



MES COLLEGE ERUMELY

**INNOVATIVE TEACHING
METHOD**



MES COLLEGE ERUMELY
PG Department of Commerce
Activities for Advanced and Slow Learners.
And
Innovative Teaching Method

The department classifies the students of the department as slow learners and advanced learners based on the percentage of marks secured by them in degree examination and the report from the mentors. The department identifies slow learners and gives special care to them to improve their performance. Group Discussion, Peer Teaching, Revision Classes etc. are provided to Slow Learners.

Group Discussion

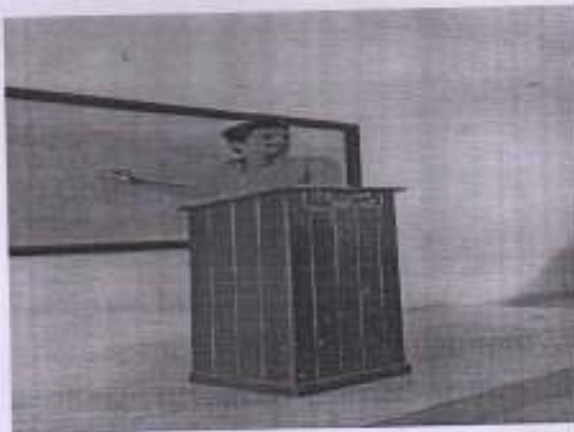
Group Discussion was selected by the department as one of the innovative methods to improve advanced and slow learners. Department identifies which is more effective to slow learners .

Different student teams are formed under the supervision of class incharges. Each group is led by an advanced learner , They discuss and clarify the terms which have doubts to slow learners. Also Group Discussion was introduced by the department as an innovative teaching method . Group discussion was used to discuss the topics already provided by the subject in charge.



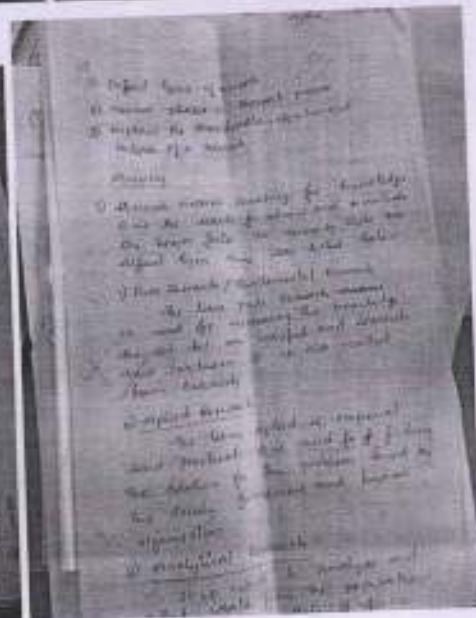
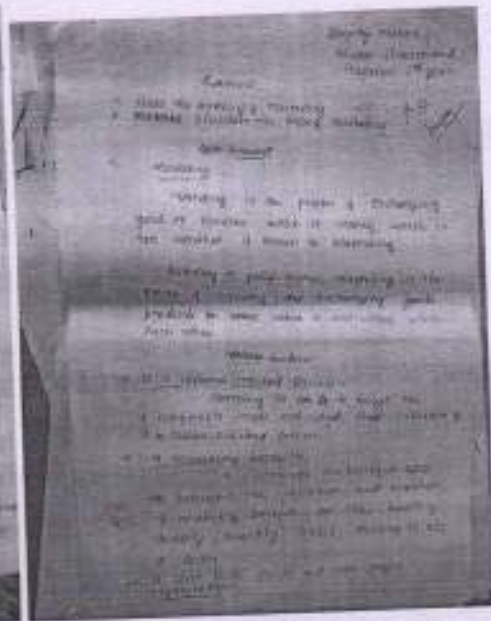
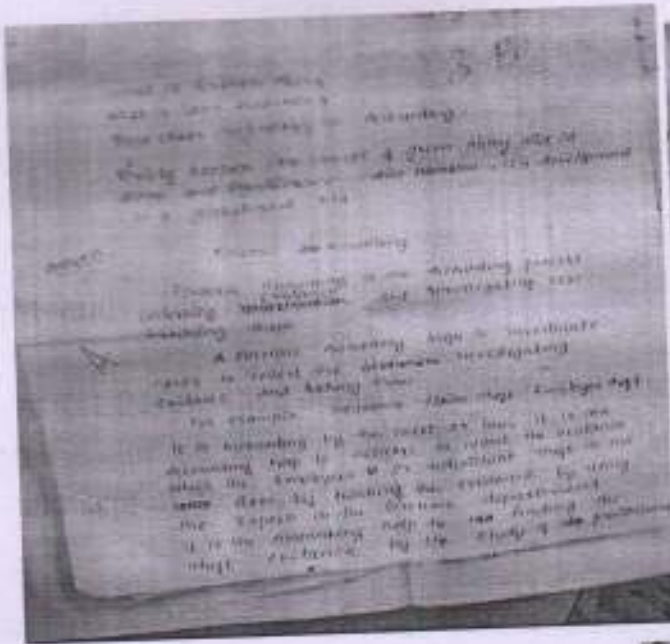
Peer Teaching.

Another method adopted to improve slow learners is Peer teaching. In peer teaching Advanced learners from each class are assigned to handle topics for slow learners . Which also helps advanced learners to improve their presentation Skills.



Monthly Test Paper

A test Paper was conducted each month or after the completion of the portion and valued by teachers. Papers were collected with the signature of students and kept in the department.



Marketing Management

Anuja Krishna.
M.Com F&T

4-3A

1. State the meaning of Marketing. ~~ans~~
2. ~~Illustrate~~ Elucidate the scope of Marketing.

1. Marketing

According to "Philip Kotler" Marketing is a societal process by which individuals or group obtain what they need and want through creating and exchanging product and services and value with others.

The Marketing is a mechanism. That obtain quality goods and services are provided. The main aim of marketing is customer satisfaction. Then the organisation achieve her goals. earned profit. The marketing process of the customer value's focused them. The Marketing is a creating new theories and technologies for new market. The custo producers to up to date New products are introducing them. The marketing of will be help to pro The producers will be adopted new methods and techniques.

15/11

2. Scope of Marketing.

1. Identify and select largest Market.

The marketer firstly focused step are identify and selected the largest market. The market's needs and wants studied and the marketing strategies followed. The suitable decisions making them.

2. Identify and select customers.

The second step are the marketer will be focused to the group of customer identifying and selected. Then the customer's needs and wants are identify and studied them. The customer's suitable decisions are followed them.

3. ^{To} Communicate value.

The communicate value is to provide suitable advertisements of the product. The customer will be easy to identify and memorising promotions provided.

4. ^{To} Create value Driven.

The product will be produce, packing, branding, pricing decisions are in this stage. The product are used to this a

5. To profit and Non-profit organisations

In this is a 2 type of organisations. The firstly are profit making organisation. The profits are earned in main aim of organisations. The in this organisation are focused to the goal achieve and the customer satisfactions focused them. The quality goods and services are provided to achieve profit.

Then the Non-Profit organisation is the product is not selling but their services are provided. so the service based organisations such as, Educational, Religious, Hospital, sports club. The charitable trust etc are examples.

6. It's Mutuality benefit

It is provided the producers and customers equally benefit. Such as the producer benefit like to achieve profit making and increase their production. The customer benefits like to achieve quality goods and services, At the right time, right price. The customer will be highly satisfied them.

7. Marketing Research

and new theories. The market will
be focused then the customer values
and satisfactions then.

Q
A

Deepthy Mohan

M.com Finance and
Taxation 1st year.

Questions -

1. State the meaning of marketing
2. ~~Illustrate~~ Elucidate the scope of marketing

AA

~~Deepthy~~

~~Ques~~ Answers

1. Marketing

Marketing is the process of exchanging goods or services which is money worth or non worthed is known as marketing.

According to philip kotler, marketing is the process of creating and exchanging goods products or ~~value value~~ and value, with each other.

Nature Features.

→ It is customer oriented process =

Marketing is ~~are~~ to fulfill the customer's needs and wants, ^{US} ~~there~~, marketing is a customer oriented process.

→ It mutuality benefits,

It improves the benefits ~~between~~ between the customer and markets.

It mutually benefits on the basis of quality, quantity basis, pricing is also

AA

In marketing, it covers, the ~~strategy~~ pro and non profit organisations like trust, ~~scholarships~~ etc.

② Scope of marketing

- ~~Formulating~~ ^{Identify} and ~~for~~ ^{creating} ~~and~~ the target market.
- Formulating and creating the customer value.
- It is value driven
- Market research
- customer relationship
- value creation
- value formulation
- ~~2~~ communication value.

→ ~~Identify~~ ^{Identify} ~~Formulating~~ and ~~creating~~ the target market :-

First of all firstly ~~formulate~~ create the target market in the exact population and ~~sp~~ ^{identify} ~~creating~~ the ~~selecting~~ ^{the} customer wants, and needs, what they want, with which quality products were preferred. It specialises targeted customers to create or generate profit by targeting them.

→ Formulating and creating the customer value.

Marketing, it formulate, ~~and create~~ the targeted customers or consumers wants, need, what they want exactly, ~~it~~ creating

→ It is value driven.

Marketing is value oriented process thus it, is value driven, it includes many factors.

→ Market research

Market research is the research it help to identify the present and past or future market position, it help to improve the performance, manager researcher in the market for the opportunity analysis in the market. It is essential to know the product position in the market, it help to improve competition.

→ customer relationship

It improves and specialises customer relationship on the basis of what they want and need. It help to figure out and maintaining a good relationship between the customers and,

→ value creation

It create value thus, it is value driven process, customer value is an important in the market. Thus value creation and formulation is important, identification of the

Value Formulation

After the value creation, it must be formulated and evaluate the value and ~~the~~ to satisfy the customers needs and wants, customer satisfaction is important one in the marketing.

→ communication value.

the media of the marketing is important, communication between marketer and customer must be understandable and attractive, communication is an important, a good communication can influence customer, communication like advertising, ads, etc, posters

- 1) State the Meaning OF Marketing
- 2) illustrate & elucidate the scope OF Marketing

3B Shahana

1) Marketing

A Mechanism that bring about the exchange of goods and services about ~~no~~ OF the money or money's worth about mutual benefit.

Definition

A Marketing is a societal process by which individuals and groups obtain what they need and wants OF the customers ~~areal~~ through creating exchanging products and value with others.

2) Scope OF Marketing

Marketing

A Mechanism that bring about the exchange of goods and services ~~that~~ ~~losing~~ OF the money or money's worth about mutual benefit.

Scope

1. Identify and select the target market
2. Identify and select the customer value

6. Marketing Research

1. Identify and select the target Market

It involves ^{select} a most favourable customer group from the large population of customers. It purpose of firm from the marketing strategies for the customers, what they need and wants of the customers.

2. Identify and select the customer value

After selecting target market what wants of the customers from the target market offered to them. they must need of the market organisational structure. It purpose and needs of the marketing plan to the organisation information to the customers.

3. Creation of value

In this area the phase of the product planning, designing packing, branding and pricing.

4. Communicate the value

It involves the promotion strategies for the ^{product use} personal selling, direct marketing what they need and wants of the customers through creating exchanging products and value with others.

5. customer Relationship

~~Marketing is the m.~~

It is the most dimensions of marketing. the customer relationship is

6. Marketing Research

The Marketing Research is the identify the market, what needs and wants of the customers, marketing strategies, the competitive advantages of the product. Marketing Research is the identify the customer value and customer relationship. Its purpose of the competitive advantages of the product.

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2.6B



1. State the meaning of marketing.
2. Elucidate the scope of marketing.

2. Identify and ^{select} ~~scope~~ of the target

- Identify and select the customer value
- Creation of value
- Communicate value
- Deliver the value
- Customer relationship

• Identifying and select the target

It involves organisation and selection of particular target market to customers

If an organisation produce any particular product, and sometimes some products may be suitable for particular age group. They will attract that particular age group by advertisement and other sales promotion activities.

• Identify and select the customer value

This involves an organisation has to

apps and websites etc. by this way they can easily catch up in the minds of customers

- Delivers the Value

The organization must deliver the products and services to every corner of the customer from the point of origin to point of customer by this way they can easily available the products and services in a cheapest way

- Customer relationships

The company should maintain a good healthy relationships with customers

8. Without the relationship of customer
A the company will not exist

1. Forensic accounting

Archana

2 B

Forensic accounting may be defined as an application to accounting method to tracking and collection of forensic evidence usually for investigation and criminal embezzlement of forensic two branches;

- i) Investigative accounting; It deals with investigation of criminal matters relating to theft, insurance etc..
 - ii) Litigation support; It provide accounting assistance of investigation matters.
- challenges;

2. Lean accounting

Lean accounting is a general term used for changes required to a companies accounting, controlling measurement, cost are the process of lean manufacturing and lean think. The lean approach is derived from Toyota system or one term approach. Lean accounting is a systematic approach in eliminated ^{wastages} in accounting process to improvement lean accounting waste 3 types

- mura - [variation of wastage]
- muri - [overburdening]
- muda - variation overburdening people equipment

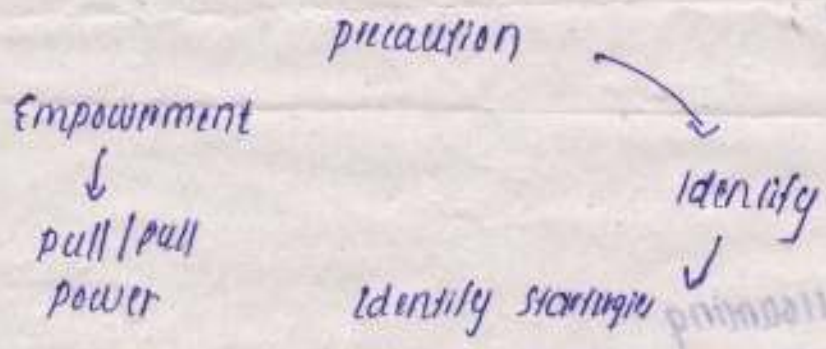
meaning

Identify and eliminates non value add waste in accounting
 Improve visual reporting
 eliminate standard lost
 GAAP recommendation.

need

Timely and understandable

principle



3 Block chain technology

Block chain technology was introduced

in Nakon on 2009.

Block chain is recording accounting transaction recorded by block chronologically.

- It is very secure and
- Block chain divided into 2

- Bitcoin are the technology used for block chain

- objective

i) permanente

block chain are permanent. Because it does not change for the maturity

ii) business logic

Business logic based block chain are used

scope

~~Internal and external~~

4 Green accounting

Green accounting a type of accounting that attempts factor cost into financing cost operation. Green refers to eco-friendly product and not damage for environment.

Green accounting is defined systematic, identification, recording, reporting, and analysing the components of and social

Green accounting or environmental accounting that tries to integrate environment for the conventional accounting.

Significance

- Green accounting enables government to production techniques

- Green accounting implementation of green process of green product.

Slope

Internal and external slope

Internal - directly influenced.

Limitations

Green accounting is not an standard accounting because is yet to formulated.

It is a long. Therefore conclusion is very long.

Green accounting all

Environment all

water provision all

Steps

Identifies and x