

**Directorate of Distance Education
Swami Vivekanand Subharti University**

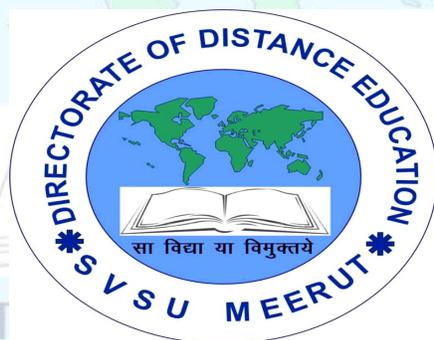
DIRECTORATE OF DISTANCE EDUCATION

SWAMI VIVEKANAND SUBHARTI

UNIVERSITY

BACHELOR OF COMMERCE

(B.COM)



CURRICULUM AND SYLLABUS

**Directorate of Distance Education
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B.Com (w.e.f June 2010-11)

I Year			Instructional System								Credits	Marks
Course Code	SLM Code	Name of the subject	PCP	A W	V G D	P D P	PE C	PR O	III L			
B.Com-1	M-203	Business Communication	√	√	√	√					4	100
B.Com-2	M-207	Principle of Economics	√	√	√						4	100
B.Com-3	M-208	Business Law	√	√	√						4	100
B.Com-4	M-205	Financial Accounting	√	√	√						6	100
B.Com-5	H-301	Foundation Course in English	√	√	√						6	100
B.Com-6	H-302	Foundation Course in Hindi	√	√	√						6	100
TOTAL											30	600

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BUSSINESS COMMUNICATION

M-203

SECTION –A: BUSINESS COMMUNICATION AND SELF DEVELOPMENT

Unit-1: Introducing Business Communication

Basics Forms of Communication, Communication models and processes, Effective Communication, Theories of communication, Audience analysis.

Unit-2: Self Development and Communication

Development of positive personal attitudes, SWOT analysis, Vote's Model of interdependence, Whole Communication.

Unit-3: Corporate Communication

Formal and Informal Communication Networks, Grieving, Miscommunication (Berries), Improving Communication.

SECTION –B: PRINCIPLES OF EFFECTIVE COMMUNICATION

Unit-1: English Grammar

The Noun, The Pronoun, Articles, The Adjectives, The Verb.

Unit-2: Practices in Business Communication

Group Discussions, Mock Interview, Seminars, Effective Listening Exercises, Individual and Group Presentation and Reports Writing.

Unit-3 : Writing Skills

Planning Business Messages , Rewriting and Editing, The First Draft, Reconstructing the Final Draft, Business Letters, Sales Letters, collection Letters, Collection Letters, Office Memorandum.

SECTION –C : REPORT WRITING AND PRESENTATION SKILLS

Unit-1: Report Writing

Introduction to Proposal, Short Report and Format Report, Report Preparation.

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Unit-2 : Oral Presentation

Principal of Oral Presentation, Factors Affecting Presentation, Sales Presentation, Training Presentation, Conducting Surveys, Speeches to Motivate, Effectives Presentation Skills, Interviewing Skills: Appearing in Interviews, Conducting Interviews, Writing Resumes and Letter of Application.



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PRINCIPLE OF ECONOMICS

M-207

Section A

Introduction

Nature and significance of economics, meaning of science, engineering & technology and the relationship with economic development.

Section B

Basic Concepts

The concept of demand & supply, elasticity of demand and supply. In differences curve analysis, price effect, income effect and substitution effect.

Section C

Money & Banking

Function of Money, Value of Money, inflation and measure to control its brief data of function of Banking System



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Business Laws

M-208

BLOCK 1: LAW

Unit 1: The Law of Contract

Agreement and Contract; Void and Voidable Contracts; Capacity of Parties; Free Consent; Legality of Object and Consideration; Performance and Discharge of Contracts; Indemnity and Guarantee; Bailment and Agency.

Unit 2: The law Relating to Sale and Goods

Sale and Agreement to Sell, Conditions and Warranties, Transfer of Property Doctrine of Caveat Emptor, Auction Sale, And Unpaid Seller.

The Laws Relating to Carriage of Goods-

Introduction, Carriage by Land; Carriage by Sea; Carriage by Air.

The Laws Relating to Partnership-

The Partnership Act; Nature, Test and Types of Partnership; Partnership Deeds, Right and Liabilities of Partners; Registration; Dissolution.

Unit 3: The Law Relating to Companies

The Companies

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FINANCIAL ACCOUNTING

M-205

SECTION A: FUNDAMENTAL OF ACCOUNTING

Unit 1: Meaning and scope of accounting

Need development and Definition of Accounting; Book-Keeping and Accounting; Persons interested in Accounting; Disclosures; Branches of Accounting; Objectives of Accounting.

Unit 2: Accounting Principles

International Accounting Standards (Only Outlines); Accounting Principles; Accounting standards in India.

Unit 3: Accounting Transactions

Accounting Circle; Journal; Rules of debit and credit; Compound Journal Entry; Opening Entry; Relationship between Journal and ledger, Rules Regarding Posting; Trail Balance; Sub Division of Journal.

SECTION B: CONCEPT OF INCOME AND DEPRECIATION

Unit 1: Capital and Revenue

Classification of Income; Classification of Expenditure; Classification Receipts. Accounting Concept of Income; Accounting Concepts and Income Measurement; Expired Cost and Income Measurement.

Final Accounts; Profit and Loss account; Balance Sheet Adjustment entries. Rectification of Errors; Classification of Errors; Location of Errors; Rectification of Errors; Suspense Account; Effect on Profit.

Unit 2 : Depreciation Provisions and Reserves

Concept of Depreciation; Causes of Depreciation; Depreciation, Depletion, Amortization and Dilapidation; Deprecation Accounting; Method of Recording Depreciation; Method for Providing Depreciation; Depreciation of Different Assets; Depreciation of Replacement Cost; Deprecation Policy as per Accounting Standard : u; Depreciation Accounting; Provisions and Reserves

Unit 3: Accounts of Non – Trading Instructions

Introduction , Financial Statements of Not-for-profit organizations, Income and Expenditure Account, Steps in Preparation of Balance Sheet , Incidental Trading Activity.

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Foundation Course in English

H-301

Word formation, vocabulary building, Reading section, Conversion of words, synonyms, Antonyms, Homophones, One word Substitution, Informal letters, Formal letters, Sentences and its parts, Writing skill of sentences, Comprehension (passage), Clause, Noun Clause Verbs: Simple and Complex verbs, transitive and intransitive verbs, Non-finite verbs, Auxiliary verbs, various categories of determiners and their uses, Conjunctions.

Foundation Course in Hindi

H-302

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V S U M E E R U T

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II Year			Instructional System								
Course Code	SLM Code	Name of the subject	PCP	A W	V G D	P D P	PE C	PR O	III L	Credits	Marks
B.Com-7	M-201	Principles of Management	√	√	√					4	100
B.Com-8	M-202	Organization Behavior	√	√	√	√				4	100
B.Com-9	M-206	Business Statistics	√	√	√					4	100
B.Com-10	M-221	Cost & Management Accounting	√	√	√					6	100
B.Com-11	H-303	General English	√	√	√					6	100
B.Com-12	H-304	Foundation Course in IT	√	√	√					6	100
TOTAL									30	600	

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PRINCIPLES OF MANAGEMENT

M-201

SECTION –A : PLANNING AND ORGANIZING MANAGEMENT

Unit-I: Definitions of Management

Its Nature and Purpose, Management as a Science and art, the Elements of science, Patters of Management Analysis-System Approach to Operational Management.

Function of managers.

Management and Society - Social Responsibility and Ethics with Reference to Indian and EN India. Operating in a Pluralistic Society, Social Responsibility of Manager, and ethics in Managing. A Broad Overview of the Different Forms of Business Enterprises in India.

Unit-II: Nature and Purpose of Planning

Types of Plans; Steps in Planning, The Planning Process- A rational Approach to Goal Achievement.

Objectives- The Nature of Objectives, Evolving Concepts in Management by Objectives

(MBO), The Process of MBO, Setting Objectives, Benefits and weakness of MBO .The Nature and Purpose of Strategies Planning Process, The TOWS matrix, The portfolio Matrix, Major kinds of Strategies and Policies, The Three Generics Competitive Strategies by Porter, Effective Implementation of Strategies, Premising and Forecasting.

Decision Making- The importance and limitations of Rational Decision Making. Evaluation of Alternatives, Selecting a Alternative, Programmed and Non- Programmed Decisions, Decision Making Under Certainty and Risk, Modern Approaches to Decision

Making under Uncertainty, Evaluating the Importance of a Decision, Other Actors in Decision Making, Decision Support Systems, Systems Approach and Decision making

Unit-III: Nature and Purpose of Organizing

Formal and Informal Organization,

Organizational Division—The Department, Organization Level and the Span of Management, Factors Determining an Effective Span, Organizational Environment for Entrepreneur and Entrepreneur, The Structure and Process of Reorganizing.

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Departmentation by Simple Member, by Time, by Enterprise function, by Territory or Geography by Customer, by Process or Equipment, and by Product. Matrix Organization, Strategic Business Unit, Choosing the Pattern of Departmentation. Authority and Power, Line and Staff concepts, Functional Authority, Benefits and Limitations of Staff, Decentralization and Delegation of Authority, art of Delegation, Balance as a key to Decentralization.

SECTION – B : FUNCTIONAL METHODOLOGY

Unit – I: Human Resource Management and Selection

Definition of Staffing, Defining the Managerial job, System Approach to HRM- an overview the staffing Function, Situational Factors Affecting Staffing, Selection- Matching the Person with the Job, Systems Approach, Position Requirements and Job Designs, Skills and Personal Characteristics Required by Managers, matching Qualifications with Position Requirements, Selection- Process , Techniques and Instruments, Orienting and Socializing New Employees.

Performances Appraisal- Purposes and uses of Appraisal , Problem of Management Appraisal, Choosing The Appraisal Criteria, Traditional, Traits Appraisals, Appraising Managers Against Verifiable Objectives , Appraising Managers as Managers, Rewards and Stress of Managing , Formulating the career Strategy.

Manager Development Process and Training, Approaches to Manager Development, on –the- job Training and Internal and External Training, Managing Changes, Organizational conflict, Organizational Development

Unit – II: Controlling the Basis Control Process

Critical control points and Standards, Control as a feedback, Real-time information and

Control feed Forward Control, Requirements for Effective Controls.

Budget—Traditional non-budgetary control devices, Time-event Network analysis, information technology, use of computer in handling information, Challenges created by information technology.

Control of overall performances, budget Summaries and report, profit and loss control, Control through return investment, Direct Control vs. Preventive Control, developing Excellent Managers.

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ORGANISATIONAL BEHAVIOUR

M-202

Chapter –I: INTRODUCTION

PART-I

Unit –I : Emergence, concepts, importance, nature, characteristics.

Unit –II : Models, cognitive, social cognitive framework

Unit –III : Relationship with other fields.

PART-II

Unit –I : Perception- nature, concept, process and importance.

Unit –II : Attitude- concept, process and importance, attitude measurement.

Unit –III : Personality- concept, nature, types and theories.

Unit –IV : Learning – concept and theories.

Chapter – II: WORK MOTIVATION

Unit- I : Concept, application, principles theories, involvement.

Unit-II : Theories of Motivation: Maslow's need hierarchy, Herzberg theory of motivation.

Chapter – III: GROUP DYNAMICS

Unit-I : Definition types of group, Stage of Group Development.

Unit-II : Group Characteristics, Group Structure, Group norms and Group Cohesiveness. Group decision-making.

Chapter – IV: LEADERSHIP

Unit –I : Definition and framework of leadership perspectives.

Unit –II : Leadership theories and models: Trait theories, Behavior theories, Leadership styles.

Unit –III : Nature of conflict, Reaction of conflict, Managing Conflicts.

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Chapter – V: ORGANISATIONAL CHANGE

Unit –I : Forces of change, process for planned Organizational Cultures.

Unit –II : Globalization and Organizational Cross Cultures, the emergence of global organization



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BUSSINESS STATISTICS

M-206

SECTION-A

- 1. Introduction to Statistics:** Frequency Distribution, Graphical Representations.
- 2. Measures of Location:** Definition of Central Tendency, Arithmetic Means (A.M.) Geometric Mean(G.M.) Harmonic Mean(H.M.) Median, Mode, Quartiles, Deciles and Percentiles.
- 3. Measures of Dispersion:** Definition, standard Deviation (S.D.), Mean Deviation (M.D) Quartile Deviation (Q.D.) Range(R).
- 4. Measures of Skewness and Kurtosis:** Moments, Skewness, Kurtosis.

SECTION-B

- 5. Correlation and regression:** Bivariate Distribution, Correlation-Coefficient, Rank, Multiple and Curvilinear Regressions.
- 6. Probability:** Sample Space and Events- Probability- The Axioms of Probability-Some Elementary Theorems-Conditional Probability- Baye's Theorem.
- 7. Probability Distribution:** Random Variables-Discrete and Continuous- Distribution- Distribution Function.
- 8. Some Probability Distribution:** Distribution –Binomial- Poisson and Normal Distribution – Related Properties.

SECTION-C

- 9. Sampling Theory:** Population and Samples-Sampling Distribution of Mean (Known and Unknown) Properties, Sums and Differences.
- 10. Estimate:** Point Estimation- Interval Estimation Bayesian Estimation.

SECTION-D

- 11. Test of Hypothesis:** Means and Properties- Hypothesis Concerning one and two means- Type-I and Type- II Error, One-Tail, Two-Tail, Test of Significance- Student's T-Test, X^2 – Estimation of Properties.
- 12. Analysis of Variances:** ANOVA Table Randomized Block Design.

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13. Stochastic Process: Definition, Markov Process, and Markov Chain, Chapman- Kolmogorov Equation, Steady-State and First Entrance Probabilities.



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COST AND MANAGEMENT ACCOUNTING

M-221

Unit-I

Meaning, Scope, objectives of Cost Accounting & Management Accounting, Financial Accounting Vs. Cost Accounting Vs. Management Accounting. Advantages & Limitations of Cost & Management Accounting, Elements of Cost, Cost sheet, cost concepts, cost classification.

Unit-II

TOTAL COST AND MARGINAL COST : Cost-Volume-Profit Analysis, relevant costing for decision-making.

Unit-III

BUDGETARY CONTROL : Meaning of budget, budgetary control: Objectives, uses Types of Budget - functional, fixed and variable budget.

Unit-IV

Standard costing and Variance Analysis, Advantages and Disadvantages of Standard Costing, Analysis of Variance: Material, Labour.

Unit-V

Analysis of financial statement-Ratio Analysis, Funds Flow Statement and Cash Flow Statement.

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General English

H-303

Chapter 1 : Technical Communication

Technical communication features, Distinction between Technical and General Writing.

Levels of communication, The flow of communication, Importance of Technical

Communication. Definition, Characteristics, Step towards Report Writing. Structure style of Report Writing, Nature : Proposal Definitions and Kinds, Decision of Formal Proposals, Statement of Request Body.

Chapter 2 : Message/E-Mail Writing

Short Essay Writing. Characteristics of good essay – Message, Format, E-mail writing,

Formats of Postal and Electronic mail, Technique of e-mail writing. Requisites of sentence and Paragraph writing. Squinting construction. Sentence and its parts, Composition.

Chapter 3 : Presentation Strategies & Book Review

Defining Purpose, Audience and Locale. Organizing Contents, Preparing Outline. Audio-

Visual Aids, Nuance of delivery, Body Language. Significance, main approaches, Formal

Approach : Technique, Phrases, Foreign Words.

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Foundation course in IT

H-304

Unit-1

Computer Application, Characteristics of Computer, Evolution of Computing Machines, Generations of Computers, Computer's Basic Function, Hardware organization of a Computer, Computer as a system.

Unit-2

Input Devices output Devices, Memory hierarchy.

Unit-3

What is operating system, Digital Communication system, Digital Transmission, Computer network, Origin of networking, Distributed system and network, Network Design Goals, Network security.

Unit-4

Communication system, Digital Communication system, Digital Transmission, Computer network, Origin of networking, Distributed system and network, Network Design Goals, Network security.

Unit-5

History of Internet, Evolution of the Internet, Internet connections Through Telephone, Broad band connections, Satellite Internet Connections, E-mail, Video conferencing.

Unit-6

Cost and Benefits of E-commerce, E-commerce in organization, Consumer E-commerce, E-commerce Architecture, Introduction to M-commerce Mobile computing Applications, Mobile Information Access Device.

Unit-7

Word Processor, starting MS-word, Writing text in Documents, Selections of text, moving and copying the text, checking the spelling in text, setting the tab stops, stops, spacing the Paragraph Lines.

Unit-8

Formatting the Page, Opening of multiple documents, Printing the documents, Applying number and bullets styles, Finding and replacing the text.

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Unit-9

Opening PowerPoint, The Task Pane, Create a new Presentations, Exiting Presentations, Save your slide show, Various Insertions, Generic Layout of a presentations.



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III Year			Instructional System							Credits	Marks	
Course Code	SLM Code	Name of the subject	PCP	A W	V G D	P D P	PE C	PR O	III L			
B.Com-13	M-204	Principles of Marketing	√	√	√	√					4	100
B.Com-14	M-224	Company Law	√	√	√						4	100
B.Com-15	M-223	Human Resource Management	√	√	√						6	100
B.Com-16	M-231	Income Tax Law & Practice	√	√							6	100
B.Com-17	H-306	Introduction to Indian Polity & Socio Economics Studies	√	√	√						6	100
B.Com-18	H-305	General Mental Ability	√	√							6	100
TOTAL											32	600

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Principles of Marketing

M-204

Block-1: Product Marketing & Consumer Behavior

UNIT - 1: Introduction

Nature and Scope of marketing, Importance of Marketing as a Business Function and in the Economy, Marketing Concepts of Traditional and Modern, Selling Vs. marketing, marketing Mix, Marketing Environment.

UNIT - 2: Consumer Behavior and Market Segmentation

Concept and importance - bases for Market Segmentation.

UNIT - 3: Product

Product - Concept Product, Consumer and Industrial Goods - Product Planning and Development - Packaging and Functions - Brand Name and Trading after Sales Service product life cycle Concept.

Block-2: Price, Promotion and Distribution of a Product

UNIT-1: Price

Importance of Price in marketing mix-Factors affecting price product/service - Discounts and Rebates.

UNIT-2: Promotion

Methods of Promotion - Optimum Promotion Mix - Advertising Media - Their Relative Merits and Limitations - Characteristics of an Effective Advertisement - Personal Selling as a Career - Classification of a successful sales Person - Functions of Salesman.

UNIT-3: Distribution Channels and Physical Distribution

Distribution Channels - Concept and Role - Types of Distribution Channels - Factors Affecting Choice of Distribution Channel - Retailer and Wholesales - Physical Distribution of Goods - Transportation - Warehousing - Inventory Control - Order Processing.

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COMPANY LAW

M-224

Unit-I

Definition, features & classification of companies.

Unit-II

Incorporation of company with special reference to documents viz memorandum of association, articles of association, prospectus and statement in lieu of prospectus.

Unit-III

COMPANY MEETINGS AND RESOLUTION : Statutory, Annual General & Extraordinary general meetings.

Unit-IV

Power of the Company Law Board to call meeting, Requisition of valid meeting, voting, resolutions, minutes, proxy quorum. Issue, allotment, transfer and transmission of shares.

Unit-V

Rights & duties of company directors (including liabilities), directors as agent, trustees, qualifications, disqualification.

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HUMAN RESOURCE MANAGEMENT

M-223

Unit-I

HRM : Introduction, Objectives, Structure & Functions of HR department.

Unit-II

- Changing role of HRM in India.
- Human Resource Planning Process.
- Recruitment and Selection-Need, Methods and Practices in Indian Organizations.

Unit-III

INTERNAL MOBILITY : Transfer, Promotion and Demotion.

Unit-IV

TRAINING & DEVELOPMENT : Meaning, Importance, Methods & Practices Process of Training & Development.

Unit-V

PERFORMANCE APPRAISAL : Meaning, Objectives, Methods and Practices.

- Career & Succession Planning, Counseling.
- Compensating Employees.

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INCOME TAX LAW AND PRACTICE

M-231

Unit-I

BASIC CONCEPTS : Assessment year, Previous year, Person, Assesses, Income, Gross Total income, Total Income.

Unit-II

Residential status and tax incidence. Income exempt from tax under section 10.

Unit-III

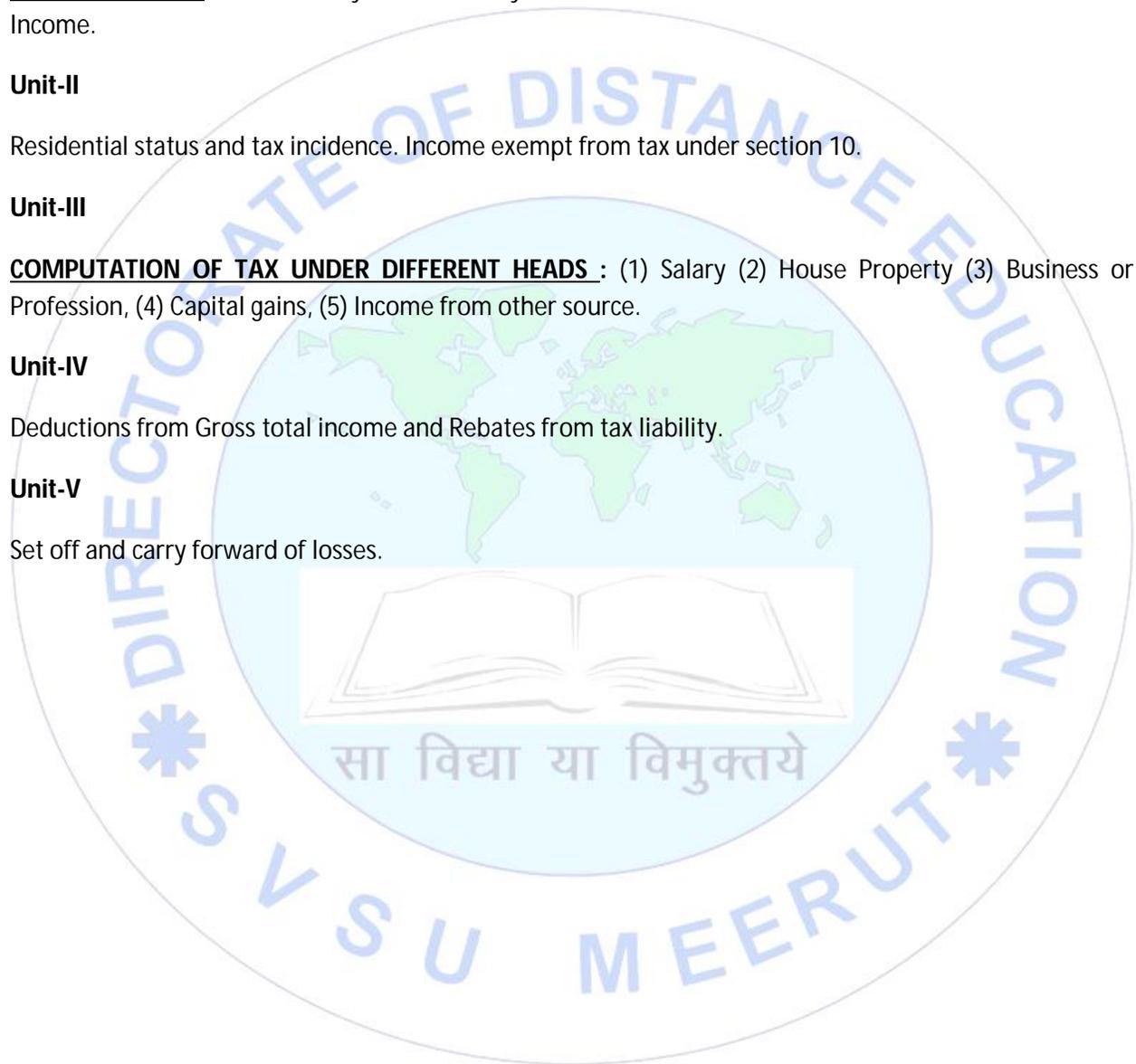
COMPUTATION OF TAX UNDER DIFFERENT HEADS : (1) Salary (2) House Property (3) Business or Profession, (4) Capital gains, (5) Income from other source.

Unit-IV

Deductions from Gross total income and Rebates from tax liability.

Unit-V

Set off and carry forward of losses.



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Introduction To Indian Polity And Socio Economic Studies

H-306

Chapter 1 : National Resources and Their Management

Broad Coverage of the Physical, economic and Social geography of India, Main Features of Indian agriculture and natural resources, Environmental issues, zoological preservation and conservation of natural resources.

Chapter 2 : Human Resources Management and Social Welfare

Social System in India, Community development and panchayatiraj, Socially, economically, physically and culturally challenged and excluded section of Indian Society. Management of Public health and health education, Human rights, Probability in public life.

Chapter 3 : Indian Policy-Construction and Public Administration

Broad Features of Indian Constitutional, legal, administrative and other issues emerging from the Politico-administrative system of India, Principle of good governance, Main features of India administration, Law enforcement, internal security and preservation of communal harmony.

Chapter 4 : Indian Policy-Theories & International Relations

Political system of India, India's relationship with the World in the sphere of foreign affair with special emphasis on India's relations with neighboring countries and in the region, Security and defense related matters, nuclear Policy, issues and conflicts, The Indian Diaspora and its contribution to India and the World, International organizations.

Chapter 5 : General Economic Theories and Role of financial Institutions

Fundamental concepts in economics, Theories relating to planning, mobilization of resources, Relevance of classical economic theories to Indian Situation, Role of Banks and Financial institutions.

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General Mental Ability

H-305

Unit-I-General Mental Ability (Logical Reasoning)

Analogies, similarities, differences, Spatial visualization, spatial orientation, Visual memory, observation, discrimination.

Unit-II-General Mental Ability (Numerical Ability)

Simple arithmetical computation involving numbers, number series, decimals, fraction, percentage, ratio and proportion, averages, interest, profit and loss, discount, time & distance, ratio & time. Arithmetical reasoning, Menstruation.

Unit-III-General Mental Ability (Data Interpretation)

Table and graphs, Simple statistical analysis for drawing conclusions from information presentation in statistical, graphical or diagrammatic form and to interpret them.

Unit-IV-General Mental Ability (Analytical Ability)

Relationship concepts, verbal and figure classification, non-verbal series, Coding and decoding, Statement conclusion, syllogistic reasoning, abstract ideas, Sense of order or magnitude, Prediction for solution to real life problems, Alternative computation procedure.