	P	P	P	A	P	P	A	P
5	HARSHITH D	P	P	P	P	P	P	P	P	P	P
6	ISIRI P GOWDA	A	P	P	P	P	P	P	P	P	A
7	KEERTHI S	P	P	P	P	P	P	P	A	A	P
8	MANOJ C P	P	P	P	P	P	P	P	P	P	P
9	NACHITHA H S	P	A	P	P	P	P	P	A	A	A
10	NISHCHINTH K N	P	P	P	P	P	A	P	P	P	P
11	PRAKRUTHI V	P	P	P	A	P	P	A	A	A	P
12	SAMYOG H A	P	P	A	P	P	A	P	P	P	P
13	SHREYAS C M	P	P	P	P	P	P	A	P	P	P
14	SOUJANYA S	P	P	P	P	P	A	P	A	P	P
15	SUPRIYA P SHETTY	P	P	P	P	P	P	P	P	P	P
FACULTY SIGNATURE											

Abhishek

Afshan T

Bhoomika C S

Ganesh

Harshith

Isiri P.G

Keerthi

Manoj C P

Nachitha

Nishchith

Prakruthi

Samyog

Shreyas

Soujanya

Supriya

# ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY

PG. DEPARTMENT OF MANAGEMENT STUDIES

## CERTIFICATION COURSE

### Duration


Course Name: Digital & Social media Marketing.

Duration of the course: 30 hrs.

Schedule: July 2022

Days	Time	Hours
Monday to Friday	5.00 PM to 6.00 PM	5 Hours
Saturday	1.00 PM to 5.00PM	4 Hours
Sunday	10.00 AM to 4.00 PM	6 Hours

  
Course Faculty Signature

  
HOD Signature

**Dr. Prakasha Rao K.S.**  
M.Com., M.Phil., M.F.M., M.B.A., Ph.D.  
Head, P.G. Dept. of Mgt. Studies  
A.I.T. CHIKKAMAGALURU-577 102





|| Jai Sri Gurudev ||  
Sri Adichunchanagiri Shikshana Trust(R)



**ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY**  
CHIKKAMAGALURU-577102  
P.G DEPARTMENT OF MANAGEMENT STUDIES



## *Certificate of Participation*

This is to certify that *Mr/Ms Manoj C P* has attended the 30 hours of certification course on "**Digital and Social Media Marketing**" held at P.G Department of Management Studies , AIT, Chikkamagaluru, Karnataka, on 1<sup>st</sup> to 25<sup>th</sup> July 2021-22.

**Dr. Devananda H M**  
Course Instructor, Assistant Professor  
PGDOMS, AIT, Chikkamagaluru

**Dr. Prakash Rao K S**  
Professor and Head, PGDOMS  
AIT, Chikkamagaluru

**Dr. C. T. Jayadeva**  
Principal  
AIT, Chikkamagaluru

ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY  
CHIKKAMAGALURU

PG DEPARTMENT OF MANAGEMENT STUDIES

Summary Report Of Certified Course

Corporate Communication

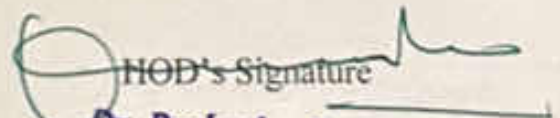
The course "Corporate Communication" was conducted at PG Department Management Studies in the month of June 2021-22.

During this course students are able to understand that Corporate Communication deals with the exchange of business information within and outside an organisation. It is a managerial discipline, closely related to Public Relations, Marketing, Organisation and Leadership and Human Resources. Corporate Communication involves mostly preserving a coherent corporate identity and promoting a positive brand icon to the outside world

Course Outcomes

1. To enable the students to become aware of their communication skills and sensitize them to their potential to become successful managers.
2. Enable learners with the mechanics of writing and also help them to draft business letters in English precisely and effectively.
3. To introduce the students to some of the practices in managerial communication those are in vogue

  
Instructor's Signature

  
HOD's Signature  
**Dr. Prakasha Rao K.S.**  
M.Com, M.Phil, M.F.M, M.B.A, Ph.D.  
Head, P.G. Dept. of Mgt. Studies  
A.I.T. CHIKKAMAGALURU-577 102

ADICHUNCHANAGIRI INSTITUTE OF  
TECHNOLOGY,  
CHIKKAMAGALURU



P.G. DEPARTMENT OF MANAGEMENT STUDIES  
CERTIFICATION COURSE  
CORPORATE COMMUNICATION

Resource Person

**Mrs. Aruna Saganali**

Assistant Professor

P.G Department of Management Studies

AIT, Chikkamagaluru

Mrs. Aruna Saganali  
Course Instructor

Dr. Prakash Rao K S  
Head, PGDOMS

Dr. C.T. JAYADEVA  
Principal, AIT  
Principal B.E., M.Tech., Ph.D.  
Adichunchanagiri Institute of Technology  
CHIKKAMAGALURU-577102

# ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY

PG. DEPARTMENT OF MANAGEMENT STUDIES

## CERTIFICATION COURSE

### Duration

Course Name: Corporate Communication

Duration of the course: 30 hrs.

Schedule: June 2022

Days	Time	Hours
Monday to Friday	5.00 PM to 6.00 PM	5 Hours
Saturday	1.00 PM to 5.00PM	4 Hours
Sunday	10.00 AM to 4.00 PM	6 Hours



Course Faculty Signature



HOD Signature

**Dr. Prakasha Rao K.S.**

M.Com., M.Phil., M.F.M., M.B.A., Ph.D.

Head, P.G. Dept. of Mgt. S.

ADICHUNCHANAGIRI




# ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY




PG. DEPARTMENT OF MANAGEMENT STUDIES

## CERTIFICATION COURSE

CORPORATE COMMUNICATION (22CC003)		
Teaching Hours: 30 Hours	SEE Marks: 30	Resource Person: Mrs. Aruna Saganali
<b>Course Objectives</b> 1. To enable the students to become aware of their communication skills and sensitize them to their potential to become successful managers. 2. To enable learners with the mechanics of writing and also help them to draft business letters in English precisely and effectively. 3. To introduce the students to some of the practices in managerial communication those are in vogue.		
<b>Module -1 Introduction</b> <b>Introduction:</b> Meaning & Definition, Purpose of communication – Communication Process – Characteristics of successful communication. Communicating within Organizations – Levels of communication, Communication flow, Communication barriers.		
<b>Module -2 Oral Communication</b> <b>Oral Communication:</b> Meaning – Principles of successful oral communication, Conversation control – Reflection and Empathy: two sides of effective oral communication. <b>Oral Presentation:</b> Role of business presentations, Planning and Organizing Presentation, Planning Team and Online Presentations, Developing Visual Support for Business presentation, Practicing and Delivering Presentation -		
<b>Module -3 Written Communication</b> <b>Written Communication:</b> Purpose of writing – Clarity in writing –Principles of effective writing – Approaching the writing process systematically: The 3X3 writing process for business communication Pre writing – Writing – Revising.		
<b>Module -4 Business Letters</b> <b>Types of Written Communication in Business:</b> Business Letters, Employee Reviews, Recommendation Letters, Thank You Letters, Memos, proposals and Reports, Planning Documents, Press Releases, Proactive Media Writing and E-mail. <b>Business Meetings</b>		
<b>Module -5 Presentation Skills</b> Role of business presentations, Planning and Organizing Presentation, Planning Team and Online Presentations, Developing Visual Support for Business presentation, Practicing and Delivering Presentation -		
<b>Module- 6 Prepration of CV</b>		
<b>Textbooks</b> 1. Communicating in Business, Ober Newman, 2. BCOM A South-Asian Perspective, Lehman, Dufrene, Sinha 3. Communicating in Business, Williams, Krizan Logan, Merrier		

  
MRS ARUNA SAGANALI  
COURSE INSTRUCTOR

  
Dr. Prakasha Rao K.S.  
M.Com., M.Phil., M.F.M., M.B.A., Ph.D.  
Head, P.G. Dept. of Mgt. Studies  
A.I.T. CHIKKAMAGALURU-577 102


ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY,  
CHIKAMAGALURU  
PG DEPARTMENT OF MANAGEMENT STUDIES

Notice: Certified course Enrollment

Course Name Corporate Communication. (22CC003)

Academic Year: 2021-2022

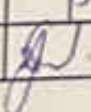
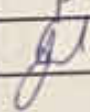
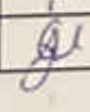
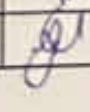

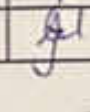

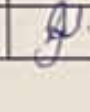
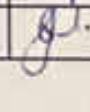
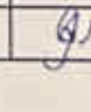
Sl.No.	NAMES	SIGNATURE
1	ISIRI P GOWDA	Isiri
2	SADAF MUSKAN	Sadaf Muskan
3	HABIBA MAHEEN	Habiba
4	REVATHI L	Revathi
5	AFSHAN TARANNUM	Afshan
6	RACHANA C N	Rachana
7	POOJA T H	Pooja
8	NISHCHINTH K N	Nishchinth K N
9	SUMANTH H S	Sumantha H.S
10	KRUTHIK NAIDU	Kruthik
11	AMITHESH KUMAR	Amithesh Kumar
12	DARSHAN L M	Darshan
13	SAMYOG	Samyog
14	SHOAIB	Shoib
15	NAHIM M	Nahim
16	AKASH G	Akash
FACULTY SIGNATURE		Prakasha

  
Course Instructor Signature

  
HOD's Signature  
**Dr. Prakasha Rao K.S.**  
M.Com., M.Phil., M.F.M., M.B.A., Ph.D.  
Head, P.G. Dept. of Mgt. Studies  
A.I.T. CHIKKAMAGALURU-577 102

**ADICHUNCHANAGIRI IMSTITUTE OF TECHNOLOGY,  
CHIKKAMAGALURU**

**P.G. DEPARTMENT OF MANAGEMENT STUDIES  
CERTIFICATION COURSE ATTENDANCE  
CORPORATE COMMUNICATION**

Sl.No.	NAMES	1/6	2/6	3/6	4/6	5/6	6/6	7/6	8/6	9/6	10/6
1	ISIRI P GOWDA	P	P	A	P	P	P	A	P	P	P
2	SADAF MUSKAN	P	A	P	P	P	P	P	P	P	P
3	HABIBA MAHEEN	P	P	P	P	P	P	P	P	P	P
4	REVATHI L	P	P	P	P	P	P	P	P	P	P
5	AFSHAN TARANNUM	P	P	P	P	P	P	P	P	P	P
6	RACHANA C N	P	P	P	P	P	P	P	P	P	P
7	POOJA T H	P	P	P	P	P	P	P	P	P	P
8	NISHCHINTH K N	P	A	P	P	P	P	P	P	P	P
9	SUMANTH H S	P	P	P	P	P	P	P	P	P	P
10	KRUTHIK NAIDU	P	P	A	P	P	P	P	P	P	P
11	AMITRESH KUMAR	P	P	P	P	P	P	P	P	P	P
12	DARSHAN L M	P	P	P	P	P	P	A	P	P	P
13	SAMYOG	P	A	P	P	P	P	P	P	P	P
14	SHOAIB	P	P	P	P	P	P	P	P	P	P
15	NAHIM M	A	A	A	A	A	A	A	A	A	A
16	AKASH G	P	P	P	P	A	P	P	P	P	P
	FACULTY SIGNATURE										

**ADICHUNCHANAGIRI IMSTITUTE OF TECHNOLOGY,  
CHIKKAMAGALURU**

**P.G. DEPARTMENT OF MANAGEMENT STUDIES  
CERTIFICATION COURSE ATTENDANCE  
CORPORATE COMMUNICATION**

Sl.No.	NAMES	11/6	12/6	13/6	14/6	15/6					
1	ISIRI P GOWDA	P	P	P	P	P	Isiri				
2	SADAF MUSKAN	P	P	P	P	P	Sadaf Muskan				
3	HABIBA MAHEEN	P	P	P	P	P	Habiba				
4	REVATHI L	P	P	P	P	P	Revathi				
5	AFSHAN TARANNUM	P	P	P	P	P	Afshana				
6	RACHANA C N	P	A	P	P	P	Rachana				
7	POOJA T H	P	P	P	P	P	Pooja				
8	NISHCHINTH K N	P	P	P	P	P	Nishchinta				
9	SUMANTH H S	P	P	P	P	P	Sumanth H.S.				
10	KRUTHIK NAIDU	P	P	P	P	P	Kruthik				
11	AMITHESH KUMAR	P	P	P	P	P	Amithesh				
12	DARSHAN L M	P	P	A	P	P	Darshan				
13	SAMYOG	P	P	P	P	P	Samyog				
14	SHOAIB	P	P	P	P	P	Shoaib				
15	NAHIM M	A	A	A	A	A	Cancelled				
16	AKASH G	P	P	P	P	P	Akash				
FACULTY SIGNATURE											

**Dr. Prakasha Rao K.S.**  
 M.Com., M.Phil., M.F.M., M.B.A., Ph.D.  
 Head, P.G. Dept. of Mgt. Studies  
 A.I.T. CHIKKAMAGALURU-577 102



ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY,  
CHIKAMAGALURU  
PG DEPARTMENT OF MANAGEMENT STUDIES

CORPORATE COMMUNICATION CERTIFIED COURSE


Feedback Form

Name:

POOJA . T . H

USN:

No	Questionnaire	Excellent	Good	Average
1	The course contents is not under regular University curriculum (Yes/No)	YES		
2	The lecture sequence was well planned and met the course objectives	✓		
3	The contents were illustrated with more examples	✓		
4	The lectures were clear and easy to understand.	✓		
5	The course exposed to new knowledge & practices	✓		
6	Any suggestions for the course conducted :			

  
MRS. ARUNA SAGANALI  
COURSE INSTRUCTOR

  
Dr. Prakasha Rao K.S.  
M.Com., M.Phil., M.F.M., M.B.A., Ph.D.  
Head, P.G. Dept. of Mgt. Studies  
A.I.T. CHIKKAMAGALURU-577 102

  
Student Signature

ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY,  
CHIKKAMAGALURU  
P.G DEPARTMENT OF MANAGEMENT STUDIES

CORPORATE COMMUNICATION TEST QUESTIONS.

10 MARKS

1. Communication is sharing of information between two or more persons, with continuous \_\_\_\_

- a. Efforts
- b. Feedbacks
- c. Gestures
- d. Movements

Ans: B

2. Communication can occur in isolation

- a. True
- b. False

Ans: B

3. Which of the following is not listed amongst the barrier to communication?

- a. Physical noise
- b. Physiological noise
- c. Psychological noise
- d. Physically challenged

Ans: D

4. What are the types of communication

- a. Verbal communication
- b. Nonverbal communication
- c. Both a and b
- d. None

Ans: C

5. Non-verbal communication cannot be avoided.

- a. True
- b. False

Ans: A

6. What is Jargon?

- a. Name of the individual
- b. Name of the organization
- c. Technical term
- d. Name of the country

Ans: C

7. What does "Haptic" refer to?

- a. Communication through touch
- b. Communication through words
- c. Communication through letters
- d. Communication through emails

Ans: A

8. Yellow and Green are associated with negative feelings

- a. True
- b. False

Ans: B

9. Which of the following is not part of communication classification?

- a. Two way face-to-face


- b. Multiple but not face-to-face
- c. Two-way non-face-to-face
- d. One-way non-face-to-face


Ans: B

10. Communication between peers is essential for \_\_\_\_ coordination

- a. Functional
- b. Organizational
- c. Managerial
- d. Statistical

Ans: A

  
Mrs. ARUNA SAGANALI  
Asst Professor, MBA, AIT.  
COURSE INSTRUCTOR

  
Dr. Prakasha Rao K.S.  
M.Com., M.Phil., M.F.M., M.B.A., Ph.D.  
Head, P.G. Dept. of Mgt. Studies  
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**ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY**  
CHIKKAMAGALURU-577102  
P.G DEPARTMENT OF MANAGEMENT STUDIES



## *Certificate of Participation*

This is to certify that *Mr/Ms Revathi L* has attended the 30 hours of certification course on “**Corporate Communication**” held at P.G Department of Management Studies , AIT, Chikkamagaluru, Karnataka, from 1<sup>st</sup> June to 15<sup>th</sup> June 2022

-----  
**Dr.Devananda H M**  
Course Instructor, Assistant Professor  
PGDOMS, AIT, Chikkamagaluru

-----  
**Dr.Prakash Rao K S**  
Professor and Head,  
AIT, Chikkamagaluru

-----  
**Dr.C.T.Jayadeva**  
PGDOMS Principal  
AIT, Chikkamagaluru

ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY  
CHIKKAMAGALURU

PG DEPARTMENT OF MANAGEMENT STUDIES

Summary Report Of Certified Course

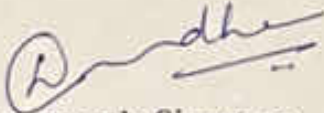
Advanced Soft Skills.

The course "Advanced Soft Skills" was conducted at PG Department Management Studies in the month of December 2021-22.

During this course students are able to understand that Soft skills are an essential part of improving one's ability to work with others and can have a positive influence on furthering your career. If you are a small business owner or self-employed, soft skills can help you find, attract, and retain clients.

Course Outcomes

1. Resilience – learning to keep going when things don't go according to plan, coping with the unfamiliar, managing disappointment and dealing with conflict
2. Teamwork – learning to connect and work with others to achieve a set task
3. Leadership – assessing the requirements of a task, identifying the strengths within the team, utilising the diverse skills of the group to achieve the set objective, awareness of risk/safety

  
Instructor's Signature

  
HOD's Signature  
**Dr. Prakasha Rao K.S.**  
M.Com., M.Phil., M.F.M., M.B.A., Ph.D.  
Head, P.G. Dept. of Mgt. Studies  
A.I.T. CHIKKAMAGALURU-577 102

ADICHUNCHANAGIRI INSTITUTE OF  
TECHNOLOGY,  
CHIKKAMAGALURU



P.G. DEPARTMENT OF MANAGEMENT STUDIES  
CERTIFICATION COURSE  
**ADVANCED SOFT SKILLS**

Resource Person

**Dr. DEVANANDA H M**

Assistant Professor

P.G Department of Management Studies

AIT, Chikkmagaluru



**Dr. Devananda H M**  
Course Instructor

**Dr. Prakash Rao K S**  
Head, PGDOMS

**Dr. C T Jayadeva**  
Principal, AIT

# ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY

PG. DEPARTMENT OF MANAGEMENT STUDIES

## CERTIFICATION COURSE

### Advanced Soft Skills

#### **Chapter 1- Team building**

Teamwork team player team building, a successful team, teamwork skills, stages and team building, shape for a successful team. Positive attitude, Positive attitude manifest in the following ways, Simple habits to grow a positive attitude, tips for developing a positive attitude, Stress management  
What is stress?, environmental stressors, family related stressors, work please stressors, physical stressors.

#### **Chapter 2- Entrepreneurial Thinking**

Entrepreneurship, Public speaking, Importance of public speaking, categories for becoming a better speaker, Presentation skills, Preparing a presentation, organising the presentation material, writing your presentation, deciding the presentation method managing a presentation notes, working with visual aids, presenting data, managing the event, coping with presentation nerves, dealing with questions, self-presentation.

#### **Chapter 3- Corporate etiquette's**

Follow common courtesy

Give and take respect, dress code, exhibit rational personality, research. Listening speaking reading writing , Listening skills, speaking skills, reading skills, writing skills. Work ethics, What does work ethics means, characteristics of having a good work ethics, developing strong work ethics. conflict management, tips for managing and resolving conflicts, make the relationship your priority, focus on the present, pick your battles, be willing to forgive, fair fighting, be specific about what is bothering you, avoid words like never or always, stick with the fact and your honest feelings, avoid climbing up, conflict management.

#### **Chapter-4 Leadership skills**

Six leadership management abilities

Personal characteristics, self-confidence, positive attitude and outlook, emotional intelligence, transformational leadership, providing a compelling



vision of the future, motivating people to deliver the vision, being a good role model, Managing performance effectively. Problem-solving, Principle of teaching problem-solving, Wood's problem-solving model

### **Chapter-5 Self motivation**

Initial motivation steps, Four element that make up motivation, skills involved in self motivation. Organisation speech, Speech organisation, organising your speech, methods of organising information. Self-confidence, Self efficiency, self-esteem age, building self-confidence, mental strategies to boost your confidence, ways to build self-confidence

### **Chapter-6 Vocabulary**

root words, some common root words, origin of most root words, Introduction to communication

Importance of English, English for engineers, narration skills, basic component of narrative, importance of narrative skills, how can you improve your narration skills? Body language while you're talking, what is your body saying?, Effective body language, gesture, facial expression, bring it all together. Telephone etiquette's., What is telephone etiquette's?, the various telephone etiquette's, developing effective telephone skills, telephone etiquette and tips.

### **Outcomes:**

Resilience – learning to keep going when things don't go according to plan, coping with the unfamiliar, managing disappointment and dealing with conflict

Teamwork – learning to connect and work with others to achieve a set task

Leadership – assessing the requirements of a task, identifying the strengths within the team, utilising the diverse skills of the group to achieve the set objective, awareness of risk/safety

Communication – demonstrating clear briefing and listening skills, not being afraid to ask for help and support when necessary

Emotional maturity and emotional health – learning to handle emotions including tolerance and behavioural responses, building positive friendships and bonding with peers and classmates, learning to show understanding and to demonstrate respect for the opinions, personal space and beliefs of others

Confidence and enthusiasm for learning – developing self-motivation, raised aspirations and belief in one's own abilities, defining and committing to achieving one's goals

Citizenship – raising awareness of one's place and role within a community through volunteering and conservation opportunities

Responsibility – for one's self, learning self-reliance and independence

Employability skills – time and resource management, conflict resolution, teaching and mentoring others

**Multiple Choice Questions**

**Duration: 30 Mins**

1. Which of the following statements is TRUE about Introverts?

- A. introverts have lower level of arousal than extraverts for the same stimulus.
- B. introverts can become overstimulated.
- C. introverts are more easily conditioned to emotional stimuli than those high in neuroticism.
- D. introverts are more impulsive than extraverts.

**B.introverts can become overstimulated.**

2. At what time of life does Erikson stage Industry vs. Inferiority occur?

- A. old age
- B. adolescence
- C. infancy
- D. school age

**D.school age**

3. If a young adult sees stealing as wrong because of the harm it brings to someone, which of Kolberg's stages are they displaying?

- A. punishment and obedience orientation
- B. good boy?good girl orientation
- C. legalistic orientation
- D. social order orientation

discuss

**C.legalistic orientation**

4. Bob hasn't missed a day of work since he started his job three years ago. Every morning he comes in with a smile on his face that remains there until he leaves. He works for a charity and it gives him great satisfaction to know that he's helping others. He loves his job. Bob is most likely

- A. a workaholic
- B. driven by protestant work ethic
- C. burned out
- D. work enthusiast

discuss

**D.work enthusiast**

5. A relationship based on a previous friendship that developed into lovers is characteristic of what love style?

- A. agape
- B. storge
- C. ludus
- D. pragma

discuss

**B.storge**

6. A mother and her infant son are being tested by Aisworth's Strange Situation procedure. After the mother has left and comes back onto the room the child acts like he is mad at the mother. This child is said to be?

- A. secure
- B. anxious
- C. highly neurotic
- D. avoidant

discuss

**D.avoidant**

7. Some people crave high levels of arousal through high levels of stimulation. They are said to be

- A. sensation seekers
- B. excitation transfers
- C. securely attached
- D. inhibited

discuss

**A.sensation seekers**

8. Which of the following is not a characteristic of a Protestant Work Ethic?

- A. hard work
- B. high in delay of gratification
- C. do not value leisure
- D. spend a lot of money

discuss

**D.spend a lot of money**

9. James Marcia's 4 identity stages are:

- A. diffusion, foreclosure, achievement, longitudinal achievement
- B. diffusion, foreclosure, moratorium, longitudinal achievement
- C. identity diffusion, identity foreclosure, moratorium, identity achievement
- D. identity diffusion, identity foreclosure, identity achievement, identity attachment

discuss

**B.diffusion, foreclosure, moratorium, longitudinal achievement**

10. According to Erikson's eight stages of psychosocial development, during which age does the psychological stage of trust vs. mistrust develop?

- A. early childhood
- B. infancy
- C. adolescence
- D. adulthood

discuss

**B.infancy**

11. Which one(s) is (are) myths about heredity?

- A. if the heritability of a trait is high, it shows that society has had little influence on the trait

B. heredity means that the person will not change

C. if a trait is inherited, it will have similar effects in the various people who inherit it.

D. all of the above

discuss

**D.all of the above**

12. Which love style does this example fir? "I try to keep lover a little uncertain about my commitment to him/her".

A. pragma

B. agape

C. storge

D. ludus

discuss

**D.ludus**

13. Bill Clinton displays what form of political personality?

A. paranoid

B. passive-independent

C. active-independent

D. active-dependent

discuss

**D.active-dependent**

14. Which of the following would be true of birth order?

A. first born and only children are higher in achievement motivation

B. young children are more relation oriented.

C. having younger siblings increases power motivation.

D. all of the above

discuss

**D.all of the above**

15. Which of the following would be an evolved trait(s)?

- A. tendency to overeat
- B. quick response to danger
- C. aggression in men
- D. all of the above

discuss

**D.all of the above**

16. A "strange-situation" setting is developed in a lab. After a mother and her young child are playing and interacting with each other as they so often do, the mother suddenly leaves. The observer witnesses the child becoming hysterical and upset, and when the mother returns, the child will not let go of her. The child is said to be

- A. securely attached
- B. anxiously attached
- C. avoidantly attached
- D. completely attached

discuss

**B.anxiously attached**

17. Which of the following is a way to measure activity level in an infant?

- A. how often they smile
- B. how much they sleep
- C. how much they want to be held
- D. all of the above

discuss

**B.how much they sleep**

18. Ever since Roxanne could remember, she had always wanted to be an Olympic gymnast?never once had she suggested anything else! In grade school, she asked parents to send her to gymnast team. When her friend asked her to go to "career day", Roxanne said that she didn't need to. According to Marcia, she is demonstrating

- A. identity achievement
- B. identity diffusion
- C. identity foreclosure
- D. moratorium

**C. identity foreclosure**

19. John and Jane have two children? Billy, 21 and Jerome who?s only 10. Which of the following statement is probably true?

- A. billy has low n affil and high n ach
  - B. birth order has no impact on personality
  - C. jerome has high n ach and high n power
  - D. jerome?s personality will drastically change as he becomes older
- discuss

**A. billy has low n affil and high n ach**

20. According to James Marcia, a person who has never doubted what they wanted to become and so never explored other options is considered to be

- A. in moratorium
  - B. identity achieved
  - C. identity foreclosed
  - D. in identity diffusion status
- discuss

**C. identity foreclosed**

21. Which one of the following descriptions is best associated with Protestant Work Ethic?

- A. always attributes success to ability
  - B. tends to spend money a lot
  - C. belief in the value of hard work
  - D. take credit for the work of others
- discuss

**C. belief in the value of hard work**



ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY,  
CHIKAMAGALURU

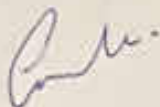
PG DEPARTMENT OF MANAGEMENT STUDIES

Notice: Certified course Enrollment

Course Name: Advanced Soft Skills

Academic Year: 2021-2022

Sl.No.	NAMES	SIGNATURE
1	Aadhikesh B S	Aadhikesh B S
2	Akash H M	Akash H.M.
3	Akash R	Akash R.
4	Anurag Patel M B	Anurag Patel
5	Bharath S R	Bharath
6	Chinmayee H N	Chinmayee
7	Chinmayi H B	Chinmayee.
8	Darshan K	Darshan K.
9	Dhanya B P	Dhanya B.P.
10	H Jayanth Kumar	H Jayanth Kumar
11	Harshitha T R	Harshitha T.R.
12	Jeevithkumar K	Jeevithkumar
13	Kavana Shetty V R	Kavana Shetty
14	Madhan K M	Madhan
15	Madhushree V	Madhushree
16	Mahin Zoya Hussain	Mahin
17	Manoj B J	Manoj
18	Manoj C T	Manoj C.T.
19	Medini Kashyap K G	Medini Kashyap K.G.
20	Mithan Kumar D K	Mithan Kumar D.K.
21	Mohammed Nazeer	Nazeer
22	Nagdarshan C V	Nagdarshan C.V.
23	Namitha K S	Namitha
24	Narendra M S	Narendra M.S.
25	Neha C M	Neha
26	Pooja Prakash	Pooja Prakash
27	Prakruthi K R	Prakruthi
28	Sinchana M K	Sinchana
29	Teena M	Teena
30	Vaishnavi K A	Vaishnavi



Faculty Signature

HOD Signature

**Dr. Prakasha Rao K.S.**

M.Com., M.Phil., M.F.M., M.B.A., Ph.D.

Head, P.G. Dept. of Mgt. Studies  
A.I.T. CHIKKAMAGALURU-577 102

**ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY,  
CHIKKAMAGALURU  
P.G. DEPARTMENT OF MANAGEMENT STUDIES  
CERTIFICATION COURSE ATTENDANCE  
ADVANCED SOFT SKILLS**

Sl.No.	NAMES	1/12	2/12	3/12	4/12	5/12	6/12	7/12	8/12	9/12	10/12
1	Aadhikesh B S	P	P	A	P	P	P	P	P	P	P
2	Akash H M	P	A	P	P	A	P	P	P	P	P
3	Akash R	P	P	P	P	P	P	P	P	P	P
4	Anurag Patel M B	P	P	P	P	P	P	P	P	P	P
5	Bharath S R	P	P	P	P	P	P	P	P	P	P
6	Chinmayee H N	P	P	P	P	P	P	P	P	P	P
7	Chinmayi H B	P	P	P	P	P	P	P	P	P	P
8	Darshan K	P	P	P	P	P	P	P	P	P	P
9	Dhanya B P	P	P	P	P	P	P	P	A	P	P
10	H Jayanth Kumar	A	P	P	P	P	P	P	P	P	P
11	Harshitha T R	P	P	P	P	P	P	P	P	P	P
12	Jeevithkumar K	P	P	P	P	A	P	P	P	P	P
13	Kavana Shetty V R	P	P	P	P	P	A	P	P	P	P
14	Madhan K M	P	P	P	A	P	P	P	P	P	P
15	Madhushree V	P	P	P	P	P	P	P	P	P	P
16	Mahin Zoya Hussain	A	P	P	P	P	P	P	P	P	P
17	Manoj B J	P	P	P	P	P	P	P	P	A	P
18	Manoj C T	P	P	P	P	P	P	P	P	P	A
19	Medini Kashyap K G	P	P	P	P	P	P	P	P	P	P
20	Mithan Kumar D K	P	P	P	P	P	P	A	P	P	P
21	Mohammed Nazeer	P	P	P	P	P	P	A	P	P	P



**ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY,  
CHIKKAMAGALURU  
P.G. DEPARTMENT OF MANAGEMENT STUDIES  
CERTIFICATION COURSE ATTENDANCE  
ADVANCED SOFT SKILLS**

Sl.No.	NAMES	11/12	12/12	13/12	14/12	15/12						
1	Aadhikesh B S	P	P	P	P	P	Aadhikesh					
2	Akash H M	P	P	P	P	P	Akash.HM					
3	Akash R	P	P	P	P	P	Akash R					
4	Anurag Patel M B	P	P	P	P	P	Anurag Patel					
5	Bharath S R	P	P	P	P	P	Bharath S R					
6	Chinmayee H N	P	P	P	P	A	Chinmayee					
7	Chinmayi H B	P	P	P	P	P	Chinmayi H B					
8	Darshan K	P	P	P	P	P	Darshan K					
9	Dhanya B P	A	P	P	P	P	Dhanya B P					
10	H Jayanth Kumar	P	P	P	P	P	H Jayanth Kumar					
11	Harshitha T R	P	P	P	P	P	Harshitha T R					
12	Jeevithkumar K	P	P	P	P	P	Jeevithkumar K					
13	Kavana Shetty V R	P	P	P	A	P	Kavana Shetty					
14	Madhan K M	P	A	P	P	P	Madhan K M					
15	Madhushree V	P	P	P	P	P	Madhushree V					
16	Mahin Zoya Hussain	P	P	P	P	P	Mahin Zoya Hussain					
17	Manoj B J	P	P	P	P	P	Manoj B J					
18	Manoj C T	P	P	P	P	P	Manoj C T					
19	Medini Kashyap K G	P	P	P	P	P	Medini Kashyap K G					
20	Mithan Kumar D K	P	P	A	P	P	Mithan Kumar D K					
21	Mohammed Nazeer	P	P	P	P	P	Mohammed Nazeer					

22	Nagdarshan C V	P	P	P	P	P	nagdarshan			
23	Namitha K S	P	P	P	P	P	Namitha			
24	Narendra M S	P	P	P	P	P	Narendra m.s			
25	Neha C M	P	P	P	P	P	Neha			
26	Pooja Prakash	P	P	P	P	P	Pooja Prakash			
27	Prakruthi K R	P	P	P	P	P	Prakruthi			
28	Sinchana M K	P	P	P	P	A	Sinchana			
29	Teena M	P	P	P	P	P	Teena			
30	Vaishnavi K A	P	P	P	P	P	Vaishnavi			
FACULTY SIGNATURE		DL	DL	DL	DL	DL				



|| Jai Sri Gurudev ||  
Sri Adichunchanagiri Shikshana Trust(R)

**ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY**  
CHIKKAMAGALURU-577102  
P.G DEPARTMENT OF MANAGEMENT STUDIES



## *Certificate of Participation*

This is to certify that Mr/Ms *Kavana Shetty V R* has attended the 30 hours of certification course on "**Advanced Soft Skills**" held at P.G Department of Management Studies , AIT, Chikkamagaluru, Karnataka, on 1<sup>st</sup> to 25<sup>th</sup> December 2021-22.

**Dr. Devananda H M**  
Course Instructor, Assistant Professor  
PGDOMS, AIT, Chikkamagaluru

**Dr. Prakash Rao K S**  
Professor and Head, PGDOMS  
AIT, Chikkamagaluru

**Dr. C. T. Jayadeva**  
Principal  
AIT, Chikkamagaluru

ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY  
CHIKKAMAGALURU

PG DEPARTMENT OF MANAGEMENT STUDIES

Summary Report Of Certified Course

Basics of Aptitude

The course "Basics of Aptitude" was conducted at PG Department Management Studies in the month of November 2021-22.


During this course, tests are usually taken with the aim of identifying students' potential. The test scores help the aptitude experts in assessing and suggesting the right career options based on the skill-set of the students.

Course Outcomes

The student will be able to

1. Use their logical thinking and analytical abilities to solve Quantitative aptitude questions from company specific and other competitive tests.
2. Solve questions related to Time and distance and time and work etc. from company specific and other competitive tests.
3. Understand and solve puzzle related questions from specific and other competitive tests

  
Instructor's Signature

  
HOD's Signature  
**Dr. Prakasha Rao K.S.**  
M.Com., M.Phil., M.F.M., M.B.A., Ph.D.  
Head, P.G. Dept. of Mgt. Studies  
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ADICHUNCHANAGIRI INSTITUTE OF  
TECHNOLOGY,

CHIKKAMAGALURU



P.G. DEPARTMENT OF MANAGEMENT STUDIES

CERTIFICATION COURSE

**BASICS OF APTITUDE**

Resource Person

Mrs. SHAMBHAVI S M

Assistant Professor

P.G Department of Management Studies

AIT, Chikkmagaluru

**Mrs. Shambhavi S M**  
Course Instructor

**Dr. Prakash Rao K S**  
Head, PGDOMS

**Dr. C T Jayadeva**  
Principal, AIT



# ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY

PG. DEPARTMENT OF MANAGEMENT STUDIES

## CERTIFICATION COURSE

### Duration

Course Name: Basics of Aptitude

Duration of the course: 30 hrs.

Schedule: November 2021

Days	Time	Hours
Monday to Friday	5.00 PM to 6.00 PM	5 Hours
Saturday	1.00 PM to 5.00PM	4 Hours
Sunday	10.00 AM to 4.00 PM	6 Hours

  
Course Faculty Signature

  
HOD Signature  
**Dr. Prakasha Rao K.S.**  
M.Com., M.Phil., M.F.M., M.B.A., Ph.D.  
Head, P.G. Dept. of Mgt. Studies

# ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY

PG. DEPARTMENT OF MANAGEMENT STUDIES

## CERTIFICATION COURSE

### BASICS OF APTITUDE

#### Course Outcome

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

- Understand the basic concepts of quantitative ability
- Understand the basic concepts of logical reasoning Skills
- Acquire satisfactory competency in use of reasoning
- Solve campus placements aptitude papers covering Quantitative Ability, Logical Reasoning Ability
- Compete in various competitive exams like CAT, CMAT, GATE, GRE, GATE, UPSC, GPSC etc.

#### Syllabus

##### Chapter-1

##### 1. Quantitative Ability (Basic Mathematics)

- 1.1. Number Systems
- 1.2. LCM and HCF
- 1.3. Decimal Fractions
- 1.4. Simplification
- 1.5. Square Roots and Cube Roots
- 1.6. Average
- 1.7. Problems on Ages
- 1.8. Surds & Indices
- 1.9. Percentages
- 1.10 Problems on Numbers

##### Chapter-2

##### 2. Quantitative Ability (Applied & Engineering Mathematics)

- 2.1. Logarithm
- 2.2. Permutation and Combinations
- 2.3 Probability
- 2.4 Profit and Loss
- 2.5 Simple and Compound Interest
- 2.6. Time, Speed and Distance
- 2.7. Time & Work
- 2.8. Ratio and Proportion
- 2.9. Area
- 2.10 Mixtures and Allegation

##### Chapter-3

##### 2. Data Interpretation

- 3.1. Data Interpretation
- 3.2. Tables
- 3.3. Column Graphs

- 3.4. Bar Graphs
- 3.5. Line Charts
- 3.6. Pie Chart
- 3.7. Venn Diagrams

#### **Chapter-4**

#### **4. Logical Reasoning (Deductive Reasoning)**

- 4.1. Analogy
- 4.2. Blood Relation
- 4.3 Directional Sense
- 4.4. Number and Letter Series
- 4.5. Coding – Decoding
- 4.6. Calendars
- 4.7. Clocks
- 4.8. Venn Diagrams
- 4.9. Seating Arrangement
- 4.10. Syllogism
- 4.11. Mathematical Operations

#### **Reference books:**

1. A Modern Approach To Verbal & Non Verbal Reasoning By R S Agarwal
2. Analytical and Logical reasoning By Sijwali B S
3. Quantitative aptitude for Competitive examination By R S Agarwal
4. Analytical and Logical reasoning for CAT and other management entrance test By Sijwali B S
5. Quantitative Aptitude by Competitive Examinations by Abhijit Guha 4 th edition
6. <https://prepinsta.com/>
7. <https://www.indiabix.com/>
8. <https://www.javatpoint.com/>

Multiple Choice Questions

Duration : 1 hr

1-In how many ways the letter 'SOLVING' can be rearranged to make 7 letter words such that none of the letters repeat?

- (A) 49
- (B) None of the above
- (C) 5040
- (D) 7C7

(Ans: (C))

2-What is the missing letter in this series?

b e h k n ? t

- (A) q
- (B) r
- (C) s
- (D) u

(Ans: (A))

3-The average age of a group of 5 students was 10. The average age increased by 4 years when 2 new students joined the group. What is the average age of the two new students who joined the group?

- (A) 15
- (B) 20
- (C) 22
- (D) 24

(Ans: (D))

4-A number increases from 20 to 30 and then decreases from 30 to 20. Compare the percent of increase from 20 to 30 and that of the decrease from 30 to 20. From the following which of the following statement is true:

- (A) Percent decrease is less than the percent increase
- (B) Percent decrease is more than the percent increase
- (C) Percent increase is less than the percent increase
- (D) None of the above

(Ans: (A))

5-If you unscramble the letters YKANE, you will get the name of a:

- (A) Mountain pass
- (B) Warrior
- (C) Flower
- (D) Country

(Ans: (D))

6-3 is 80% of what number?

- (A) 2.50

- (B) 3.00
- (C) 3.75
- (D) 3.50

(Ans: (C))

7-There are twenty four students in a certain class. For every nine girls there are three boys. How many girls and how many boys are there in the class?

- (A) 19 and 5
- (B) 18 and 6
- (C) 15 and 9
- (D) 14 and 10

(Ans: (B))

8-If Simran's job is to recruit, develop and manage staff in her organization, which among the following is her designation?

- (A) Personal Manager
- (B) Personnal Manager
- (C) Personnel Manager
- (D) Personality Manager

(Ans: (C))

9-Five teams from Delhi's Schools are participating in a Summer School Football League. If each team plays the other teams 2 times, the total number of games the League will play is

- (A) 10
- (B) 20
- (C) 30
- (D) 40

(Ans: (B))

10-In an equation,  $\sqrt{96} + \sqrt{k} = 2\sqrt{6}$ ; what value of k will satisfy the equation?

- (A) 2
- (B) 4
- (C) 6
- (D) 8

(Ans: (B))

11-To the correct number of significant figures,  $(5.0 \times 10^{-5}) \div (2.00 \times 10^{-2})$  is?

- (A)  $2.5 \times 10^{-7}$
- (B)  $2.5 \times 10^{-3}$
- (C)  $2.50 \times 10^{-3}$
- (D) None of these

(Ans: (B))

12-Sonam invested Rs.120, 000 for buying 1000 BNB shares which were sold at a premium of 20%. What is the face value of the share?

- (A) 100
- (B) 120
- (C) 144
- (D) 96

(Ans: A)

13-The product of  $3 \times 2$  matrix and  $2 \times 3$  matrix will result in what order matrix?

- (A)  $3 \times 2$
- (B)  $2 \times 2$
- (C)  $2 \times 3$
- (D)  $3 \times 3$

(Ans: D)

14-Tutu pays 60% of his salary as house rent, 15% of salary as loan instalment and he still saves Rs. 900 after spending Rs. 1,800 on other household goods. What is his salary in Rs?

- (A) 2,700
- (B) 8,100
- (C) 10,800
- (D) 13,500

(Ans: C)

15-An investor owns 49% of the shares in a multinational company who declared 30% dividend on its stock for the fiscal year 2007. If the company's face value of the share is Rs. 100 and the company's stock consists of 100,000 shares, what would be the dividend income for the investor?

- (A) Rs. 3.47 million
- (B) Rs. 2.47 million
- (C) Rs. 1.47 million
- (D) Rs. 0.47 million

(Ans: D)

16-When a die is rolled, the probability of landing with 2 is?

- (A)  $3/6$
- (B)  $1/6$
- (C)  $2/6$
- (D)  $5/6$

(Ans: B)

17-In a box containing 8 marbles having equal number of black and white marbles, a black marble has been drawn in the first round(D) The probability of drawing a white marble in the second round is?

- (A)  $1/7$
- (B)  $3/7$
- (C)  $5/7$

(D) 4/7

(Ans: D)

18-Sin  $(90^\circ - x)$  equals?

- (A) Sin x
- (B)  $1 - \text{Sin } x$
- (C) Cos x
- (D) Cosec x

(Ans: C)

19-The angle 'x' at which the values of Sin x and Cos x becomes equal is?

- (A)  $90^\circ$
- (B)  $60^\circ$
- (C)  $45^\circ$
- (D)  $30^\circ$

(Ans: C)

20-In a right triangle with vertices at  $(0, 0)$ ,  $(1, 0)$  and  $(1, 2)$ , the angle extended from the x-axis is?

- (A)  $60^\circ$
- (B)  $62^\circ$
- (C)  $63.43^\circ$
- (D)  $64^\circ$

(Ans: A)

21-Six times a number reduced by ten equals 50. What is the number?

- (A) 8
- (B) 9
- (C) 10
- (D) 11

(Ans: C)

22-The second derivative ( $y''$ ) of the function,  $y = 2x^5 + 4x^3 + x - 5$  is?

- (A)  $10x^4 + 12x^2$
- (B)  $40x^3 + 24x^2$
- (C)  $40x^2 + 24x$
- (D)  $80x + 24$

(Ans: B)

23-40% of 210 is same as one third of?

- (A) 840
- (B) 280
- (C) 252
- (D) 84

(Ans: C)

24-If  $p$ ,  $q$  and  $r$  are the three consecutive odd integers, which of the following statements is NOT true?

- (A)  $p + q$  is an even integer
- (B)  $p + q + r$  is an odd integer
- (C)  $(p + r)/2$  is an even integer
- (D)  $(p + q)/2$  is an even integer

(Ans: C)

25-The point of intersection of lines,  $x + 3y = 8$  and  $3x = 2 + 2y$  is

- (A) (0, 0)
- (B) (8, 0)
- (C) (2, 2)
- (D)  $(2/3, 0)$

(Ans: C)

26-The cardinal number of the set of letters in the word BHUTANESE

- (A) 6
- (B) 7
- (C) 8
- (D) 9

(Ans: C)

27-Find the ratio of a dozen and a score

- (A) 3:5
- (B) 4:5
- (C) 3:6
- (D) 4:6

(Ans: A)

28-What is the scale of a drawing if a line 3cm long on it represents 6m of the original?

- (A) 1:2
- (B) 1:20
- (C) 1:200
- (D) 1:2000

(Ans: C)

29-Mr. Gado, Mr. Kado and Mr. Nado purchased a big plot at Delhi. Mr. Gado has three-fifths of that plot while Mr. Kado has twice as much as plot belonging to Mr. Nado. What fraction of the plot belongs to Mr. Nado.

- (A)  $1/15$
- (B)  $2/15$
- (C)  $3/15$
- (D)  $4/15$

(Ans: B)

30-Find the area of a triangle whose vertices are  $A(-2,-3)$ ,  $B(3,2)$  and  $C(-1,-8)$



- (A) 10
- (B) 15
- (C) 20
- (D) 25

(Ans: B)

**ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY,  
CHIKKAMAGALURU  
P.G. DEPARTMENT OF MANAGEMENT STUDIES  
CERTIFICATION COURSE ATTENDANCE**

**Basics of Aptitude**

SL.No.	NAMES	1/11	2/11	3/11	4/11	5/11	6/11	7/11	8/11	9/11	10/11
1	Abdul Zuhaib	A	P	P	P	P	P	A	P	P	P
2	Ajith W D	P	P	P	P	P	A	P	P	P	P
3	Amisha A M	P	P	P	P	P	P	A	P	P	P
4	Apoorva A T	P	P	P	P	P	A	P	P	P	P
5	Arham Jain	P	P	P	P	P	P	P	P	P	P
6	Aryan D Shah	A	P	P	P	P	P	P	P	P	P
7	Chandan A S Gowda	A	P	A	A	P	P	P	P	P	P
8	Dayana D Souza	P	P	P	P	P	P	P	P	P	P
9	Deepak C V	P	P	P	P	P	A	P	P	P	P
10	Divyarani B R	P	P	A	A	P	A	A	P	P	P
11	Gagandeep R	P	P	P	P	P	P	A	P	P	P
12	Harshavardhan T V S	P	P	P	P	P	P	P	P	P	P
13	Hitha P	P	P	P	P	P	P	P	A	A	P
14	Jiya Jain	P	P	P	P	P	P	P	P	P	P
15	Krithika C M	P	P	P	P	P	P	P	P	P	P
16	Likhith B C	P	P	P	P	P	P	P	P	P	P
17	Manoj Kumar S	P	P	P	P	P	P	P	P	P	P
18	Mashood Ali sha	P	P	P	P	P	P	P	P	P	P
19	Mayur D Naik	P	P	P	P	P	P	P	P	P	P
20	Mohammed Asim Tanseer	P	P	P	P	P	P	P	P	P	P
21	Mohammed Faiz	P	P	P	P	P	P	P	P	P	P



Notice: Certified course Enrollment

Course Name: Basics of Aptitude

Academic Year: 2021-22

Sl.No.	NAMES	SIGNATURE
1	Abdul Zuhaib	Abdul Zuhair
2	Ajith w D	Ajith W.D
3	Amisha A M	Amisha A.M
4	Apoorva A T	Apoorva A.T
5	Arham Jain	Arham Jain
6	Aryan d Shah	Aryan d Shah
7	Chandan A s Gowda	Chandan Gowda
8	Dayana D Souza	Dayana Souza
9	Deepak C V	Deepak C.V
10	Divyarani B R	Divyarani B.R
11	Gagandeep R	Gagandeep R
12	Harshavardhan T V S	Harshavardhan
13	Hitha P	Hitha P
14	Jiya Jain	Jiya Jain
15	Krithika C M	Krithika C.M
16	Likith B C	Likith B.C
17	Manoj Kumar S	Manoj Kumar S
18	Mashood Ali sha	Mashood Ali sha
19	Mayur D Naik	Mayur D Naik
20	Mohammed Asim Tanscer	Tanscer
21	Mohammed Faiz	Faiz
22	Mohammed Numan Ahad	Numan Ahad
23	Mohammed Sameer	Sameer
24	Nidha Fathima	Nidha Fathima
25	Suman D	Suman D
26	Surag M S	Surag M.S
27	Tejasvi M	Tejasvi M
28	Vidhwan G S	Vidhwan G.S
29	Vikas P Nahar	Vikas P Nahar
30	Zaiman Ahamed	Zaiman Ahamed

  
Course Instructor Signature

  
HOD's Signature  
**Dr. Prakasha Rao K.S.**  
M.Com., M.Phil., M.F.M., M.B.A., Ph.D.  
Head, P.G. Dept. of Mgt. Studies  
A.I.T. CHIKKAMAGALURU-577 102

**ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY,  
CHIKKAMAGALURU  
P.G. DEPARTMENT OF MANAGEMENT STUDIES  
CERTIFICATION COURSE ATTENDANCE**

SL.No.	NAMES	Basics of Aptitude												
		A1	B1	C1	D1	E1	F1	G1	H1	I1	J1			
1	Abdul Zuhaib	A	P	P	P	P	P	P	P	P	P	P	P	P
2	Ajith W D	A	P	P	P	P	P	P	P	P	P	P	P	P
3	Amisha A M	A	P	P	P	P	P	P	P	P	P	P	P	P
4	Apoorva A T	A	P	P	P	P	P	P	P	P	P	P	P	P
5	Arham Jain	A	P	P	P	P	P	P	P	P	P	P	P	P
6	Aryan D Shah	A	P	P	P	P	P	P	P	P	P	P	P	P
7	Chandan A S Gowda	A	P	P	P	P	P	P	P	P	P	P	P	P
8	Dayana D Souza	A	P	P	P	P	P	P	P	P	P	P	P	P
9	Deepak C V	A	P	P	P	P	P	P	P	P	P	P	P	P
10	Divyarani B R	A	P	P	P	P	P	P	P	P	P	P	P	P
11	Gagandeep R	A	P	P	P	P	P	P	P	P	P	P	P	P
12	Harshavardhan T V S	P	P	P	P	P	P	P	P	P	P	P	P	P
13	Hitha P	P	P	P	P	P	P	P	P	P	P	P	P	P
14	Jiya Jain	P	P	P	P	P	P	P	P	P	P	P	P	P
15	Krithika C M	P	P	P	P	P	P	P	P	P	P	P	P	P
16	Likhith B C	P	P	P	P	P	P	P	P	P	P	P	P	P
17	Manoj Kumar S	P	P	P	P	P	P	P	P	P	P	P	P	P
18	Mashood Ali sha	P	P	P	P	P	P	P	P	P	P	P	P	P
19	Mayur D Naik	P	P	P	P	P	P	P	P	P	P	P	P	P
20	Mohammed Asim Tanseer	P	P	P	P	P	P	P	P	P	P	P	P	P
21	Mohammed Faiz	P	P	P	P	P	P	P	P	P	P	P	P	P

Abdul Zuhaib  
 Ajith W.D  
 Amisha A.M  
 Apoorva A.T  
 Arham Jain  
 Aryan D Shah  
 Chandan Gowda  
 Dayana D Souza  
 Deepak C.V  
 Divyarani B.R  
 Gagandeep R  
 Harshavardhan  
 Hitha P  
 Jiya Jain  
 Krithika C.M  
 Likhith B.C  
 Manoj Kumar S  
 Mashood  
 Mayur D Naik  
 Mohammed  
 Tanseer  
 Faiz

	Mohammed Numan Ahad	A	A	A	P	A					
23	Mohammed Sameer	P	A	P	P	P					
24	Nidha Fathima	P	P	P	P	P					
25	Suman D	P	P	P	P	P					
26	Surag M S	P	P	P	P	P					
27	Tejasvi M	A	P	P	P	P					
28	Vidhwan G S	P	P	P	P	P					
29	Vikas P Nahar	P	P	P	P	P					
30	Zaiman Ahamed	P	P	P	P	P					
	FACULTY SIGNATURE	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>	<i>[Signature]</i>					

ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY,  
CHIKAMAGALURU  
PG DEPARTMENT OF MANAGEMENT STUDIES

BASICS OF APTITUDE CERTIFIED COURSE

FEEDBACK FORM

Name:

*Lekhi*

USN:

No	Questionnaire	Excellent	Good	Average
1	The course contents is not under regular University curriculum (Yes/No)		<i>Yes</i>	
2	The lecture sequence was well planned and met the course objectives	✓		
3	The contents were illustrated with more examples	✓		
4	The lectures were clear and easy to understand.	✓	✓	
5	The course exposed to new knowledge & practices	✓		
6	Any suggestions for the course conducted :			

*Lekhi*  
Student Signature



|| Jai Sri Gurudev ||  
Sri Adichunchanagiri Shikshana Trust(R)



ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY  
CHIKKAMAGALURU-577102  
P.G DEPARTMENT OF MANAGEMENT STUDIES



## *Certificate of Participation*

This is to certify that *Mr/Ms Amisha A M* has attended the 30 hours of certification course on "**Basics of Aptitude**" held at P.G Department of Management Studies , AIT, Chikkamagaluru, Karnataka, on 1<sup>st</sup> to 25<sup>th</sup> November 2021-22.

*Shambhavi S.M*

**Mrs. Shambhavi S M**  
Course Instructor, Assistant Professor  
PGDOMS, AIT, Chikkamagaluru

*Dr. Prakash Rao K S*

**Dr. Prakash Rao K S**  
Professor and Head, PGDOMS  
AIT, Chikkamagaluru

*Dr. C.T. Jayadeva*

**Dr. C.T. Jayadeva**  
Principal  
AIT, Chikkamagaluru



ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY  
CHIKKAMAGALURU

PG DEPARTMENT OF MANAGEMENT STUDIES

Summary Report Of Certified Course

Fundamental of Stock Markets

The course "Fundamental of Stock Markets" was conducted at PG Department Management Studies in the month of November 2021-22.

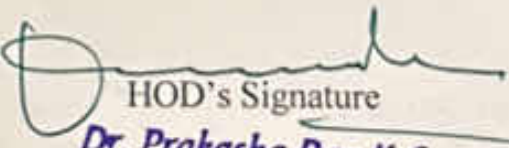
During this course students are able to understand that, Stock market education helps you make better decisions by giving you the tools and knowledge necessary for success as an investor.

Stock market education helps you understand why something is important, such as knowing when it's time to sell or buy stocks based on recent changes in price. It also helps with understanding why certain types of investments are more likely than others.

Course Outcomes

1. Stock markets knowledge makes it easier for investors who may not be familiar with this kind of investing strategy yet still want to participate in one because they know how important it can be.
2. Stock market education provides an opportunity to gain knowledge on stock trading and business in general.

  
Instructor's Signature

  
HOD's Signature  
**Dr. Prakasha Rao K.S.**  
M.Com., M.Phil., M.F.M., M.B.A., Ph.D.  
Head, P.G. Dept. of Mgt. Studies  
A.I.T. CHIKKAMAGALURU-577 102



ADICHUNCHANAGIRI INSTITUTE OF  
TECHNOLOGY,  
CHIKKAMAGALURU



P.G. DEPARTMENT OF MANAGEMENT STUDIES

CERTIFICATION COURSE

**FUNDAMENTALS OF STOCK MARKETS**

Resource Person

**Mrs. Aruna Saganali**

Assistant Professor

P.G Department of Management Studies

AIT, Chikkmagaluru

**Mrs. Aruna Saganali**  
Course Instructor

**Dr. Prakash Rao K S**  
Head, PGDOMS

**Dr. C T Jayadeva**  
Principal, AIT

# ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY

PG. DEPARTMENT OF MANAGEMENT STUDIES

## CERTIFICATION COURSE

### Duration


Course Name: Fundamentals of Stock Market

Duration of the course: 30 hrs.

Schedule: November 2021

Days	Time	Hours
Monday to Friday	5.00 PM to 6.00 PM	5 Hours
Saturday	1.00 PM to 5.00PM	4 Hours
Sunday	10.00 AM to 4.00 PM	6 Hours

  
Course Faculty Signature

  
HOD Signature

**Dr. Prakasha Rao K.S.**

M.Com, M.Phil, M.FM, M.B.A, Ph.D.

Head, P.G. Dept. of Mgt. Studies

CHIKKAMAGALURU-577 102



ADICHUNCHANAGIRI INSTITUTE OF  
TECHNOLOGY



PG. DEPARTMENT OF MANAGEMENT STUDIES

CERTIFICATION COURSE

FUNDAMENTAL OF STOCK MARKET		
Teaching Hours	30 Hours	Resource Person: Mrs. Aruna Saganali
<b>Module -1</b> Investment & Need of Investment, When to Start Investing, Where to Invest, Short & Long Term Options for Investment, Before investing in a Market, Why Trade In Stock Market, Stock Market System-Primary market & Secondary Market.		
<b>Module -2</b> Why Companies need to issue shares to Public, Equity Investment, Types of investors, Indian Capital Market – Overview, Starting Investment in Capital Market, About NSDL NSDL's Progress, Indian Capital Market		
<b>Module -3</b> Depository System, Services offered by Depository Participant, NSDLs Investor Centric e-Services, NSDL Newsletter for Investors, Grievances Redressal, What is meant by Stock Selection?.		
<b>Module -4</b> Types of Analysis, Fundamental Analysis, Economic Analysis and , Types of Fundamental Analysis, Qualitative Analysis, Quantitative Analysis .		
<b>Module -5</b> Price To Earnings Ratio, Price To Book Value, Return On Equity (ROE), Debt To Equity Ratio, Current Ratio, Technical Analysis: Price Charts, , Difference between Fundamental & Technical Analysis		

**ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY,  
CHIKAMAGALURU  
PG DEPARTMENT OF MANAGEMENT STUDIES**

Notice: Certified course Enrollment

Course Name: Fundamentals of Stock market.  
Academic Year: 2021-2022

Sl.No.	NAMES	SIGNATUR
1	Aadhikesh B S	Aadhikesh
2	Akash H M	Akash H.M.
3	Akash R	Akash R.
4	Anurag Patel M B	Anurag Patel M.B.
5	Bharath S R	Bharath S.R.
6	Chinmayee H N	Chinmayee.H.N.
7	Chinmayi H B	Chinmayi.H.B.
8	Darshan K	Darshan.K.
9	Dhanya B P	Dhanya.B.P.
10	H Jayanth Kumar	H. Jayanth Kumar.
11	Harshitha T R	Harshitha T.R.
12	Jeevithkumar K	Jeevithkumar.
13	Kavana Shetty V R	Kavana Shetty V.R.
14	Madhan K M	Madhan K.M.
15	Madhushree V	Madhushree.V.
16	Mahin Zoya Hussain	Mahin Zoya Hussain.
17	Manoj B J	Manoj
18	Manoj C T	Manoj
19	Medini Kashyap K G	Medini Kashyap. K.G.
20	Mithan Kumar D K	Mithan. Kumar.
21	Mohammed Nazeer	Nazeer
22	Nagdarshan C V	Nagdarshan C.V.
23	Namitha K S	Namitha
24	Narendra M S	Narendra
25	Neha C M	Neha
26	Pooja Prakash	Pooja Prakash
27	Prakruthi K R	Prakruthi
28	Sinchana M K	Sinchana
29	Teena M	Teena
30	Vaishnavi K A	Vaishnavi

**Dr. Prakasha Rao K.S.**  
M.Com, M.Phil, M.F.M, M.B.A, Ph.D  
Head, P.G. Dept. of Mgt. Studies  
A.I.T. CHIKKAMAGALURU-577 102





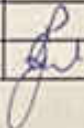
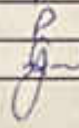
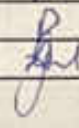
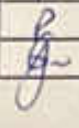
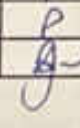
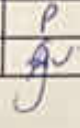
ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY,  
CHIKKAMAGALURU

P.G. DEPARTMENT OF MANAGEMENT STUDIES  
CERTIFICATION COURSE ATTENDANCE

Fundamentals of Stock Market

Sl.No.	NAMES	11/11	12/11	13/11	14/11	15/11	16/11				
1	Aadhikesh B S	P	P	P	P	P	P	Aadhikesh			
2	Akash H M	P	A	A	P	A	P	Akash H M			
3	Akash R	P	P	P	P	P	P	Akash R			
4	Anurag Patel M B	P	P	A	P	P	P	Anurag Patel			
5	Bharath S R	P	P	P	A	A	P	Bharath			
6	Chinmayee H N	A	P	P	P	P	P	Chinmayee			
7	Chinmayi H B	P	A	A	P	A	A	Chinmayi			
8	Darshan K	P	P	A	P	P	P	Darshan			
9	Dhanya B P	A	A	P	P	A	P	Dhanya B P			
10	H Jayanth Kumar	A	P	A	P	P	P	H Jayanth Kumar			
11	Harshitha T R	A	P	P	A	A	P	Harshitha T R			
12	Jeevithkumar K	P	P	P	P	A	P	Jeevithkumar			
13	Kavana Shetty V R	P	A	P	A	A	P	Kavana Shetty			
14	Madhan K M	P	P	P	P	P	P	Madhan K M			
15	Madhushree V	P	P	P	P	P	P	Madhushree			
16	Mahin Zoya Hussain	P	A	A	P	A	P	Mahin Zoya Hussain			
17	Manoj B J	A	P	P	P	P	P	Manoj B J			
18	Manoj C T	P	A	A	P	P	P	Manoj C T			
19	Medini Kashyap K G	P	P	P	P	A	P	Medini Kashyap			
20	Mithan Kumar D K	A	P	A	P	P	P	Mithan Kumar			
21	Mohammed Nazeer	P	A	P	P	A	P	Mohammed Nazeer			
22	Nagdarshan C V	P	P	P	P	A	P	Nagdarshan C V			
23	Namitha K S	A	P	P	P	P	P	Namitha K S			



24	Narendra M S	P	P	P	P	P	P	Narendra		
25	Neha C M	P	A	P	P	A	A	Neha		
26	Pooja Prakash	P	P	P	P	P	A	Pooja Prakash		
27	Prakruthi K R	A	P	P	P	P	P	Prakruthi		
28	Sinchana M K	P	P	P	P	P	P	Sinchana		
29	Teena M	P	P	A	P	P	P	Teena		
30	Vaishnavi K A	P	P	P	P	P	P	Vaishnavi		
FACULTY SIGNATURE										



|| Jai Sri Gurudev ||  
Sri Adichunchanagiri Shikshana Trust(R)



**ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY**  
CHIKKAMAGALURU-577102  
P.G DEPARTMENT OF MANAGEMENT STUDIES



## *Certificate of Participation*

This is to certify *that Mr/Ms Madhan K M* has attended the 30 hours of certification course on "**Fundamentals of Stock Market**" held at P.G Department of Management Studies , AIT, Chikkamagaluru, Karnataka, on 1<sup>st</sup> to 25<sup>th</sup> November 2021-22.

-----  
**Mrs. Aruna Saganali**  
Course Instructor, Assistant Professor  
PGDOMS, AIT, Chikkamagaluru

-----  
**Dr. Prakash Rao K S**  
Professor and Head, PGDOMS  
AIT, Chikkamagaluru

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**Dr. C. T. Jayadeva**  
Principal  
AIT, Chikkamagaluru