

NAAC
Accreditation
Cycle - 3

SSR
Documents



THUNCHAN MEMORIAL GOVT. COLLEGE, TIRUR

Vakkad P.O., Malappuram (Dist), Kerala
India-676502, Ph: +91 494 2630027

Email: tmgctirur@gmail.com, Web: www.tmgctirur.ac.in

Criterion 1
Curricular Aspects

1.2.1



Add on Courses
Department of Commerce
2018-19



PG DEPARTMENT OF COMMERCE TM GOVT. COLLEGE, TIRUR

INVITING APPLICATIONS FROM
M.COM & B.COM

STUDENTS OF THE COLLEGE

Add on Courses 2018 - 2019:

1. SOCIAL MEDIA MARKETING -
I B.COM STUDENTS (I SEMESTER),
2. INTRODUCTION TO STOCK MARKET TRADING -
III B.COM STUDENTS (V SEMESTER)
3. INTRODUCTION COMPUTERIZED ACCOUNTING -
II B.COM STUDENTS (III SEMESTER)

REGISTRATION STARTED

03.10.2018 ONWARDS

CLOSING DATE OF REGISTRATION: 30.11.2018

Classes commence from

10.12.2018

for more details please contact :

90371 51486



**P G DEPARTMENT OF COMMERCE
THUNCHAN MEMORIAL GOVERNMENT COLLEGE, TIRUR**

ADD ON COURSE

2018-2019

SOCIAL MEDIA MARKETING



PREAMBLE OF THE COURSE

Marketing is a well-developed methodological science and is constantly changing its rules according to the needs and developments taking place in and around it. To establish itself in the new era, it has begun adapting the new methods of virtues to come to terms with the new paradigms of business. The advent of new technology such as the social media penetrated many households and altered the way customers seek information as the basis for purchase decisions. As the number of social media users escalates, companies are advised to take advantage of the emerging marketing channel and effectively communicate with customers. Social media marketing is a new trend and rapidly growing way in which businesses are reaching out to targeted customers easily. The specialized knowledge in the social media marketing will enable the students to learn about current social media marketing trends and to develop a marketing strategy that works.



NAME OF THE COURSE: ADD ON COURSE ON SOCIAL MEDIA MARKETING

COURSE CODE: TMGCCCM 04

DURATION: 30 Hrs.

CREDITS: 2

ELIGIBILITY: 10+2

TARGET LEARNERS: FIRST YEAR B.COM STUDENTS

OBJECTIVES

1. To learn about current social media marketing trends
2. To develop a marketing strategy that works
3. To discover how to properly use platforms such as Instagram, Facebook, LinkedIn, YouTube, Twitter, and more.

OUTCOME OF THIS COURSE

1. Create awareness about digital marketing and social media marketing
2. Set up, design and monitor the Facebook Pages and Facebook advertising campaigns.
3. Design, monitor and analyze LinkedIn advertising campaigns.
4. Design and manage YouTube video advertisements campaigns and YouTube channel.



SYLLABUS

SOCIAL MEDIA MARKETING (TMGCCCM 04)

Module I

Introduction to Marketing and Digital marketing - Social Media Marketing- meaning and importance- social media platforms- Demographics and advantages of major social media sites

(10 Hours)

Module II

Facebook Marketing- Introduction - Understanding the Facebook Algorithm- Social Media Marketing -Setting up a Facebook Business Pages -Facebook Ads Strategy- Business & LinkedIn- LinkedIn Strategy Creating an All star LinkedIn Profile-LinkedIn Company Page- Leveraging LinkedIn Search for Prospecting-LinkedIn Content Creation Best Practices- LinkedIn Advertising

(10 hours)

Module III

Social Media Video Marketing: YouTube - Introduction to video-based social media- Developing a strategy for business-based content- Determine your brand image -YouTube Marketing -Paid Advertising -Social Media Content Marketing: Blogs & Twitter Introduction to content-based social media - Developing a strategy for written content - Importance of Blogging

(10 hours)

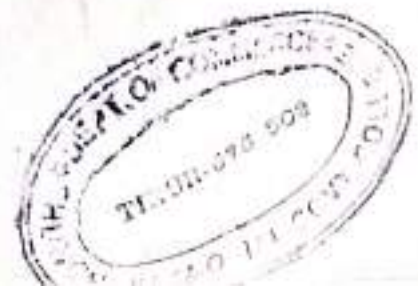


LIST OF STUDENTS ENROLED (2018-2019)
ADD ON COURSE ON SOCIAL MEDIA MARKETING

Sl. No.	NAME	Signature
1	SAMEEHA K	
2	UMMU FALILA M	
3	UMMU HABEEBA C P	
4	IRSHAD K K	
5	MUHAMMED ASHIQE P P	
6	ATHIRA P V	
7	ATHIRA T	
8	DHANISHA V	
9	DILNA P	
10	FARHANA SHERI P P	
11	GAYATHRI A	
12	NEHA K	
13	MOHAMED JAMSHEER P T	
14	AKHILA VASUDEV	
15	AMRITHA RAJ M	
16	AMRUTHA K S	
17	ANJALI P P	
18	ANUGRAHA T P	



19	ARISHA K	<i>Arisha K</i>
20	ARYASREE K	<i>Aryasree K</i>
21	ASIFA K P	<i>Asifa K P</i>
22	ATHIRA T P	<i>Athira T P</i>
23	BHAGYASREE M	<i>Bhagyasree M</i>
24	BLESSY M K	<i>Blessy M K</i>
25	CHITHRA K	<i>Chithra K</i>
26	DILSHIDAMOL P P	<i>Dilshidamol P P</i>
27	MEGHA K	<i>Megha K</i>
28	MUHSINA C	<i>Muhsina C</i>
29	PRAVEENA P P	<i>Praveena P P</i>
30	RAIHANA PARVIN K	<i>Raihana Parvin K</i>
31	RAMISHA MARWA V P	<i>Ramisha Marwa V P</i>
32	RAMYA A	<i>Ramya A</i>
33	SANIGA V P	<i>Saniga V P</i>
34	SARASU M K	<i>Sarasu M K</i>
35	SHAIKA E P	<i>Shaika E P</i>
36	SILVA RAJAN P	<i>Silva Rajan P</i>
37	SNEHA C K	<i>Sneha C K</i>
38	SNEHA T N	<i>Sneha T N</i>
39	SRUTHIMOL A P	<i>Sruthimol A P</i>
40	SRUTHI P	<i>Sruthi P</i>
41	SUJANA V K	<i>Sujana V K</i>
42	SURYA K	<i>Surya K</i>



43	SWETHA A K	<u>Sud</u>
44	AKSHAY RAJ K V	<u>Ab</u>
45	ARUNRAJ M	<u>AS</u>
46	DHANOOP KUMAR K	<u>KD</u>
47	JAYAKRISHNAN P V	<u>Jay</u>
48	MOHAMED FAYIS	<u>Fayis</u>
49	MUHAMMED AJMAL K	<u>Mub</u>
50	RANJITH P P	<u>R</u>
51	SARATH BABU	<u>SB</u>
52	SUJITH K V	<u>S</u>
53	VIJESH A	<u>V</u>
54	VIPIN T	<u>V</u>
55	VIPIN T P	<u>V</u>



ATTENDANCE LIST OF ADD ON COURSE (2018-19)

ADD ON COURSE ON SOCIAL MEDIA MARKETING(TMGCCCM 04)

ATTENDANCE SHEET

	D A T E	T I M E	H r s
1	9/10	3.30	1
2	4/10	3.30	1
3	5/10	3.30	1
	10/10	3.30	1
	11/10	3.30	1
	12/10	3.30	1
	17/10	3.30	1
	18/10	3.30	1
	19/10	3.30	1
	24/10	3.30	1
	25/10	3.30	1
	26/10	3.30	1
	01/10	3.30	1
	02/10	3.30	1
	07/10	3.30	1
	08/10	3.30	1
	13/10	3.30	1
	14/11	3.30	1
	15/11	3.30	1
	20/11	3.30	2
	21/11	3.30	2
	22/11	3.30	1
	28/11	3.30	2
	29/11	3.30	2
	30/11	3.30	2
1	AKHILA VASUDEV		
2	AMRITHA RAJ M		
3	AMRUTHA K S		
4	ANJALI P P		
5	ANUGRAHA T P		
6	ARISHA K		
7	ARYASREE K		
8	ASIFA K P		
9	ATHIRA P V		
10	ATHIRA T		
11	ATHIRA T P		
12	BHAGYASREE M		
13	CHITHRA K		
14	DHANISHA V		
15	DILNA P		
16	DILSHIDAMOL P P		
17	FARHANA SHERI P P		



Name:
Reg No:

THUNCHAN MEMORIAL GOVERNMENT COLLEGE TIRUR

SOCIAL MEDIA MARKETING (TMGCCCM 04)

Time: 1 Hour

Maximum: 100Marks

Answer the following Questions each carries 10 marks

1. What is Social Media Marketing? Differentiate it from traditional marketing techniques?
2. What are the branding strategies of Social Media?
3. What are the factors influencing consumer buying behavior?
4. What are the advantages and disadvantages of social media usage in communication?
5. What is digital marketing? What are the different types of Digital Marketing?
6. How is LinkedIn useful in terms of marketing?
7. How do you measure the success of Social media?
8. Explain the features of Facebook and Twitter?
9. Why is social media marketing relevant for a company?
10. YouTube crucial for marketing - why?

ASSIGNMENT

Open any social media account (Facebook or Twitter), try promoting something following best practices in this course. Specifically, choose a piece of content that you think may interest your followers/fans. Create a new tweet or Facebook post following writing guidelines in the course. conduct a hashtag research to find and include a few hashtags, then publish your message.



MARK SHEET

COURSE: ADD ON COURSE ON SOCIAL MEDIA MARKETING (TMGCCCM 04)

TOTAL MARKS : 100 marks

2018-2019

SL NO	NAME OF STUDENT	MARK SECURED
1	SAMEEHA K	80
2	UMMU FALILA M	80
3	UMMU HABEEBA C P	75
4	IRSHAD K K	70
5	MUHAMMED ASHIQE P P	60
6	ATHIRA P V	90
7	ATHIRA T	60
8	DHANISHA V	60
9	DILNA P	85
10	FARHANA SHERI P P	75
11	GAYATHRI A	75
12	NEHA K	80
13	MOHAMED JAMSHEER P T	75
14	AKHILA VASUDEV	90
15	AMRITHA RAJ M	80
16	AMRUTHA K S	60
17	ANJALI P P	70
18	ANUGRAHA T P	80
19	ARISHA K	70
20	ARYASREE K	85
21	ASIFA K P	85
22	ATHIRA T P	90
23	BHAGYASREE M	75
24	BLESSY M K	60
25	CHITHRA K	85
26	DILSHIDAMOL P P	85
27	MEGHA K	90
28	MUHSINA C	75
29	PRAVEENA P P	80
30	RAIHANA PARVIN K	65
31	RAMISHA MARWA V P	70
32	RAMYA A	75
33	SANIGA V P	80
34	SARASU M K	85
35	SHAIKA E P	85
36	SILVA RAJAN P	85



37	SNEHA C K	85
38	SNEHA T N	60
39	SRUTHIMOL A P	75
40	SRUTHI P	80
41	SUJANA V K	85
42	SURYA K	65
43	SWETHA A K	65
44	AKSHAY RAJ K V	75
45	ARUNRAJ M	70
46	DHANOOP KUMAR K	65
47	JAYAKRISHNAN P V	60
48	MOHAMED FAYIS	65
49	MUHAMMED AJMAL K	65
50	RANJITH P P	65
51	SARATH BABU	65
52	SUJITH K V	85
53	VDEESH A	60
54	VIPIN T	65
55	VIPIN T P	65



COURSE SUMMARY REPORT

The Add on course on "Introduction to Social Media Marketing" was offered to the I Semester B.Com students by the PG Department of Commerce, TMG College, Tirur. The Registration Process of the course was started on 03.10.2018 and closed on 30.11.2018. The registration was done online mode. 55 students of I Semester B.Com were enrolled and attended the course. The course classes started on 10th December 2018. The classes were engaged as 3 days in a week and classes were closed on 27. 02.2019. The examination was conducted for 55 students on 13.03.2019 and all these students were attended the exam. The result of the course exam was published on 20.03.2019 and was with a pass percentage of 100.

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Dr. Meenakshi S
Assistant Professor
PG Department of Commerce
TMG College Tirur



[Handwritten signature]
Head
PG Dept. of Commerce
TM Govt College Tirur
Vakkad Malappuram
Kerala 676511



**THUNCHAN MEMORIAL
GOVERNMENT COLLEGE, TIRUR**
VAKKAD PO, MALAPPURAM DT, KERALA ST, INDIA, PIN: 676 502
Email:tmgetirur@gmail.com, Website:www.tmgetirur.ac.in

Certificate

It is certified by duly appointed examiners that

SAMEEHA K

*8667, Second B Com
has qualified*

Social Media Marketing

offered by the

the Department of Commerce

*He / She has been placed in A Grade
for the examination held in*

March 2019

Given under the Seal of the College.

Head of the Department

Principal





**PG DEPARTMENT OF COMMERCE
THUNCHAN MEMORIAL GOVT
COLLEGE, TIRUR**

(ADD ON COURSE 2018-19)

**AN INTRODUCTION TO STOCK MARKET TRADING
COURSE CODE : TMGCCOM02**





PG DEPARTMENT OF COMMERCE TM GOVT. COLLEGE, TIRUR

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II B.COM STUDENTS (III SEMESTER)

REGISTRATION STARTED

03.10.2018 ONWARDS

CLOSING DATE OF REGISTRATION: 30.11.2018

Classes commence from

10.12.2018

for more details please contact :

90371 51486



NAME OF THE COURSE:

AN INTRODUCTION TO STOCK MARKET TRADING

COURSE CODE :TMGCCOM02

DURATION: 30 Hrs.

TARGET LEARNERS: THIRD SEMESTER B.COM Students

ELIGIBILITY: 10+2+ THIRD SEMESTER IN B.COM

OBJECTIVES

1. The objective of An Introduction Stock Market Trading is to acquire basic concepts of stock market trading.
2. Students will familiarize with procedures of stock market trading.
3. This course helps the students to get an overview on risks associated with stock market trading.

OUTCOME OF THIS COURSE

1. After successfully qualifying practical examination, students will be awarded certificate to work in the field of practical stock market .
2. Students do possess required skill and can also be employed as stock market dealer, investment advisor, hedge funder etc.
3. Students will do by their own create demat account, familiarize with of stock market trading and also employ/expertise in the field of stock market trading .



PREAMBLE OF THE ADD ON COURSE

THE FINANCIAL SECTOR OF THE ECONOMY IS PROVIDING A WIDE RANGE OF HOPE AND SCOPE IN ITS PRACTICALITY. WITH THE DYNAMIC ECONOMIC ENVIRONMENT THE STOCK MARKETS PLAYS A VITAL ROLE. STOCK MARKET SERVES AS AN IMPORTANT SOURCE OF INVESTMENT IN VARIOUS SECURITIES WHICH OFFER GREATER RETURNS. THE DIGITALIZATION OF STOCK MARKET TRADING ACCELERATED THE GROWTH . THE STOCK MARKET TRADERS/DEALERS ETC. ARE ABLE TO PERFORM THEIR PART WITH MUCH EASE WITH THE HELP OF TODAYS ADVANCED TECHNOLOGY. THE VERY ADVANCEMENT OF STOCK EXCHANGE DEALINGS NECESSITATES PERFECT KNOWLEDGE IN THE FIELD OF STOCK MARKET TRADING. THE KNOWLEDGE IN STOCK MARKET TRADING WILL HELP TO MEET THE REQUIREMENTS IN THE FIELD OF FINANCIAL SECURITY MARKETS.



SYLLABUS

Module I :

Introduction to Stock Markets: Capital Market- Primary Market vs Secondary Market-Derivatives & Commodities Markets Indices- Initial Public Offering (IPO)- Investment in Stock Market - Portfolio Management -The process to invest- Indian Stock Markets an overview – Regulations of SEBI on stock markets(10 hours)

Module II:

Introduction to Investing in Stock Markets- Financial Planning- Investments,-Mutual Funds- Insurance, Introduction to Investing in Stock Markets- Bond- Equity Shares,- Trading Platform an Introduction-Tools of Trading –Trading Strategies-Trading Procedure on a Stock Exchange-Online Stock trading-Trading Account-Demat Accounts (10 hours)

Module III:

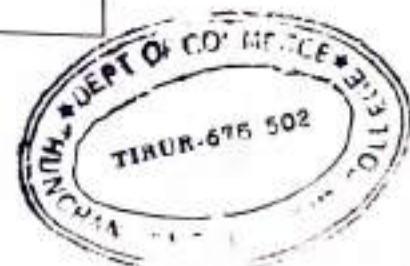
Stock Market Risk and Analysis – Risk of Investing in the Stock Market -Stock Valuation of Risk –Stock Market Analysis-Fundamental Analysis -Economic and Industry Analysis-Technical Analysis-Company Analysis -Interpretation of Financial Statements- Cash Flow Analysis and Valuation of Equity- Advanced Technical Analysis Stock Market Trading- (10 hours)



LIST OF STUDENTS

Third Semester B.Com (2018-19)

ROLL NO.	NAME OF STUDENTS	SIGNATURE
1	AFEEDA P	Afeeda.
2	ARSHAQUE MOIDEEN C P	A.
3	ASIYA P V	Asiya.
4	ASURA BEEVI T	A.
5	FARHANA SHIRIL.T	F.
6	MUHSINA K P	M.
7	SAHLA C P	S.
8	SAJINA E P	Sajina.
9	ANAGHA DEVAN K	Anagha.
10	ANJALI SADASIVAN V	Anjali.
11	ANUSREE P	Anusree.
12	ASWATHI VIJAY C	Aswathi.
13	BHAGYA LAKSHMI P S	B.
14	RINISHA C P	R.
15	SOUDA SHERIN N P	Souda.
16	SREELAKSHMI M	Sreelakshmi.
17	ABHIJITH P	A.
18	ABHINAND V P	Abhinand.
19	AKHILA V	Akhila.



20	ANUSREE C	<i>Anusree</i>
21	ASLAHA M P	<i>Asla</i>
22	ASWATHI A	<i>Aswathi</i>
23	ASWATHI C	<i>Aswathi</i>
24	AYANA ANTONY	<i>Ayana</i>
25	BIBINA C	<i>Bibina</i>
26	DINIL P	<i>Dinil</i>
27	FAHEEM	<i>Fahem</i>
28	FATHIMA SHAHANAS M	<i>Fathima</i>
29	GINZINA K	<i>Ginzina</i>
30	GOPIKA M P	<i>Gopika</i>
31	HARITHAMOL M P	<i>Harithamol</i>
32	HASNATH P	<i>Hasnath</i>
33	JAISAL T	<i>Jaisal</i>
34	JAISHA M	<i>Jaisha</i>
35	JISNA K	<i>Jisna</i>
36	KAVYAKRISHNA	<i>Kavya</i>
37	LAKSHMI M P	<i>Lakshmi</i>
38	LAYA M	<i>Laya</i>
39	MURSHIDA P	<i>Murshida</i>
40	NAJMA A P	<i>Najma</i>
41	PRAJISHA C P	<i>Prajisha</i>
42	PRASANTH P P	<i>Prasanth</i>
43	PRAVEENA K	<i>Praveena</i>
44	RINISHA V	<i>Rinisha</i>



45	SANDRA K	<i>Sandra</i>
46	SARFILA K	<i>Sarfila</i>
47	SHABNA K K	<i>Shabna</i>
48	SHIJILA M	<i>Shijila</i>
49	SIBNA C	<i>Sibna</i>
50	SMRUTHI K	<i>Smruthi</i>
51	SREELAKSHMI AJITH	<i>Sreelakshmi</i>
52	SREENATH A T	<i>Sreenath</i>
53	SREERAG K P	<i>Sreerag</i>
54	SREESHMA K	<i>Sreeshma</i>
55	SYAMILI K	<i>Syamili</i>
56	UNNIMAYA T V	<i>Unnimaya</i>
57	VIBIN M	<i>Vibin</i>
58	VYSHNA P	<i>Vyshna</i>
59	SAHLA SHARI KK.	<i>Sahla</i>



ATTENDANCE LIST OF ADD ON COURSE (2018-19)

ADD ON COURSE ON Introduction to Stock Market Trading

ATTENDANCE SHEET

S.No	NAME OF STUDENTS	DATE	TIME	Hrs
		03/10	3-30	1
		4/10	3-30	1
1.	AFEEDA P	5/10	"	1
		10/10	"	1
		11/10	"	1
		12/10	"	1
		17/10	"	1
		18/10	"	1
		19/10	"	1
		24/10	"	1
		25/10	"	1
		26/10	"	1
		01/11	"	1
		02/11	"	1
		7/11	"	1
		8/11	"	1
		13/11	"	1
		14/11	"	1
		15/11	"	1
		24/11	"	2
		21/11	"	2
		22/11	"	1
		28/11	"	2
		29/11	"	2
		30/11	"	2
2.	ARSHAQUE MOIDEEN C P			
3.	ASIYA P V			
4.	ASURA BEEVI T			
5.	FARHANA SHIRIL T			
6.	MUHSINA K P			
7.	SAHLA C P			
8.	SAJINA E P			
9.	ANAGHA DEVAN K			
10.	ANJALI SADASIVAN V			
11.	ANUSREE P			
12.	ASWATHI VIJAY C			
13.	BHAGYA LAKSHMI P S			



14.	RINISHA C P		
15.	SOUDA SHERIN N P		
16.	SREELAKSHMI M		
17.	ABHIJITH P		
18.	ABHINAND V P		
19.	AKHILA V		
20.	ANUSREE C		
21.	ASLAHA M P		
22.	ASWATHI A		
23.	ASWATHI C		
24.	AYANA ANTONY		
25.	BIBINA C		
26.	DINIL P		
27.	FAHEEM		
28.	FATHIMA SHAHANAS M		
29.	GINZINA K		
30.	GOPIKA M P		
31.	HARITHAMOL M P		
32.	HASNATH P		
33.	JAISAL T		
34.	JAISHA M		



Name:.....
Reg No.....

THUNCHAN MEMORIAL GOVT COLLEGE, TIRUR
INTRODUCTION TO STOCK MARKET TRADING MARCH 2019

Time: 2 Hours

Maximum: 60 Marks

PART A
ANSWER ALL THE QUESTIONS
EACH QUESTION CARRIES 2 MARKS

1. What is the Stock Exchange Sensitive Index's (Sensex) total number of companies?
A. 40
B. 30
C. 50
D. 70
2. What is the Stock Exchange Sensitive Index's (Sensex) total number of companies?
A. 1988 B. 1982 C. 2000 D. 1996
3. Which market can entities under scrutiny for a gross breach pursue a settlement provided they pay buyers for their losses in accordance with Securities Exchange Board of India Regulations?
A. Money Market
B. Capital Market
C. All of the above
D. None of the above
4. The fundamental analysis approach has been associated with
A. Uncertainties B. Certainties C. Ratios D. Balance sheet
5. A measure of risk per unit of expected return
A. Standard deviation B. Coefficient of variation
C. Correlation coefficient D. Beta
6. IPO stands for:
A. Internal Public Office B. Initial Public Office
C. Initial Public Offer D. Internal Police Office
7. Which of these is unavoidable for a Demat account holder?
A. Stock certificates B. Filling up of transfer deeds
C. Stamp duty D. High transaction cost
8. What is the role of banks in the dematerialization process?



- A. They maintain accounts by NSDL
C. They maintain accounts by CDSL
- B. The update accounts of investors
D. Cash Flow of Funds Flow

9. Which of these document is not required for opening demat account?
A. Aadhar card B. Income Tax Return C. Date of birth certificate D. Address Proof

10. When did the use of demat accounts start in India?
A. 1996 B. 1992 C. 1995 D. 1997

11. Which of these is a function of the stock exchange?

- A. Role of an economic barometer
B. Valuation of securities
C. Encouraging investments and savings
D. All of the above

12. The first computerised stock exchange in India was _____.

- A. Bombay Stock Exchange (BSE)
B. Multi Commodity Exchange (MCX)
C. National Stock Exchange (NSE)
D. Over-the-Counter Exchange of India (OCTEI)

13. NIFTY and SENSEX are calculated based on _____.

- A. Free-Float capitalisation
B. Market capitalisation
C. Authorised share capital
D. Paid-up capital

14. Which of these derivatives does not get traded in the Indian Stock Exchanges?

- A. Forward rate agreements
B. Index options
C. Stock futures
D. Index futures

15. The spot exchange rate is the exchange rate between two currencies for _____.

- A. For future delivery
B. For delivery at a particular spot in future
C. For immediate delivery
D. None of the above

16. The leading suppliers of trading instruments in capital markets are _____.

- A. Private corporations
B. Government corporations



- C. Manufacturing corporations
D. None of the above
17. The Securities and Exchange Board of India (SEBI) is not responsible for _____.
- A. Ensuring fair practices by companies
B. Investor protection
C. Improving the earnings of shareholders
D. Promoting efficient services by brokers
18. The markets where securities instruments are traded directly between buyer and seller are known as _____.
- A. Secondary markets
B. Primary markets
C. Tertiary markets
D. None of the above
19. The financial body that has asked intermediaries and companies to make regulatory payments in digital mode is _____.
- A. Reserve Bank of India (RBI)
B. Securities Exchange Board of India (SEBI)
C. Bombay Stock Exchange (BSE)
D. National Stock Exchange (NSE)
20. The forward exchange rate is the rate of exchange between two currencies that is _____.
- A. Prevailing today for immediate delivery
B. Would prevail at a future date
C. Prevailing today for future delivery
D. None of the above
21. The Share price is decided by:
- A. Stock Exchange Management
B. Companies
C. Buyers and sellers of the particular stocks
D. Central government
22. What is the expansion of SENSEX?
- A. Sensitive Index of Bombay Stock Exchange
B. Sensitive Index of National Stock Exchange
C. Stock Exchange of Indian Index
D. Indian Stock Report of Companies
23. The Stock Market trading time in India (NSE and BSE) is:
- A. 9:00 AM to 5:30 PM
B. 10:00 AM to 4:30 PM
C. 9:45 AM to 3:00 PM
D. 9:15 AM to 3:30 PM



24. Debenture holders of a company are its:
- A. Owners
 - B. Creditors
 - C. Debtors
 - D. Directors
25. _____ are called non-cleared securities.
- A. Group B share
 - B. Group A share
 - C. Group G shares
 - D. None of these
26. What is DEMAT?
- A. An account that is used to hold shares and securities in electronic format.
 - B. Dematerialization of liquidity
 - C. Nodal agency to keep a watch on the movements of shares.
 - D. Decentralized Members of Abroad Transactions
27. Which of the following is responsible for the fluctuations in the SENSEX?
- A. Rain, drought, floods
 - B. Monetary policy
 - C. Political instability
 - D. All of the above
28. Which of the following is the function of financial market?
- A. Mobilization of savings
 - B. Price fixation
 - C. Provide liquidity to financial assets
 - D. All of the above
29. When securities are allotted to institutional investors & some selected individuals is referred to as _____.
- A. Initial public offer
 - B. Offer through prospectus
 - C. Private placement
 - D. Offer for sale
30. _____ is also called zero coupon bond.
- A. Trade bills
 - B. Call money
 - C. Treasury bills
 - D. Commercial papers



ASSIGNMENT

1. Recent Trends Stock Market Risk and Market Analysis.

REFERENCE

1. Benjamin Graham, The Intelligent Investor Revised Edition. - : The Definitive Book on Value Investing (Collins Business Essentials) (Old Edition) – 21 February 2006
2. Bhalla, V K, Investment Management, S Chand & Company Ltd.
3. Fischer, Donald E and Ronald J Jordan, Security Analysis and Portfolio Management, PHI Learning
4. Mandar Jamsandekar, Trading and Technical Analysis Course: How to Trade Safely and Profitably – 1 December 2018



TMG COLLEGE, TIRUR
PG DEPARTMENT OF COMMERCE
Introduction To Stock Market Trading
Examination March 2019
MARK SHEET

SI NO.	Name Of Students	Marks (%)
1	AFEEDA P	98
2	ARSHAQUE MOIDEEN C P	100
3	ASIYA P V	100
4	ASURA BEEVI T	92
5	FARHANA SHIRILT	98
6	MUHSINA K P	100
7	SAHLA C P	98
8	SAJINA E P	100
9	ANAGHA DEVAN K	92
10	ANJALI SADASIVAN V	98
11	ANUSREE P	98
12	ASWATHI VIJAY C	95
13	BHAGYA LAKSHMI P S	97
14	RINISHA C P	93
15	SOUDA SHERIN N P	91
16	SREELAKSHMI M	90
17	ABHIJITH P	95



18	ABHINAND V P	90
19	AKHILA V	93
20	ANUSREE C	94
21	ASLAHA M P	93
22	ASWATHI A	90
23	ASWATHI C	94
24	AYANA ANTONY	91
25	BIBINA C	90
26	DINIL P	90
27	FAHEEM	96
28	FATHIMA SHAHANAS M	90
29	GINZINA K	93
30	GOPIKA M P	98
31	HARITHAMOL M P	94
32	HASNATH P	97
33	JAISAL T	97
34	JAISHA M	99
35	JISNA K	90
36	KAVYAKRISHNA	97
37	LAKSHMI M P	99
38	LAYA M	96
39	MURSHIDA P	90
40	NAJMA A P	90
41	PRAJISHA C P	93



42	PRASANTH P P	90
43	PRAVEENA K	92
44	RINISHA V	94
45	SANDRA K	93
46	SARFILA K	98
47	SHABNA K K	100
48	SHIJILA M	85
49	SIBNA C	90
50	SMRUTHI K	90
51	SREELAKSHMI AJITH	97
52	SREENATH A T	88
53	SREERAG K P	96
54	SREESHMA K	90
55	SYAMILI K	89
56	UNNIMAYA T V	88
57	VIBIN M	96
58	VYSHNA P	90
59	SAHLA SHARI KK	99



Course Summary Report

The Add on course on "Introduction to Stock Market Trading" was offered to the I Semester B.Com students by the PG Department of Commerce, TMG College, Tirur. The Registration Process of the course was started on 03.10.2018 and closed on 30.11.2018. The registration was done online mode. 59 students of I Semester B.Com were enrolled and attended the course. The course classes started on 10th Dec 2018. The classes were engaged as 3 days in a week and classes were closed on 27. 02.2019. The examination was conducted for 59 students on 13.03.2019 and all these students were attended the exam. The result of the course exam was published on 20.03.2019 and was with a pass percentage of 100.

B. S. Disbury V CA
Asst. Professor
Dept of Commerce

lyela
P.G. Dept of Commerce
T.M. Govt College Tirur
Vakkad Malappuram
Kerala 476111





**THUNCHAN MEMORIAL
GOVERNMENT COLLEGE, TIRUR**
VAKKAD PO, MALAPPURAM DT, KERALA ST, INDIA, PIN: 676 502
Email: tmgttirur@gmail.com, Website: www.tmgttirur.ac.in

Certificate

It is certified by duly appointed examiners that

ASIYA P V

8307, Final B Com

has qualified

*Introduction to
Stock Market Trading*

offered by the

the Department of Commerce

He / She has been placed in A Grade

for the examination held in

March 2019

Given under the Seal of the College.


Head of the Department


Principal

College Seal

Tirur: 31/03/2019



**PG DEPARTMENT OF COMMERCE
THUNCHAN MEMORIAL GOVT COLLEGE, TIRUR**

(ADD ON COURSE 2018-19)





PG DEPARTMENT OF COMMERCE TM GOVT. COLLEGE, TIRUR

INVITING APPLICATIONS FROM
M.COM & B.COM
STUDENTS OF THE COLLEGE

Add on Courses 2018 - 2019:

1. SOCIAL MEDIA MARKETING -
I B.COM STUDENTS (I SEMESTER),
2. INTRODUCTION TO STOCK MARKET TRADING -
III B.COM STUDENTS (V SEMESTER)
3. INTRODUCTION COMPUTERIZED ACCOUNTING -
II B.COM STUDENTS (III SEMESTER)

REGISTRATION STARTED

03.10.2018 ONWARDS

CLOSING DATE OF REGISTRATION: 30.11.2018

Classes commence from

10.12.2018

for more details please contact :

90371 51486



NAME OF THE COURSE: INTRODUCTION TO COMPUTERISED ACCOUNTING

COURSE CODE :TMGCCOM 01

DURATION: 30 Hrs.

TARGET LEARNERS: FINAL YEAR B COM Students

ELIGIBILITY: 10+2+ADMISSION ON B.COM

OBJECTIVES

1. The objective of an introduction of Computerized accounting with tally is to acquire with basic accounting concepts, conventions along with the fundamentals of Tally.
2. Students will learn to create company, enter accounting voucher entries including advance voucher entries ,etc .In Tally software.
3. This course helps the students to acquire practical knowledge in Tally.

OUTCOME OF THIS COURSE

1. After successfully qualifying practical examination, students will be awarded certificate to work with well –known accounting software i.e... Tally.
2. Students do possess required skill and can also be employed as Tally data entry operator.
3. Students will do by their own create company ,enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustment and also print financial statements etc...in Tally software..



PREAMBLE OF THE ADD ON COURSE

WITH THE DYNAMIC INDUSTRIAL WORLD AND IN INFORMATION TECHNOLOGY PERIOD, ALL SORTS OF EVERYDAY JOBS ARE BEING AUTOMATED WHICH WERE PERFORMED PHYSICALLY EARLIER IRRESPECTIVE OF FIELD E.G. DOCUMENTATION, , SHOPPING ,ONLINE SERVICES ETC. TO GATHER THE TEMPO OF THE RISING WORLD, THE ACCOUNTING SYSTEM HAVE ALSO BEEN AUTOMATED AS ONE SINGLE ENTRY MANAGES BOTH ACCOUNTING AND INVENTORY NEEDS. TALLY IS THE MAINLY FASHIONABLE ACCOUNTING PACKAGES USED ACROSS OUR COUNTRY AND REQUIREMENTS A LOT OF EDUCATED MANPOWER TO MEET THE REQUIREMENTS.



Syllabus

Module I:

Introduction to accounting: Meaning of accounting .Basic Principles of accounting .Difference between computerized accounting and manual accounting .Concept of grouping of accounts

Module II:

Codification of accounts ,Maintaining the hierarchy of ledger.Accounting procedures used in practice for recording cash ,bank and journal transaction using appropriate vouchers.

Module III:

Preparation of ledger account ,cash book ,bank book ,bank reconciliation statement .Trial Balance ,Final Accounts ,Budget ,Sales Tax calculation ,Inventory control ,Pricing and Movement of Inventory ,Valuation of stock ,Cost centres , Cost units etc



LIST OF STUDENTS

SL NO	Name of students	Signature
1	AYSHA BASITHA PV	Aysha
2	FASALU RAHMAN P T	Fasalu
3	MUHAMMED FAVAS P V	Muhammed
4	MUHSINA V V N	Muhsina
5	RABEEHULLA	Rabeehulla
6	RAHILA THASNI M K	Rahila
7	SAMEENA C P	Sameena
8	AFLAH P V	Aflah
9	AISWARYA K	Aiswarya
10	AISWARYA MANNANCHERY	Aiswarya
11	AKSHAY V	Akshay
12	DEEPIKA V	Deepika
13	LIYA FARISA K	Liya
14	MEGHNA A P	Meghna
15	MUHSINA K	Muhsina
16	NAJIHA K	Najihah
17	RAFSEEDA P P	Rafseeda
18	SHAHRUKHALI P	Shahrughali
19	SRILAKSHMI	Srilakshmi
20	SUBHALAKSHMI P	Subhalakshmi
21	VINU K	Vinuk
22	ABOBACKER SIDHEEQUE P	Abobacker
23	AMALDAS T	Amaldas
24	ANSARUDHEEN T	Ansarudheen
25	ANUSRI KIZHAKKE PURAKKAL	Anusri
26	ASWIN KP	Aswin
27	ATHIRA RAJ P P	Athira
28	DEEPAM T K	Deepam
29	FARIS P	Faris
30	FATHIMA RASIDA	Fathima
31	GAYATHRI P	Gayathri
32	HAFSAL K	Hafsah
33	ISHAQ	Ishaq
34	JESNA C J	Jesna
35	JINSHA	Jinsha
36	MOHAMMAD NOJISH	Mohammad
37	MOHAMMED ANAS	Mohammed
38	RAHISA T P	Rahisa



39	RAHUL P	<i>Rahul P</i>
40	RAJESH T	<i>Rajesh T</i>
41	RESHMA V S	<i>Reshma V S</i>
42	RUMAISA V	<i>Rumaissa V</i>
43	SAFWANA C	<i>Safwana C</i>
44	SANDRA R	<i>Sandra R</i>
45	SHAGUL DAS T P	<i>Shagul Das T P</i>
46	SHARIKA P P	<i>Sharika P P</i>
47	SNEHARAJ K	<i>Sneharaj K</i>
48	SREELAKSHMI P K	<i>Sreelakshmi P K</i>
49	SREENADH HARI C	<i>Sreenadh Hari C</i>
50	SREESHMA T P	<i>Sreeshma T P</i>
51	SRUTHI V C	<i>Sruthi V C</i>
52	SUDHI T	<i>Sudhi T</i>
53	VISHNU K G	<i>Vishnu K G</i>
54	VISHNUPRIYA J	<i>Vishnu Priya J</i>
55	VISMAYA N	<i>Vismaya N</i>
56	VISMAYA P	<i>Vismaya P</i>
57	VISMAYA V C	<i>Vismaya V C</i>



2

Name:.....
Reg No.....

THUNCHAN MEMORIAL GOVT COLLEGE ,TIRUR
INDRODUCTION TO COMPUTERISED ACCOUTING

Time: 3 Hours

Maximum: 80Marks

PART A
Answer all the questions

1. A Group Company is ----- given to the merged accounts of member Companies of the group?
A. a name
B. an identity
C. A and B
D. None of the above
2. Which option is used in Tally to make changes in created company?
A. Select Company B. Shut Company C. Alter D. None of these
3. Which of the following is used for voucher entry?
A. Ledger Account
B. Groups
C. Sub-Groups
D. Depends on number of companies
4. Which ledger is created by Tally automatically as soon as we create a new company?
A. Cash B. Profit & Loss A/c. C. Capital A/c. D. A and B both
5. How many type of company can be created in tally?
A. 2 B. 4 C. 1 D. None of these
6. How many types of users are present in tally?
A. 1 B. 2 C. 3 D. 4
7. Financial year normally ends on?
A. 30 April B. 31 March C. 1 April D. 31 December
8. Which reports are prepared monthly in Tally?
A. Profit & Loss A/C B. Balance Sheet



- C. Trial Balance
D. Cash Flow of Funds Flow
9. To create a sales voucher in tally, you have to press _____
A. F5 B. F7 C. F8 D. F9
10. What is the predefined number of groups in tally?
A. 16 B. 28 C. 128 D. 228

PART B

ANSWER ALL THE QUESTIONS IN 1 OR 2 SENTENCES EACH

EACH QUESTION CARRIES 2 MARK

1. Explain about double entry system?
2. Define ledger?
3. What is unconventional voucher?
4. What is contra voucher?
5. Define the term accounting?
6. Name few functional keys in Tally?
7. What is credit note?
8. What is the function key to change the current period in Tally?

PART C

ANSWER ANY 6 QUESTION

EACH QUESTION CARRIES 4 MARK

1. What is the information given in voucher creation?
2. Explain the steps to shut a company using Tally?
3. Enumerate the steps involved in creating a voucher in Tally?
4. What are the rules involved in creating Debit and credit?
5. Name the few functional keys in Tally?
6. How do you select the company in tally?
7. What is a trial balance? How do you view Profit and Loss account and Balance sheet in Tally?

PART D

ANSWER ANY 2 QUESTION

EACH QUESTION CARRIES 15 MARK

1. Explain the steps involved in creating and displaying final accounts in Tally?
2. What is a group and explain the pre-defined groups in Tally?
3. Enumerate and explain the different components of tally Screen?



ASSIGNMENT

1. Create a company to maintain accounts only under your directory with the following details

Name: Ramesh Info tech Ltd.

Office Location -18, Industrial Area 11, Chandigarh -160088

Reference :

1. A.K Namdhini and K.K. Nandhani ,Implementing Tally6.3,1/e BPB Publications Delhi .
2. NamrataAgarwal ,Tally 6.3,2004 Edition ,Dream Tech ,New Delhi .
3. Sridharan ,Narmada P
4. Publications ,May 2003



TMG COLLEGE ,TIRUR
PG DEPARTMENT OF COMMERCE
Introduction to Computerised Accounting
Examination March 2019

MARK SHEET

SL NO	Name of students	Mark(%)
1	AYSHA BASITHA PV	
2	FASALU RAHMAN P T	98
3	MUHAMMED FAVAS P V	96
4	MUHSINA V V N	93
5	RABEEHULLA	94
6	RAHILA THASNI M K	96
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56	VISMAYA P	95
57	VISMAYA V C	95



Course Summary Report

The Add on course on "Introduction to computerized Accounting" was offered to the Final B.Com students by the PG Department of Commerce, TMG College, Tirur. The Registration Process of the course was started on 03.10.2018 and closed on 30.11.2018. The registration was done online mode. 57 students of Final B.Com Students were enrolled and attended the course. The course classes started on 10th Dec 2018. The classes were engaged as 3 days in a week and classes were closed on 27. 02.2019. The examination was conducted for 57 students on 13.03.2019 and all these students were attended the exam. The result of the course exam was published on 20.03.2019 and was with a pass percentage of 100.

Preethy

Preethy B. Menon
Assistant Professor

Post Graduate
Department of Commerce
TMG College, Tirur



Vijaya
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**THUNCHAN MEMORIAL
GOVERNMENT COLLEGE, TIRUR**
VAKKAD PO, MALAPPURAM DT, KERALA ST, INDIA, PIN: 676 502
Email:tmgetirur@gmail.com, Website:www.tmgetirur.ac.in

Certificate

It is certified by duly appointed examiners that

AFLAH P V

*7953, Final B Com
has qualified*

Introduction to Computerised Accounting

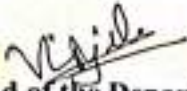
offered by the

the Department of Commerce

*He / She has been placed in A Grade
for the examination held in*

March 2019

Given under the Seal of the College.


Head of the Department


Principal

