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
2019-20

DEPARTMENT OF COMMERCE

T M GOVT COLLEGE, TIRUR

ADD ON COURSE 2019-20

Introduction to Scial Media Marketing
An Introduction to Stock Market Trading
Introduction to Computerised Accounting

PG DEPARTMENT OF COMMERCE

THUNCHAN MEMORIAL GOVERNMENT COLLEGE, TIRUR

ADD ON COURSE

2019-2020

INTRODUCTION TO

SOCIAL MEDIA MARKETING

PG DEPARTMENT OF COMMERCE
TM GOVT. COLLEGE, TIRUR

Inviting applications from M.Com & B.Com Students of the college

Add on Courses 2019 - 2020:

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

REGISTRATION STARTED
22.11.2019 ONWARDS
CLOSING DATE OF REGISTRATION: 20.12.2019

Classes commence from
06.01.2020

for more details please contact :
90371 51486

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 eta, 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 INTRODUCTION TO 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 analyse LinkedIn advertising campaigns.
4. Design and manage YouTube video advertisements campaigns and YouTube channel.

SYLLABUS

INTRODUCTION TO 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)

BASIC REGULATIONS OF THE COURSE:

Evaluation and Grading

1. **The evaluation procedure is based on written exam which is out of 80 marks. The marks obtained is then converted into percentage and then grades are allotted as per the percentage of marks obtained.**
2. **The percentage of marks shall be converted on the basis of 6 letter grades (A+,A,B,C,D,F)**

PERCENTAGE OF MARKS OBTAINED	GRADE
90-100	A+
75-89	A
60-74	B
50-59	C
40-49	D
Below 40	F

Grade F indicates Failure in the examination.

LIST OF STUDENTS ENROLED (2019-2020)

ADD ON COURSE ON INTRODUCTION TO SOCIAL MEDIA MARKETING (TMGCCCM 04)

Sl . No.	NAME	Signature
1	DIYANA THASLI	
2	FARSANA M	
3	FATHIMA THABSHEERA T	
4	RUFSANA M	
5	SAFNA K	
6	SHAHANA P P	
7	MOHAMMED SAIDU A	
8	ANJALI K	
9	ANUSREE K P	
10	ATHIRA K P	
11	ATHIRA N	
12	DILNA N M	
13	SISIRA C T	
14	SNEHA P M	
15	VYSHNA PRAKASH K P	
16	ABHINAND V	
17	ANALJITH K	
18	NAVEEN NARAYANAN AP	

19	ABISHA M T	
20	ADHILA NESRIN T	
21	AFEEHA M	
22	AJISHA K P	
23	ANAGHA P	
24	ANUSREE A K	
25	ANUSREE THIRUTHI	
26	APARNA K	
27	ARDRA C P	
28	ATHIRA N P	
29	DEVASANKARI P S	
30	DIJISHA P	
31	DIPSA P	
32	FATHIMA SHAHALA M P	
33	FATHIMATH MUBASHIRA K P	
34	FATHIMATH SANUFIYA C	
35	HARSHA C M	
36	HELNA P V	
37	MANJU C P	
38	NIKHILA M	
39	RISHANA RAZAK M	
40	SREELAKSHMI A	
41	SURYA A P	
42	VINYA T V	

43	[illegible]	
44	[illegible]	
45	[illegible]	
46	ARJUN P	
47	ARUNDAS M P	
48	ASWANTH P NAIR	
49	JISHNU P	
50	MOHAMMED AFTHAH K P	
51	MUHAMMED JASIM E P	
52	MUHAMMED SHIBILIAN V P	
53	SOORAJ I	
54	UMMAR FAROOK M	
55	VISHNU C	
56	VISWAJITH T K	

ATTENDENCE LIST OF ADD ON COURSE (2019-20)

ADD ON COURSE ON SOCIAL MEDIA MARKETING(TMGCCCM 04)

ATTENDENCE SHEET

		DATE	06/12/2020	07/12/2020	03/1/2020	09/01/2020	13/01/2020	14/01/2020	15/01/2020	18/01/2020	20/01/2020	21/01/2020	04/01/2020	23/01/2020	10/02	11/02	12/02	13/02	17/02	18/02	19/02	20/02	2/3/2020	3/3	4/3	5/3	13/3
		TIME	3:30	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"	"
		Hrs	2hrs	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	2	2	2
1	DIYANA THASLI																										
2	FARSANA M		A																								
3	FATHIMA THABSHEERA T																			A							
4	RUFSANA M																				A						
5	SAFNA K									A	A																
6	SHAHANA P P										A																
7	MOHAMMED SAIDU A													A													
8	ANJALI K														A	A											
9	ANUSREE K P																			A			A				
10	ATHIRA K P																										
11	ATHIRA N								A																		
12	DILNA N M																										
13	SISIRA C T																										
14	SNEHA P M																			A							
15	VYSHNA PRAKASH K P									A										A							
16	ABHINAND V									A										A							
17	ANALJITH K								A																		

	NAVEEN NARAYANAN AP	
	ABISHA M T	
	ADHILA NESRIN T	
	AFEEHA M	
	AJISHA K P	
	ANAGHA P	
	ANUSREE A K	
	ANUSREE THIRUTHI	
	APARNA K	
	ARDRA C P	
	ATHIRA N P	
28	DEVASANKARI P S	
29	DIJISHA P	
30	DIPSA P	
31	FATHIMA SHAHALA M P	
32	FATHIMATH MUBASHIRA K P	
33	FATHIMATH SANUFIYA C	
34	HARSHA C M	
35	HELNA P V	
36	MANJU C P	
37	NIKHILA M	
38	RISHANA RAZAK M	
39	SREELAKSHMI A	
40	SURYA A P	
41	VINYA T V	
42	ABHINAV N	
43	AKHIL P	
44	AKSHAY BHASKAR V	
45	ARJUN P	
46	ARUNDAS M P	
47	ASWANTH P NAIR	
48	JISHNU P	
49	MOHAMMED AFTHAH K P	
50	MUHAMMED JASIM E P	
51	MUHAMMED SHIBHAN V P	
52	SOORAJ E	
53	UMMAR FAROOK M	
54	VISHNU C	
55	VISWAJITH T K	
56		

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

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

2019-2020

SL NO	NAME OF STUDENT	MARK SECURED
1	DIYANA THASLI	80
2	FARSANA M	80
3	FATHIMA THABSHEERA T	75
4	RUFSANA M	70
5	SAFNA K	60
6	SHAHANA P P	90
7	MOHAMMED SAIDU A	60
8	ANJALI K	60
9	ANUSREE K P	85
10	ATHIRA K P	75
11	ATHIRA N	75
12	DILNA N M	80
13	SISIRA C T	75
14	SNEHA P M	90
15	VYSHNA PRAKASH K P	80
16	ABHINAND V	60
17	ANALJITH K	70
18	NAVEEN NARAYANAN AP	80
19	ABISHA M T	70
20	ADHILA NESRIN T	85
21	AFEEHA M	85
22	AJISHA K P	90
23	ANAGHA P	85
24	ANUSREE A K	85
25	ANUSREE THIRUTHI	90
26	APARNA K	75
27	ARDRA C P	80
28	ATHIRA N P	65
29	DEVASANKARI P S	70
30	DIJISHA P	75
31	DIPSA P	80
32	FATHIMA SHAHALA M P	85
33	FATHIMATH MUBASHIRA K P	85
34	FATHIMATH SANUFIYA C	85
35	HARSHA C M	85
36	HELNA P V	60

37	MANJU C P	75
38	NIKHILA M	80
39	RISHANA RAZAK M	85
40	SREELAKSHMI A	65
41	SURYA A P	65
42	VINYA T V	75
43	ABHINAV N	70
44	AKHIL P	65
45	AKSHAY BHASKAR V	60
46	ARJUN P	65
47	ARUNDAS M P	65
48	ASWANTH P NAIR	65
49	JISHNU P	65
50	MOHAMMED AFTHAH K P	85
51	MUHAMMED JASIM E P	60
52	MUHAMMED SHIBHAN V P	65
53	SOORAJ E	65
54	UMMAR FAROOK M	75
55	VISHNU C	60
56	VISWAJITH T K	75

Course Summary Report

The Add on course on "Introduction to Social Media Marketing" was offered to the I B.Com students by the PG Department of Commerce, TMG College, Tirur. The Registration Process of the course was started on 22.11.2019 and closed on 20.12.2019. The registration was done online mode. 56 students of I B.Com were enrolled and attended the course. The course classes started on 6th January 2020. The classes were engaged as 3 days in a week and classes were closed on 15.03.2020. The examination was conducted for 56 students on 21.03.2020 and all these students were attended the exam. The result of the course exam was published on 29.03.2020and was with a pass percentage of 100.

KAVITHA.V.K
course coordinator
Add on course
Social media marketing

DEPT. OF COMMERCE
TIROR-676 502

Head
P.G. Dept of Commerce
T.M Govt College Tirur
Vekkad, Malappuram
Kerala - 676502

THUNCHAN MEMORIAL GOVERNMENT COLLEGE, TIRUR

VAKKAD PO, MALAPPURAM DT, KERALA ST, INDIA, PIN: 676 502
Email:tmgctirur@gmail.com, Website:www.tmgctirur.ac.in

Certificate

It is certified by duly appointed examiners that

DIYANA THASLI

9119, First B COM

has qualified

Introduction to Scial Media Marketing

offered by the

the Department of Commerce

He / She has been placed in A Grade

for the examination held in

March 2020

Given under the Seal of the College.

Head of the Department

THUNCHAN MEMORIAL GOVT COLLEGE
Date:
676 502
TIRUR
College Seal

Principal

Tirur: 31/03/2020

PG DEPARTMENT OF COMMERCE

THUNCHAN MEMORIAL GOVT COLLEGE,TIRUR

(ADD ON COURSE 2019-20)

AN INTRODUCTION TO STOCK MARKET TRADING

COURSE CODE :TMGCCOM02

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 .**

BASIC REGULATIONS OF THE COURSE:

Evaluation and Grading

1. **The evaluation procedure is based on written exam which is out of 80 marks. The marks obtained is then converted into percentage and then grades are allotted as per the percentage of marks obtained.**
2. **The percentage of marks shall be converted on the basis of 6 letter grades (A+,A,B,C,D,F)**

PERCENTAGE OF MARKS OBTAINED	GRADE
90-100	A+
75-89	A
60-74	B
50-59	C
40-49	D
Below 40	F

Grade F indicates Failure in the examination.

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:

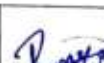
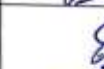
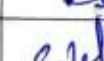
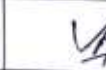
Stock Market Risk and Analysis – Risk of Investing in the Stock Market -Stock Valuation of Risk –Stock Market Analysis-Fundamental Analysis -Economic and Industry Analysis-Technical Analysis-Company Analysis -Interpretation of Financial Statements- Cash Flow Analysis and Valuation of Equity- Advanced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

LIST OF STUDENTS

I. Third Semester B.Com(2019-20)

ROLL NO.	NAME OF STUDENTS	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	
20	ARYASREE K	
21	ASIFA K P	
22	ATHIRA T P	
23	BHAGYASREE M	
24	BLESSY M K	
25	CHITHRA K	
26	DILSHIDAMOL P P	
27	MEGHA K	
28	MUHSINA C	
29	PRAVEENA P P	
30	RAIHANA PARVIN K	
31	RAMISHA MARWA V P	
32	RAMYA A	

32	RAMYA A	
33	SANIGA V P	
34	SARASU M K	
35	SHAIKA E P	
36	SILVA RAJAN P	
37	SNEHA C K	
38	SNEHA T N	
39	SRUTHIMOL A P	
40	SRUTHI P	
41	SUJANA V K	
42	SURYA K	
43	SWETHA A K	
44	AKSHAY RAJ K V	
45	ARUNRAJ M	
46	DHANOOP KUMAR K	
47	JAYAKRISHNAN P V	
48	MOHAMED FAYIS	
49	MUHAMMED AJMAL K	
50	RANJITH P P	
51	SARATH BABU	
52	SUJITH K V	
53	VIJEESH A	
54	VIPIN T	
55	VIPIN T P	

ATTENDENCE LIST OF ADD ON COURSE (2019-20)

ADD ON COURSE ON Practical Training On Stock Market Trading

ATTENDENCE SHEET

S.No	NAME OF STUDENTS	DATE / TIME / Hrs
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	
20.	ARYASREE K	
21.	ASIFA K P	
22.	ATHIRA T P	
23.	BHAGYASREE M	
24.	BLESSY M K	

25.	CHITHRA K	
26.	DILSHIDAMOL P P	
27.	MEGHA K	
28.	MUHSINA C	
29.	PRAVEENA P P	
30.	RAIHANA PARVIN K	
31.	RAMISHA MARWA V P	
32.	RAMYA A	
33.	SANIGA V P	
34.	SARASU M K	
35.	SHAIKA E P	
36.	SILVA RAJAN P	
37.	SNEHA C K	
38.	SNEHA T N	
39.	SRUTHIMOL A P	
40.	SRUTHI P	
41.	SUJANA V K	
42.	SURYA K	
43.	SWETHA A K	
44.	AKSHAY RAJ K V	
45.	ARUNRAJ M	
46.	DHANOOP KUMAR K	
47.	JAYAKRISHNAN P V	
48.	MOHAMED FAYIS	
49.	MUHAMMED AJMAL K	
50.	RANJITH P P	
51.	SARATH BABU	
52.	SUJITH K V	
53.	VIJEESH A	
54.	VIPIN T	
55.	VIPIN T P	

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

THUNCHAN MEMORIAL GOVT COLLEGE ,TIRUR
INTRODUCTION TO STOCK MARKET TRADING MARCH 2020

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 B. The update accounts of investors
   C. They maintain accounts by CDSL 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. Jitendra Gala, Guide to Indian Stock Market : Basics of Stock Market for Bginners (Buzzingstock Publishing House) – 1 January 2020
2. Benjamin Graham, The Intelligent Investor Revised Edition. - : The Definitive Book on Value Investing (Collins Business Essentials) (Old Edition) – 21 February 2006
3. Bhalla, V K, Investment Management, S Chand & Company Ltd.
4. Fischer, Donald E and Ronald J Jordan, Security Analysis and Portfolio Management, PHI Learning
5. Mandar Jamsandekar, Trading and Technical Analysis Course: How to Trade Safely and Profitably – 1 December 2018

TMG COLLEGE, TIRUR
PG DEPARTMENT OF COMMERCE
Practical Training On Stock Market Trading
Examination March 2019
MARK SHEET

Sl NO.	Name Of Students	Marks (%)
1	SAMEEHA K	95
2	UMMU FALILA M	100
3	UMMU HABEEBA C P	95
4	IRSHAD K K	100
5	MUHAMMED ASHIQE P P	98
6	ATHIRA P V	100
7	ATHIRA T	98
8	DHANISHA V	92
9	DILNA P	100
10	FARHANA SHERI P P	98
11	GAYATHRI A	98
12	NEHA K	95
13	MOHAMED JAMSHEER P T	97
14	AKHILA VASUDEV	93
15	AMRITHA RAJ M	90
16	AMRUTHA K S	90
17	ANJALI P P	95
18	ANUGRAHA T P	90

19	ARISHA K	93
20	ARYASREE K	94
21	ASIFA K P	93
22	ATHIRA T P	90
23	BHAGYASREE M	95
24	BLESSY M K	91
25	CHITHRA K	90
26	DILSHIDAMOL P P	90
27	MEGHA K	96
28	MUHSINA C	90
29	PRAVEENA P P	93
30	RAIHANA PARVIN K	98
31	RAMISHA MARWA V P	94
32	RAMYA A	97
33	SANIGA V P	95
34	SARASU M K	99
35	SHAIKA E P	90
36	SILVA RAJAN P	97
37	SNEHA C K	99
38	SNEHA T N	96
39	SRUTHIMOL A P	90
40	SRUTHI P	90
41	SUJANA V K	92
42	SURYA K	90

43	SWETHA A K	92
44	AKSHAY RAJ K V	94
45	ARUNRAJ M	93
46	DHANOOP KUMAR K	98
47	JAYAKRISHNAN P V	95
48	MOHAMED FAYIS	85
49	MUHAMMED AJMAL K	90
50	RANJITH P P	90
51	SARATH BABU	97
52	SUJITH K V	88
53	VIJEESH A	96
54	VIPIN T	90
55	VIPIN T P	85

Course Summary Report

The Add on course on "Introduction to Stock Market Trading" was offered to the III Semester B.Com students by the PG Department of Commerce, TMG College, Tirur. The Registration Process of the course was started on 22.11.2019 and closed on 20.12.2019. The registration was done online mode. 55 students of III Semester B.Com were enrolled and attended the course. The course classes started on 6th January 2020. The classes were engaged as 3 days in a week and classes were closed on 16 03.2020. The examination was conducted for 55 students on ~~24~~.03.2020 and all these students were attended the exam. The result of the course exam was published on 29.03.2020and was with a pass percentage of 100.

Head
P.G. Dept of Commerce
T.M. Govt College Tirur
Vakkad, Malappuram
Kerala - 676502

BADISHA . V
COURSE CO-ORDINATOR
ASSISTANT PROFESSOR
TMG COLLEGE, TIRUR

DEPT. OF COMMERCE
TIRUR-676 502
THUNCHAN MEMORIAL GOVT. COLLEGE

PG DEPARTMENT OF COMMERCE
TM GOVT. COLLEGE, TIRUR

Inviting applications from M.Com & B.Com Students of the college

Add on Courses 2019 - 2020:

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

REGISTRATION STARTED
22.11.2019 ONWARDS
CLOSING DATE OF REGISTRATION: 20.12.201

Classes commence from
06.01.2020

for more details please contact :
90371 51486

DEPT. OF COMMERCE TIRUR-676 502

THUNCHAN MEMORIAL GOVERNMENT COLLEGE, TIRUR

VAKKAD PO, MALAPPURAM DT, KERALA ST, INDIA, PIN: 676 502
Email:tmgctirur@gmail.com, Website:www.tmgctirur.ac.in

Certificate

It is certified by duly appointed examiners that

IRSHAD KK

8779, Second B COM

has qualified

An 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 2020

Given under the Seal of the College.

Head of the Department

THUNCHAN MEMORIAL GOVT COLLEGE
P.O. VAKKAD 676 502
TIRUR

College Seal

Principal

Tirur: 31/03/2020

PG DEPARTMENT OF COMMERCE

THUNCHAN MEMORIAL GOVT COLLEGE,TIRUR

(ADD ON COURSE 2019-20)

NAME OF THE COURSE: INTODUCTION TO COMPUTERISED ACCOUNTING

DURATION: 30 Hrs.

COURSE CODE :TMGCCOM 01

TARGET LEARNERS: FINAL YEAR B COM Students

ELIGIBILITY: 10+2+ADMISSION ON BCOM

OBJECTIVES

1. The objective of an introduction of computerised 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..

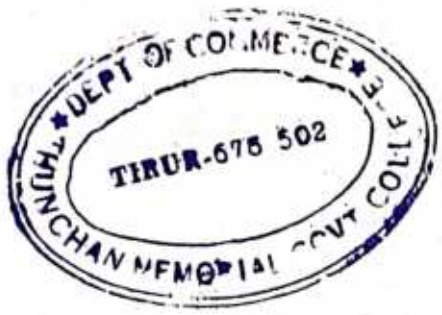
BASIC REGULATIONS OF THE COURSE:

Evaluation and Grading

1. **The evaluation procedure is based on written exam which is out of 80 marks. The marks obtained is then converted into percentage and then grades are allotted as per the percentage of marks obtained.**
2. **The percentage of marks shall be converted on the basis of 6 letter grades (A+,A,B,C,D,F)**

PERCENTAGE OF MARKS OBTAINED	GRADE
90-100	A+
75-89	A
60-74	B
50-59	C
40-49	D
Below 40	F

Grade F indicates Failure in the examination.



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 1:

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

1	AFEEDA P	
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	
35	JISNA K	
36	KAVYAKRISHNA	
37	LAKSHMI M P	
38	LAYA M	
39	MURSHIDA P	
40	NAJMA A P	

DEPT. OF COMMERCE
TIRUR-676 502
GOVT COLLEGE

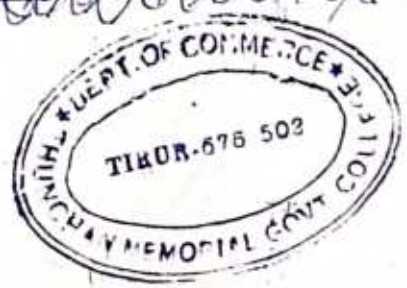
41	PRAJISHA C P	
42	PRASANTH P P	
43	PRAVEENA K	
44	RINISHA V	
45	SANDRA K	
46	SARFILA K	
47	SHABNA K K	
48	SHIJILA M	
49	SIBNA C	
50	SMRUTHI K	
51	SREELAKSHMI AJITH	
52	SREENATH A T	
53	SREERAG K P	
54	SREESHMA K	
55	SYAMILI K	
56	UNNIMAYA T V	
57	VIBIN M	
58	VYSHNA P	
59	SAHLA SHARI KK.	

ATTENDENCE LIST OF ADD ON COURSE (2021-22)

ADD ON COURSE ON

ATTENDENCE SHEET

S.No	NAME OF STUDENT	DATE	6/1/2020	8/1/2020	10/1/2020	14/1/2020	16/1/2020	17/1/2020	22/1/2020	23/1/2020	2/2/2020	5/2/2020	7/2/2020	12/2/2020	14/2/2020	20/2/2020	21/2/2020	24/2/2020	27/2/2020	28/2/2020	3/3/2020	5/3/2020	10/3/2020	12/3/2020	19/3/2020	25/3/2020	30/3/2020
		TIME	3.30	3.30	3.30	3.30	3.30	3.30	3.30	3.30	3.30	3.30	3.30	3.30	3.30	3.30	3.30	3.30	3.30	3.30	3.30	3.30	2.30	2.30	2.30	2.30	2.30
		Hrs	I	I	II	II	I	II	II	I	II	II	I	I	I	I	I	I	I	I	I	I	II	II	II	II	II
1.	AFEEDA P			A															A								
2.	ARSHAQUE MOIDEEN C P						A																		A		
3.	ASIYA P V																										
4.	ASURA BEEVI T																										
5.	FARHANA SHIRIL.T								A																A		
6.	MUHSINA K P																										
7.	SAHLA C P			A															A								
8.	SAJINA E P																										
9.	ANAGHA DEVAN K																										
10.	ANJALI SADASIVAN V			A																							
11.	ANUSREE P																				A						
12.	ASWATHI VIJAY C		A												A												
13.	BHAGYA LAKSHMI P S			A																							
	RINISHA C P																										

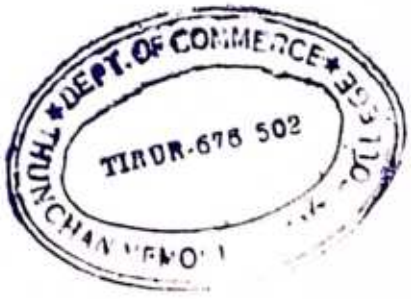


15.	SOUDA SHERIN N P	
16.	SREELAKSHMI M	
17.	ABHIJITH P	
18.	ABHINAND V P	
19.	AKHILA V	
20.	ANUSREE C	
21.	ASLAHA M P	
22.	ASWATHI A	
23.	ASWATHI C	
24.	AYANA ANTONY	
25.	BIBINA C	
26.	DINIL P	
27.	FAHEEM	
28.	FATHIMA SHAHANAS M	
29.	GINZINA K	

DEPT. OF COMMERCE
TIROR-676 502

30.	GOPIKA M P		
31.	HARITHAMOL M P		
32.	HASNATH P		
33.	JAISAL T		
34	JAISHA M		
35	JISNA K		
36	KAVYAKRISHNA		
37	LAKSHMI M P		
38	LAYA M		
39	MURSHIDA P		
40	NAJMA A P		
41	PRAJISHA C P		
	PRASANTH P P		
	PRAVEENA K		
	RINISHA V		
	SANDRA K		
	SARFILA K		
	SHABNA K K		
	SHIJILA M		

	SIBNA C	
	SMRUTHI K	
	SREELAKSHMI AJITH	
	SREENATH A T	
	SREERAG K P	
	SREESHMA K	
	SYAMILI K	
	UNNIMAYA T V	
	VIBIN M	
	VYSHNA P	
	SAHLA SHARI KK.	



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 2020
MARK SHEET

SL NO	Name of students	Mark(%)
1	AFEEDA P	98
2	ARSHAQUE MOIDEEN C P	98
3	ASIYA P V	97
4	ASURA BEEVI T	95
5	FARHANA SHIRIL.T	92
6	MUHSINA K P	94
7	SAHLA C P	96
8	SAJINA E P	97
9	ANAGHA DEVAN K	95
10	ANJALI SADASIVAN V	97
11	ANUSREE P	94
12	ASWATHI VIJAY C	96
13	BHAGYA LAKSHMI P S	98
14	RINISHA C P	98
15	SOUDA SHERIN N P	97
16	SREELAKSHMI M	95
17	ABHIJITH P	96
18	ABHINAND V P	95
19	AKHILA V	97
20	ANUSREE C	94
21	ASLAHA M P	95
22	ASWATHI A	98
23	ASWATHI C	98
24	AYANA ANTONY	96
25	BIBINA C	94
26	DINIL P	95
27	FAHEEM	94
28	FATHIMA SHAHANAS M	93
29	GINZINA K	94
30	GOPIKA M P	98
31	HARITHAMOL M P	95
32	HASNATH P	95
33	JAISAL T	98
34	JAISHA M	94
35	JISNA K	95
36	KAVYAKRISHNA	93
37	LAKSHMI M P	95
38	LAYA M	94
39	MURSHIDA P	93
40	NAJMA A P	94
41	PRAJISHA C P	93

42	PRASANTH P P	94
43	PRAVEENA K	94
44	RINISHA V	95
45	SANDRA K	94
46	SARFILA K	96
47	SHABNA K K	93
48	SHIJILA M	93
49	SIBNA C	95
50	SMRUTHI K	96
51	SREELAKSHMI AJITH	97
52	SREENATH A T	95
53	SREERAG K P	96
54	SREESHMA K	97
55	SYAMILI K	94
56	UNNIMAYA T V	95
57	VIBIN M	93
58	VYSHNA P	95
59	SAHLA SHARI KK.	96

PG DEPARTMENT OF COMMERCE
TM GOVT. COLLEGE, TIRUR

Inviting applications from M.Com & B.Com Students of the college

Add on Courses 2019 - 2020:

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

REGISTRATION STARTED
22.11.2019 ONWARDS
CLOSING DATE OF REGISTRATION: 20.12.2019

Classes commence from
06.01.2020

for more details please contact :
90371 51486

DEPT. OF COMMERCE
TIRUR-676 502

Course Summary Report

The Add on course on "Introduction to Computerized Accounting" was offered to the III B.Com students by the PG Department of Commerce, TMG College, Tirur. The Registration Process of the course was started on 22.11.2019 and closed on 20.12.2019. The registration was done online mode. 59 students of I B.Com were enrolled and attended the course. The course classes started on 6th January 2020. The classes were engaged as 3 days in a week and classes were closed on 16.03.2020. The examination was conducted for 59 students on 21.03.2020 and all these students were attended the exam. The result of the course exam was published on 29.03.2020and was with a pass percentage of 100.

Head
P.G. Dept of Commerce
T.M. Govt College Tirur
Vakkad, Malappuram
Kerala - 676502

Dhanitha . P
Assistant Professor
Thunchan Memorial
Govt College
Tirur

DEPT. OF COMMERCE
TIRUR-676 502
THUNCHAN MEMORIAL GOVT COLLEGE

THUNCHAN MEMORIAL GOVERNMENT COLLEGE, TIRUR

VAKKAD PO, MALAPPURAM DT, KERALA ST, INDIA, PIN: 676 502
Email:tmgctirur@gmail.com, Website:www.tmgctirur.ac.in

Certificate

It is certified by duly appointed examiners that

ASURA BEEVI T

8352, Third BCOM
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 2020

Given under the Seal of the College.

Head of the Department

THUNCHAN MEMORIAL GOVT COLLEGE
College Seal
TIRUR

Principal

Tirur 31/03/2020