



CENTRE FOR DISTANCE & ONLINE EDUCATION
UTKAL UNIVERSITY : VANI VIHAR
BHUBANESWAR-751007

PH .NO. : (0674) 2376700
Website : www.ddceutkal.ac.in

No. CDOE/ 9070 /2023

Date: 18.10.23

OFFICE ORDER ON APPROVAL OF SLM

As per the resolution of the **Centre for Internal Quality Assurance (CIQA)** Committee meeting held on 18.10.2023 at 3.30 p.m. under the Chairmanship of Hon'ble Vice Chancellor, Utkal University in the Vice Chancellor's Conference Hall, the Self Learning Materials (SLM) of all the following 25 courses are placed and approved for the session 2023-2024.

- i. Master of Business Administration
- ii. Master of Computer Applications
- iii. Master of Arts Economics
- iv. Master of Arts Education
- v. Master of Arts English
- vi. Master of Arts Hindi
- vii. Master of Arts History
- viii. Master of Arts Odia
- ix. Master of Arts Political Science
- x. Master of Arts Public Administration
- xi. Master of Arts Sanskrit
- xii. Master of Arts Sociology
- xiii. Master of Commerce
- xiv. Master of Social Work
- xv. Bachelor of Business Administration
- xvi. Bachelor of Commerce (Hons)
- xvii. Bachelor of Arts (Hons) Economics
- xviii. Bachelor of Arts (Hons) Education
- xix. Bachelor of Arts (Hons) English
- xx. Bachelor of Arts (Hons) Hindi
- xxi. Bachelor of Arts (Hons) History
- xxii. Bachelor of Arts (Hons) Odia
- xxiii. Bachelor of Arts (Hons) Political Science
- xxiv. Bachelor of Arts (Hons) Sanskrit
- xxv. Bachelor of Arts (Hons) Sociology

[Signature]
DIRECTOR
Dt. 18.10.23 *[Signature]*
DIRECTOR

Centre For Distance and Online Education
Utkal University, Vanivihar, Bhubaneswar-751007

No. CDOE- 9071 /2023

Copy to All the members of CIQA Committee.

[Signature]
DIRECTOR *[Signature]*



CENTRE FOR DISTANCE & ONLINE EDUCATION
UTKAL UNIVERSITY : VANI VIHAR
BHUBANESWAR-751007

PH .NO. : (0674) 2376700
Website : www.ddceutkal.ac.in

No. CDOE/ 2068/2023

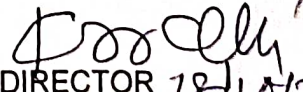
Date: 18.10.23

OFFICE ORDER


Considering the Guidelines of UGC - DEB vide UGC Gazette Notification No. CG-DL-E-05092020-221580(Extraordinary, Part III- Section 4) Dated 4thSeptember 2020 the Internal Quality Assurance Committee (CIQA Committee of CDOE, Utkal University) is reconstituted by the Hon'ble Vice Chancellor on 5 May 2022 with the following members

Prof Sabita Acharya Vice Chancellor, Utkal University,	Chairperson
Prof Navaneeta Rath, Chairman, PG Council, Utkal University,	Member
Dr. Kahnu Charan Dhir, OAS (SAG), Registrar, Utkal University,	Member
Shri Goutama Pradhan, Comptroller of Finance, Utkal University,	Member
Shri Sharat Kumar Majhi, Controller of Examinations, Utkal University,	Member
Prof. Ranjan Kumar Bal, Vice Chancellor, ASBM University, Bhubaneswar (Retd. Prof of Commerce, Utkal University & Ex-Director, DDCE, Utkal University)	Member
Prof. Bhagaban Das, Retd. Prof. Commerce & Ex-Director, Distance Education, FM University, Balasore,	Member
Prof Prabodh Kumar Hota, Prof Commerce, Utkal University	Member
Prof. Asim Parhi, P.G. Dept. of English, Utkal University,	Member
Dr Biswo Ranjan Mishra, Asst Prof CDOE, Utkal University,	Member
Dr Mamata Rani Behera, Asst Prof CDOE, Utkal University,	Member
Dr Sujit Kumar Acharya, Asst Prof CDOE, Utkal University,	Member
Prof Krishna Chandra Rath, Director CDOE, Utkal University,	Member Secretary

No. CDOE/ 2069/2023
Copy to All members of CIQA Committee.


DIRECTOR 28/10/23
Dt:
DIRECTOR

Centre For Distance and Online Education
Utkal University, Vanivihar, Bhubaneswar-751007


DIRECTOR
28/10/23



ECONOMICS OF DEVELOPMENT AND GROWTH

[Handwritten signature]

DIRECTOR

Directorate of Distance & Continuing Education,
Utkal University, Vani Vihar, Bhubaneswar-751007

Author

Madhubrata Raysingh
Asst. Professor, Economics
National Law University, Cuttack



UTKAL UNIVERSITY
D.D.C.E.
Education For All

DIRECTORATE OF DISTANCE & CONTINUING EDUCATION
UTKAL UNIVERSITY, VANI VIHAR
BHUBANESWAR, INDIA

[Multiple handwritten signatures and initials]

Content

1. CHAPTER-1:	STAGES OF ECONOMIC GROWTH	1
2. CHAPTER-2:	THEORIES OF ECONOMIC GROWTH	14
3. CHAPTER-3:	STRATEGIES OF DEVELOPMENT	47
4. CHAPTER-4:	TECHNIQUES OF DEVELOPMENT	62
5. CHAPTER-5:	CAPITAL FORMATION AND ECONOMIC DEVELOPMENT	81
6. CHAPTER-6:	PLANNING PROBLEMS AND POLICIES OF DEVELOPMENT PLANNING	103
7. CHAPTER-7:	REGIONAL PLANNING	122
8. CHAPTER-8:	HUMAN CAPITAL PLANNING	130

MARKETING MANAGEMENT



Handwritten signature

DIRECTOR

Directorate of Distance & Continuing Education
Utkal University, Van Vihar, Bhubaneswar-751007



NAAC ACCREDITED A+

DDCE

Education for all

ଦୂରନିରନ୍ତର ଶିକ୍ଷା ନିର୍ଦ୍ଦେଶାଳୟ, ଉତ୍କଳ ବିଶ୍ୱବିଦ୍ୟାଳୟ
DIRECTORATE OF DISTANCE & CONTINUING EDUCATION

Utkal University, Bhubaneswar-7, Odisha

Email: helpline@ddceutkal.ac.in

Website: www.ddceutkal.ac.in

Handwritten signatures and names: AS, Divakar, P. Saha, S. Saha, S. Saha, MR, P. Mohapatra, P. P.

Name of the Study Material: MARKETING MANAGEMENT

ISBN : *****

Author's Name:

DR. RASHMI RANJEETA DAS

Edited by: **Dr.Sujit Kumar Acharya
Dr.Biswo Ranjan Mishra**

Year of Print:

No. of Copies: *****

Printed and Published by:

For:

**Directorate of Distance & Continuing Education
Utkal University, Bhubaneswar - 751007
www.ddceutkal.ac.in**

SYLLABUS

MARKETING MANAGEMENT

- Unit-1 Introduction to Marketing:** Meaning, Importance, Core Concept, Marketing Management Process, Marketing Environment.
- Unit-2 Marketing Planning:** Identification of market, Market Segmentation, MIS, MR, Consumer Behaviour and Demand Forecasting
- Unit-3 Product Pricing Strategy:** Product, Product Classifications, Product Strategies, New Product Development, Product Life Cycle and Marketing Mix Strategy, Branding, Labeling and Packaging Strategies, Pricing Methods and Strategy.
- Unit-4 Promotion and Placement Management:** Integrated Marketing Communication (IMC) and tools of Promotion and Promotional Strategy, Meaning and Importance of Distribution System, Functions of wholesaler and retailer.
- Unit-5 Contemporary topics in Marketing:** In Practice, Marketing of Services, Rural Marketing, International Marketing and Digital Marketing and Green Marketing

M.A EDUCATION



PAPER - VI

EDUCATIONAL TECHNOLOGY



Handwritten signature

DIRECTOR
Directorate of Distance & Continuing Education
Utkal University, Vanl Vihar, Bhubaneswar-751007



ଦୂରନିରନ୍ତର ଶିକ୍ଷା ନିର୍ଦ୍ଦେଶାଳୟ, ଉତ୍କଳ ବିଶ୍ୱବିଦ୍ୟାଳୟ
DIRECTORATE OF DISTANCE & CONTINUING EDUCATION

Utkal University, Bhubaneswar-7, Odisha

Email: helpline@ddceutkal.ac.in

Website: www.ddceutkal.ac.in

Handwritten signatures and marks at the bottom of the page.

M.A EDUCATION

PAPER-VI

Educational Technology

By

Dr Bhabagrahi Biswal

&

Dr Srutirupa Panda



ଦୂରନିରନ୍ତର ଶିକ୍ଷା ନିର୍ଦ୍ଦେଶାଳୟ, ଉତ୍କଳ ବିଶ୍ୱବିଦ୍ୟାଳୟ
DIRECTORATE OF DISTANCE & CONTINUING EDUCATION

Utkal University, Bhubaneswar-7, Odisha

Email: helpline@ddceutkal.ac.in

Website: www.ddceutkal.ac.in

Content

UNIT I		
	Concept of Educational Technology	1
UNIT II		
	Communication and Instruction	13
UNIT-III		
	Teaching Levels, Strategies and Models	59
UNIT-IV		
	Programmed Instruction	99
UNIT-V		
	Educational Technology in Formal, Non-formal and Informal Education	128

M.A English

Paper-VII



ROMANTIC & VICTORIAN THEORY & CRITICISM

Author
S. Deepika

[Handwritten signature]

DIRECTOR
Directorate of Distance & Continuing Education
Utkal University, Nand Vibhar, Bhubaneswar-751027



ଦୂରନିରନ୍ତର ଶିକ୍ଷା ନିର୍ଦ୍ଦେଶାଳୟ, ଉତ୍କଳ ବିଶ୍ୱବିଦ୍ୟାଳୟ
DIRECTORATE OF DISTANCE & CONTINUING EDUCATION
Utkal University, Bhubaneswar-7, Odisha

Email: help@ddceutkal.ac.in
Website: www.ddceutkal.ac.in

[Multiple handwritten signatures and initials]

Content

1.	UNIT I	ROMANTIC THEORY & CRITICISM	1
2.	UNIT II	WORDSWORTH'S 'PREFACE' to LYRICAL BALLADS	24
3.	UNIT III	COLERIDGE'S BIOGRAPHIA LITERARIA	49
4.	UNIT IV	VICTORIAN THEORY & CRITICISM	75
5.	UNIT V	ARNOLD'S 'THE STUDY OF POETRY'	99

M.A Hindi

Paper-IV



पाश्चात्य काव्यशास्त्र

Semester-I

लेखक

डॉ. ए.उस्मान खान

DIRECTOR

Directorate of Distance & Continuing Education
Utkal University, Van Vihar, Bhubaneswar-751007



DDCE
Education For All



ଦୂରନିରନ୍ତର ଶିକ୍ଷା ନିର୍ଦ୍ଦେଶାଳୟ, ଭୁବନେଶ୍ୱର ବିଶ୍ୱବିଦ୍ୟାଳୟ

DIRECTORATE OF DISTANCE & CONTINUING EDUCATION

Utkal University, Bhubaneswar-7, Odisha

Email: helpline@ddceutkal.ac.in

Website: www.ddceutkal.ac.in

UNIT - I

प्लेटो और अरस्तू

विषय सूची

- 1.0. अर्थ और परिसीमा
- 1.1. इतिहास
- 1.2. पाश्चात्य आलोचना के आदि आचार्य-प्लेटो
- 1.3. युग परिचय
- 1.4. प्लेटो का काव्य सिद्धांत
 - 1.4.1. अनुकृति सिद्धांत
- 1.5. अभ्यास प्रश्न
- 1.6. अरस्तू का व्यक्तित्व
- 1.7. अरस्तू का काव्य सिद्धांत
 - 1.7.1. अनुकरण सिद्धांत
- 1.8. त्रासदी -विवेचन
 - 1.8.1. त्रासदी के तत्व
- 1.9. अभ्यास प्रश्न

UNIT - II

आइ.ए. रिचर्ड्स और क्रोचे

विषय सूची

- 2.0 आइ.ए. रिचर्ड्स का जीवन परिचय
- 2.1 रिचर्ड्स का सिद्धान्त
 - 2.1.1 संप्रेषण
- 2.2 रिचर्ड्स का मूल्य- सिद्धान्त
- 2.3 व्यावहारिक आलोचना-संबंधी सिद्धांत
- 2.4 अभ्यास प्रश्न
- 2.5 बनेदेतो क्रोचे
- 2.6 क्रोच का सिद्धान्त
- 2.7 क्रोचे की धारणाएँ
- 2.8 अभ्यास प्रश्न

UNIT- III

स्वच्छन्दतावाद, मार्क्सवाद, मनोविश्लेषणवाद, अस्तित्ववाद

3.1 स्वच्छन्दतावाद

3.1.1 रुसो तथा उनकी विचारधारा

3.1.2 प्रमुख तत्व एवं विशेषताएँ

3.1.3 निष्कर्ष

3.2 मार्क्सवाद

3.2.1 कार्लमार्क्स

3.2.2 मार्क्सवादी सिद्धांत

3.2.3 कलावाद

3.3 मनोविश्लेषणवाद

3.3.1 फ्रायड

3.3.2 फ्रायड की मनोवैज्ञानिक पद्धति

3.3.3 निष्कर्ष

3.4 अस्तित्ववाद

3.4.1 ज्यॉपाल सारत्रे

3.4.2 अस्तित्ववादी विचारधारा

3.4.3 निष्कर्ष

3.5 अभ्यास प्रश्न

MA HISTORY

Paper-VII



INDIAN HISTORIOGRAPHY

Author

Dr. Binod Bihari Satapathy

DIRECTOR

Directorate of Distance & Continuing Education
Utkal University, Vani Vihar, Bhubaneswar-751007



ଦୂରନିରନ୍ତର ଶିକ୍ଷା ନିର୍ଦ୍ଦେଶାଳୟ, ଭୁବନେଶ୍ୱର ବିଶ୍ୱବିଦ୍ୟାଳୟ

DIRECTORATE OF DISTANCE & CONTINUING EDUCATION

Utkal University, Bhubaneswar-7, Odisha

Email: helpline@ddceutkal.ac.in

Website: www.ddceutkal.ac.in

Handwritten signatures and initials: Binod Bihari Satapathy, AS, D, Address, Binod Bihari Satapathy, etc.

CONTENT

INDIAN HISTORIOGRAPHY

Unit.No.	Chapter Name	Page No
Unit-I.	Ancient Indian Historiography	
	1. Historical Sense in Ancient India, Idea of Bharatvarsha in Indian Tradition	01 -13
	2. Itihasa-Purana Tradition in Ancient India; Traditional History from the Vedas, Epics and Puranas	14-35
	3. Jain Historiography and Buddhist Historiography	36-54
Unit-II	Medieval Indian Historiography	
	1. Historical Biography of Banabhatta and the Kashmir Chronicle of Kalhana	55-68
	2. Arrival of Islam and its influence on Historical Tradition of India; Historiography of the Sultanate period - Alberuni's -Kitab-ul-Hind and Amir Khusrau	69-87
	3. Historiography of the Mughal Period - Baburnama, Abul Fazl and Badauni	88-104
Unit-III.	Orientalist, Imperial and colonial ideology and historian	
	1. William Jones and Orientalist writings on India	105-112
	2. Colonial/ Imperialist Approach to Indian History and Historiography: James Mill, Elphinstone, and Vincent Smith	113-128
	3. Nationalist Approach and writings to Indian History: R.G.Bhandarkar, H.C Raychoudhuri, and J.N.Sarkar	129-147
Unit-IV.	Marxist and Subaltern Approach to Indian History	
	1. Marxist approach to Indian History: D.D.Kosambi, R.S.Sharma, Romilla Thaper and Irfan Habib	148-173
	2. Marxist writings on Modern India: Major assumptions	174-184
	3. Subaltern Approach to Indian History- Ranjit Guha	185-196

**MSW
PAPER-4
SOCIAL WORK RESEARCH AND STATISTICS**

UNIT-1

1.0. OBJECTIVES

1.1. Meaning definition and purpose of social work research

1.1.1. Definition of Social Work Research

1.1.2. Purpose of Social Work Research

1.2. SOCIAL RESEARCH and SOCIAL WORK RESEARCH

1.3. Scientific Method:

1.3.1. Nature

1.3.2. Characteristics of Scientific Method

1.3.3. Problems of the Social Sciences

1.4. PURPOSE AND STEPS IN RESEARCH PROCESS

1.5. CONCEPTS AND OPERATIONALISATION OF CONCEPTS:

1.6. VARIABLES AND ITS TYPES

1.7. HYPOTHESIS: SOURCES, FORMULATION, ATTRIBUTES AND TYPES

1.7.1. Criteria for formulation of Hypothesis

1.7.2. Attributes of a valid or usable Hypothesis

1.7.3. Sources of Hypothesis

1.7.4. Types of Hypothesis

1.7.5. Attributes of Hypothesis

1.8. Key words

1.9. References:

UNIT-II

2.0 Objectives:

2.1 REASERACH DESIGN:

2.2 Basic Purposes of Research Design

2.3 Characteristic Features of a Good Research Design

2.4. Types of Research Design

2.5. FORMULATION OF RESEARCH PROBLEM

2.6. SAMPLING: DEFINITION

2.6.1. Population and Universe

2.6.2. Utility of Sampling:

2.6.3. Principles of Sampling:

2.6.4. Types and procedures of Sampling

2.7 MEASUREMENT

2.7.1. Levels of Measurement

2.8: Reliability and Validity: Meanings and Types

2.9. Key Words:

2.10. References:

3.0 OBJECTIVES

3.1 SOURCES AND METHODS OF DATA COLLECTION

3.2. METHODS AND TOOLS OF OBSERVATION

3.2.1 OBSERVATION

3.2.2. CHARACTERISTICS OF OBSERVATION

3.2.3. ORGANISATION OF OBSERVATION METHOD

3.2.4. TYPES OF OBSERVATION

3.2.4.1. NON-CONTROLLED OBSERVATION:

3.2.4.2. CONTROLLED OBSERVATION

3.2.5. LIMITATIONS OF OBSERVATION AS A METHOD OF SOCIAL RESEARCH

3.2.6. ADVANTAGES OF OBSERVATION

3.2.7. USES AND IMPORTANCE OF OBSERVATION

3.3. SURVEY METHODS

3.3.1. Purpose of Social Survey

3.3.2. Interview

3.3.3. Objectives of Interview

3.3.4. INTERVIEW SCHEDULE

3.3.4.1. STEPS OR PROCEDURES FOR FORMING A SCHEDULE:

3.3.4.2. MERITS OF INTERVIEW SCHEDULE:

3.3.4.3. DEMERITS OF SCHEDULE

3.3.5. QUESTIONNAIRE

3.3.5.1. Characteristics of a Good Questionnaire

3.3.5.2. Construction of questionnaire, Concept, types of questionnaire format and sequence of questions:

3.3.5.3. Types of Questionnaire

3.3.5.4. DISADVANTAGES OF QUESTIONNAIRE

3.3.5.5. Advantages

3.3.5.6. PERSONAL INTERVIEW AND MAILED QUESTIONNAIRE

3.4. Key Words:

3.5. References:

UNIT IV PREPARATION OF RESEARCH PROPOSAL

STRUCTURE

1. Introduction
2. Preparation of a Research Proposal
3. The Elements of a Research Proposal
4. Precautions While Writing The Research Proposal
5. Evaluating The Research Proposal
6. Data Processing
7. Classification and Tabulation of Data
8. Diagrammatic Representation of Data
9. Report Writing
10. Limitations of Research
11. Agencies Involved in Social Research
12. Ethical Considerations
13. Summary
14. Key Words
15. Self-Assessment Questions
16. Further Readings

Appendix I: Statistical Tables

1. OBJECTIVES

By studying this unit, you will able to

- I. write a research proposal,
- II. get an idea about the processing of data by editing and coding,
- III. classify the data and present the data in the form of tables, graphs and charts,
- IV. prepare a research report,



ଏମ୍. ଏ.

ଓଡ଼ିଆ ପାଠ୍ୟକ୍ରମ

ଲୋକ ସାହିତ୍ୟ ଓ ଲୋକ ସଂସ୍କୃତି
ଦ୍ଵାବିଂଶ ପତ୍ର

ଆଲୋଚକ

ସଞ୍ଜୟ କୁମାର ବାଗ



Handwritten signature

DIRECTOR

Directorate of Distance & Continuing Education
Utkal University, Vanl Vihar, Bhubaneswar-751001

DDCE
Education for All

ଦୂର-ନିରନ୍ତର ଶିକ୍ଷା ନିର୍ଦ୍ଦେଶାଳୟ
ଉତ୍କଳ ବିଶ୍ଵବିଦ୍ୟାଳୟ, ବାଣୀବିହାର
ଭୁବନେଶ୍ଵର

B. Mishra

Handwritten signatures and initials at the bottom: AS, P. Misra, P. Mohapatra, K. G. Patra, etc.

ଲୋକ ସାହିତ୍ୟ ଓ ସଂସ୍କୃତି

ପ୍ରଥମ ପରିଚ୍ଛେଦ

ପ୍ରଥମ ଭାଗ

ଲୋକଧାରା ଓ ଲୋକ ସଂସ୍କୃତି: ସଂକ୍ଷା, ସରୁପ

୫

ଦ୍ୱିତୀୟ ଭାଗ

ଓଡ଼ିଶାରେ ଲୋକ ସାହିତ୍ୟ ବର୍ତ୍ତମାନ ପରମ୍ପରା

୩୫

ଦ୍ୱିତୀୟ ପରିଚ୍ଛେଦ

ପ୍ରଥମ ଭାଗ

ଲୋକ ସାହିତ୍ୟର ପ୍ରକାରଭେଦ

୫୪

ଦ୍ୱିତୀୟ ଭାଗ

ଲୋକ ସାହିତ୍ୟ ଓ ଲୋକ ଜୀବନ

୯୨

ତୃତୀୟ ପରିଚ୍ଛେଦ

ପ୍ରଥମ ଭାଗ

ଓଡ଼ିଆ ଲୋକ ସାହିତ୍ୟ

୧୧୭

ଦ୍ୱିତୀୟ ଭାଗ

ଓଡ଼ିଆ ଲୋକ ସଂସ୍କୃତି

୧୩୯

ଚତୁର୍ଥ ପରିଚ୍ଛେଦ

ପ୍ରଥମ ଭାଗ

ଓଡ଼ିଶାର ଆଦିବାସୀ ଜୀବନଧାରା ଓ ଲୋକ ସାହିତ୍ୟ

୧୫୫

ଦ୍ୱିତୀୟ ଭାଗ

ଓଡ଼ିଶାର ଲୋକ ନାଟକ ପରମ୍ପରା ଓ ପ୍ରକାରଭେଦ

୧୭୨

ପଞ୍ଚମ ପରିଚ୍ଛେଦ

ପ୍ରଥମ ଭାଗ

ଆଧୁନିକ କାବ୍ୟ, କବିତାରେ ଲୋକ ସାହିତ୍ୟର ପ୍ରଭାବ

୧୯୭

ଦ୍ୱିତୀୟ ଭାଗ

ଆଧୁନିକ ଓଡ଼ିଆ କଥା ସାହିତ୍ୟରେ ଲୋକ ସାହିତ୍ୟର ପ୍ରଭାବ

୨୨୪

ସହାୟକ ଗ୍ରନ୍ଥ ଏବଂ ପରବର୍ତ୍ତୀ ଅଧ୍ୟୟନ ନିମିତ୍ତ ପୁସ୍ତକ ସୂଚୀ

୨୫୦

**M.A. POLITICAL SCIENCE
COMPARATIVE POLITICS**

PAPER - I

SEMESTER - I,



Author

Dr. AMARESWAR MISHRA,

Retired Professor, P. G. Department of Political Science,
Utkal University, Vani Vihar, Bhubaneswar - 751004



Handwritten signature

DIRECTOR

Directorate of Distance & Continuing Education
Utkal University, Vani Vihar, Bhubaneswar-751007

DDCE
Education for All

**DIRECTORATE OF DISTANCE & CONTINUING EDUCATION
UTKAL UNIVERSITY, BHUBANESWAR - 751 007**
Website: www.ddceutkal.org.

Handwritten signatures and initials at the bottom of the page:
B. Nish, P. Seny, S. R. B. Th., Sreeya, N. G. G., P. Mohapatra, N. S. S., P. P. P., S. M.

COMPARATIVE POLITICS- CONCEPTS AND METHODS

Contents:

Unit I

Comparative Politics: Evolution, Nature and Scope

Unit II

Approaches: Behaviorism, Post-Behavioralism, David Easton's Systems Approach, Gabriel Almond's Structural-Functional Approach, Marxist Approach.

Unit III

Constitutionalism: Concepts, Problems and Limitations
State in Comparative Perspective: Capitalist, Socialist and Post-Colonial Societies

UNIT IV

Political Elite: Elitist Theory of Democracy



DDCE Utkal University

संस्कृतम् (एम.ए.)

M.A. (Sanskrit)

PAPER - II

**व्याकरणम्
(सिद्धान्तकौमुदी)**

सम्पादना

डा. कालीप्रसन्न शतपथी

साधारण-संपादकः

प्रफेसर सुस्मित प्रसाद पाणिः

[Handwritten signature]

DIRECTOR

Directorate of Distance & Continuing Education
Utkal University, Vani Vihar, Bhubaneswar-751007



**DDCE
Education for All**



दूर एवं निरन्तर शिक्षा निदेशालय

उत्कल विश्वविद्यालय, बाणीविहार

भुवनेश्वर

[Multiple handwritten signatures and initials at the bottom of the page.]

सूचीपत्रम्

विषयक्रमः

पृष्ठाङ्कः

1. अनुविभागः प्रथमः (Unit-I)
संज्ञाप्रकरणम् - परिभाषाप्रकरणम् 5-27
2. अनुविभागः द्वितीयः (Unit-II)
अच् सन्धिप्रकरणम् 28-36
3. अनुविभागः तृतीयः (Unit-III)
कारकप्रकरणम्
(प्रथमाविभक्तितः चतुर्थीविभक्तिपर्यन्तम्) 37-49
4. अनुविभागः चतुर्थः (Unit-IV)
कारकप्रकरणम्
(पञ्चमीविभक्तितः सप्तमीविभक्तिपर्यन्तम्) 50-61
5. अनुविभागः पञ्चमः (Unit-V)
समासप्रकरणम् 62-107
6. आदर्शप्रश्नाः 108-111



SOCIOLOGY OF GLOBALIZATION

Author

Prof. Navaneeta Rath

Department of Sociology

Utkal University

Handwritten signature

DIRECTOR
Directorate of Distance & Continuing Education
Utkal University, Vani Vihar, Bhubaneswar-751007



ଦୂରନିରତନ ଶିକ୍ଷା ନିର୍ଦ୍ଦେଶାଳୟ, ଭୁବନେଶ୍ୱର ବିଶ୍ୱବିଦ୍ୟାଳୟ
DIRECTORATE OF DISTANCE & CONTINUING EDUCATION

Utkal University, Bhubaneswar-7, Odisha

Email: helpline@ddceutkal.ac.in

Website: www.ddceutkal.ac.in

Multiple handwritten signatures and initials in blue ink at the bottom of the page.

Content

1. **UNIT I** Globalization: The Historical and Social Context,
Distinctive Characteristics and Dimensions: Economic,
Technological, Social and cultural. 5
2. **UNIT II** Modernization and Globalization,
Neo-Liberalism and Global Capitalism and
Globalization and Nation State 44
3. **UNIT III** Global Institutions and Actors: World Bank, MNCs, WTO, IMF, NGOs 73
4. **UNIT IV** Globalization and Culture:
The Ethos of Globalization (Individualism, Freedom, Consumerism)
Cultural Homogenization, Hegemony and Dominance Impact of
Globalization on poor and women 122



M.A PUBLIC ADMINISTRATION

TITLE: Indian Administration

PAPER-III



Directorate of Distance
&
Continuing Education
(DDCE)

telk

Utkal University, Bhubaneswar.

DIRECTOR

Directorate of Distance & Continuing Education
Utkal University, Vanu Vihar, Bhubaneswar-751007



AUTHOR:

Dr. Padmalaya Mahapatra
Associate Professor and Head
Dept. of Public Administration,
Utkal University,
Vanivihar, Bhubaneswar.

Handwritten signatures and initials:
- *Dr. Padmalaya Mahapatra*
- *Dr. Nishu Patra*
- *Dr. P. S. Patra*
- *Dr. S. K. Patra*
- *Dr. M. K. Patra*
- *Dr. K. K. Patra*
- *Dr. R. K. Patra*
- *Dr. S. K. Patra*

Indian Administration

Unit- I

Evolution of Indian Administration: Ancient, Salient Features of Indian Constitution, Preamble, Federalism, Centre – State Relations (Administrative, Legislative and Financial).

Unit- II

1. Government at Central Level: President, Council of Ministers and Prime Minister, Parliament, Supreme court, Central Secretariat, Cabinet Secretariat, Prime Minister's Office.

2. Government at State Level : Governor, Council of Ministers and Chief Minister, State Legislative, High Court, Central Secretariat, Chief Secretariat.

Unit- III

Commissions in India : Union Public Services Commission, Planning Commission, National Development Council, Election Commission, Finance Commission, National Human Rights Commission, Administrative Reforms Commission, Redressal of Citizens

Grievances, Lokpal and Lokayukta.

Unit- IV

Board of Revenue: Composition and function.

Revenue Divisional Commissioner: role and Functions, District Administration, Role of Collector



BANKING AND INSURANCE MARKETING

Author's : Dr. Rashmi Ranjeeta Das

Edited by : Dr. Saji Kumar Acharya



**DIRECTORATE OF DISTANCE &
CONTINUING EDUCATION**
Utkal University, Vani Vihar
Bhubaneswar, Odisha
Email: helpline@ddceutkal.ac.in
Website: www.ddceutkal.ac.in

[Handwritten signature]

[Handwritten signature]

DIRECTOR
Directorate of Distance & Continuing Education
Utkal University, Vani Vihar, Bhubaneswar-751007

[Handwritten signatures]

[Handwritten signatures]

[Handwritten signatures]

[Handwritten signatures]

CONTENTS

	Page No.
Unit-1 Introduction to Marketing	9-27
1.1 Introduction	9
1.2 Meaning of Marketing	10
1.3 Scope of Marketing	12
1.4 Modern Concepts of Marketing	19
1.5 Marketing Strategy	20
1.6 STP Approach	22
1.7 Goods and Services Marketing	23
1.8 Let us Sum up	26
1.9 Keywords	26
1.10 Questions for Discussion	26
1.11 Suggested Readings	27
Unit-2 Concept of Bank and Insurance Marketing	28-35
2.1 Introduction	28
2.2 Banking and Insurance Marketing	29
2.3 Formulation of Marketing Mix	29
2.4 Promotional Strategy for Banks and Insurance Sector	31
2.5 Life Insurance Marketing: Basic Problems	31
2.6 Relationship Marketing	32
2.7 Let us Sum up	33
2.8 Keywords	34
2.9 Questions for Discussion	34
2.10 Suggested Readings	35
Unit-3 Behavior of Consumers	36-53
3.1 Introduction	36
3.2 Behavioral Profile of the Consumers	37
3.3 Factors Influencing Consumer Behavior	44
3.4 Let us Sum up	51
3.5 Keywords	52
3.6 Questions for Discussion	53
3.7 Suggested Readings	53
Unit-4 Product Mix	54-72
4.1 Introduction	54
4.2 Total Product Concept	55
4.3 Creating a Product Range	57
4.4 Products Life Cycle	58
4.5 Branding	62
4.6 New Product Development	67

4.7	Let us Sum up	71
4.8	Keywords	71
4.9	Questions for Discussion	72
4.10	Suggested Readings	72
Unit-5 Pricing		73-81
5.1	Introduction	73
5.2	Concept of Value and price	73
5.3	Uses and Objectives of price	74
5.4	Factors Influencing Pricing Decisions	74
5.5	Pricing Strategy for Banking and Insurance Industry	79
5.6	Let us Sum up	80
5.7	Keywords	81
5.8	Questions for Discussion	81
5.9	Suggested Readings	81
Unit-6 Promotion		82-103
6.1	Introduction	82
6.2	Steps in Designing Communication	86
6.3	Guidelines for Service Communication	88
6.4	Communication Mix Elements	88
6.5	Let us Sum up	101
6.6	Keywords	102
6.7	Questions for Discussion	102
6.8	Suggested Readings	103
Unit-7 People, Process and Distribution		104-124
7.1	Introduction	104
7.2	People: Managing the Sales Force	105
7.3	Process	111
7.4	Distribution Strategy	115
7.5	Let us Sum up	122
7.6	Keywords	123
7.7	Questions for Discussion	123
7.8	Suggested Readings	124
Unit-8 Service Quality and Building Customer Relationships		125-146
8.1	Introduction	125
8.2	Measurement of Service Delivery	126
8.3	Customer Relationship	130
8.4	Let us Sum up	136
8.5	Keywords	137
8.6	Questions for Discussion	137
8.7	Suggested Readings	139
Case Studies		139-146



CRYPTOGRAPHY AND NETWORK SECURITY

Teller

DIRECTOR
Directorate of Distance & Continuing Education
Utkal University, Utkal Vihar, Bhubaneswar-751007



DDCE
Education for All

DIRECTORATE OF DISTANCE AND CONTINUING EDUCATION

Utkal University, Bhubaneswar – 7, Odisha

Email: helpline@ddceutkal.ac.in

Website: www.ddceutkal.ac.in

[Handwritten signatures and initials]

© Directorate of Distance & Continuing Education, Utkal University, Vani Vihar, Bhubaneswar - 751007 The study material is developed exclusively for the use of the students admitted under DDCE, Utkal University. The contents are collected from different books/materials available in the market and matched to the syllabus of MCA programme for better understanding by the students of DDCE .

DISCLAIMER

This document does not claim any originality and cannot be used as a substitute for prescribed textbooks. The information presented here is merely a collection to be used as self learning material. Various sources as well as freely available material from internet were collected and compiled for preparing this document. The ownership of the information lies with the respective authors or institutions.

Name of the Study Material:

CRYPTOGRAPHY AND NETWORK SECURITY

Collected , Compiled and Edited
By
DR. SUBAS CHANDRA MISHRA
Academic Consultant , DDCE,
Utkal University

Year of Print:

No. of Copies: *****

Printed and Published by:

For: Directorate of Distance & Continuing Education (DDCE),
Utkal University, Bhubaneswar – 751007
Website : www.ddceutkal.ac.in

NETWORK SECURITY

Unit - I

Introduction: Services, Mechanisms and Attacks, A model for network Security. Internet Standards and RFCs, Internet and Web Resources.

Conventional Encryption and Message Confidentiality: Encryption Principles & Algorithms. Cipher Block modes of operation. Location of Encryption Devices, Key Distribution.

Unit-II

Public-key Cryptography and Message Authentication: Approaches to Message Authentication, Secure Hash Functions and HMAC, Public key Cryptography principles and Algorithms. Digital Signatures and key Management.

Authentication Applications: Kerberos, X.509 Directory Authentication Service.

Unit-III

Electronic Mail Security: Pretty Good Privacy. S/MIME.

IP Security: IP Security Overview and Architecture. Authentication Header. Encapsulating Security Payload, Combining Security Associations and Key Management.

Unit - IV

Web Security: Web Security Requirements. Secure Sockets Layer (SSL) and Transport Layer Security. Secure Electronic Transaction (SET).

Network Management Security: Basic concept of Simple Network Management Protocol, SNMPv1. Community Facility. SNMPv3.

Unit-V

Intruders and Viruses: Intruders, Viruses and related Threats.

Firewalls: Firewall Design Principles and Trusted Systems.



FINANCIAL MANAGEMENT

Author's Name: Dr. Santosh Kumar Mishra

Edited by: Dr. S. K. Charya

Dr. B. P. Mishra

Dr. P. K. Mishra

Handwritten signature

DIRECTOR

Directorate of Distance & Continuing Education
Utkal University, Vani Vihar, Bhubaneswar-751007



Handwritten signatures and initials



DIRECTORATE OF DISTANCE & CONTINUING EDUCATION
Utkal University, Vani Vihar
Bhubaneswar, Odisha
Email: helpline@ddceutkal.ac.in
Website: www.ddceutkal.ac.in

Handwritten signatures and initials

FINANCIAL MANAGEMENT

CONTENTS

	Page No.
Unit 1 Nature of Financial Management	7
Unit 2 Capital Budgeting Structure	25
Unit 3 Operating and Financial Leverage and Capital Structure Theories	63
Unit 4 Dividend Policies and Requirement of Working Capital	95
Unit 5 Management of Working Capital	139



Political Theory: Concepts and Debates

(+3 Political Science, 2nd Semester, Core-3)

Compiled & Edited by:
Dr. Badrinath Das



[Handwritten signature]

DIRECTOR
Directorate of Distance & Continuing Education
Utkal University, Vani Vihar, Bhubaneswar-751007



DIRECTORATE OF DISTANCE & CONTINUING EDUCATION
Utkal University, Bhubaneswar-7, Odisha

[Handwritten signatures and initials]
S. Sanyal, P. Sanyal, D. Mishra, P. Sanyal, D. Mishra, K. Mohapatra, etc.

POLITICAL THEORY: CONCEPTS AND DEBATES

CONTENTS

	Page No.
Lesson 1 Freedom	7
Lesson 2 Equality	36
Lesson 3 Justice	55
Lesson 4 Rights	69
Lesson 5 Political Obligation and Civil Disobedience	92
Lesson 6 Human Rights and Cultural Relativism	104
Lesson 7 Issues of Toleration and Multiculturalism	124

BA ECONOMICS (HONS)



INTRODUCTORY MICROECONOMICS

Compiled and Edited by:

Dr. Sanjib Kumar Hota
ASST. Prof. IN MICM



DIRECTOR
Directorate of Distance & Continuing Education
Utkal University, Vani Vihar, Bhubaneswar-751007

DIRECTOR
Directorate of Distance & Continuing Education
Utkal University, Vani Vihar, Bhubaneswar-751007



NAAC ACCREDITED A+
DDCE
Education for all

ଦୂରନିଗନ୍ତ ଶିକ୍ଷା ନିର୍ଦ୍ଦେଶାଳୟ, ଉତ୍କଳ ବିଶ୍ୱବିଦ୍ୟାଳୟ

DIRECTORATE OF DISTANCE & CONTINUING EDUCATION
Utkal University, Bhubaneswar-7, Odisha
Email: helpline@ddceutkal.ac.in

Handwritten signatures and names: *Sanjib*, *Himohapatra*, *M. K. Patra*, *Pradyumn*, *Pradyumn*, *Pradyumn*

Handwritten signatures and names: *P. Sanyal*, *J. B. Patra*

CONTENTS

Unit-1

Significance and
Scope of Managerial Economics:
Role of Managers in Business,
Economic paradigms applicable to business analysis.

Unit-2

Market Demand:
Determinants of Demand and Supply,
Elasticity of Demand,
Indifference Curve Analysis,
Consumer's Equilibrium,
Price,
Income and Substitution
Effects, Demand Forecasting.

Unit-3

Production
Function:
Production
decision making,
Short Run Long
Run Production Functions.

Unit-4

Market Analysis:
Cost Structure,
Various Cost Concepts,
Cost Estimation,
Pricing and Output decisions in Perfect Competition,
Monopoly, Monopolistic Competition,
Oligopoly.

Unit-5

Profit Analysis:
Theories of Profit,
Break Even Analysis,
Managerial Decisions,
Business Cycle

BA EDUCATION (HONS)



EDUCATIONAL PSYCHOLOGY

Compiled and Edited by:

Dr. Diptansu Bhusan Pati
&
Ms. Anita Nath



Dr. Diptansu Bhusan Pati

DIRECTOR
Directorate of Distance & Continuing Education
Utkal University, Vanl Vihar, Bhubaneswar-751007



NAAC ACCREDITED A+
DDCE

ଦୂରନିରନ୍ତର ଶିକ୍ଷା ନିର୍ଦ୍ଦେଶାଳୟ, ଉତ୍କଳ ବିଶ୍ୱବିଦ୍ୟାଳୟ

DIRECTORATE OF DISTANCE & CONTINUING EDUCATION
Utkal University, Bhubaneswar-7, Odisha
Email: helpline@ddceutkal.ac.in

Dr. Anita Nath
Dr. Diptansu Bhusan Pati

Dr. Anita Nath

Dr. Anita Nath
Dr. Diptansu Bhusan Pati
Dr. Anita Nath

CONTENT

UNIT 1: Educational Psychology in Developmental Perspective

- (i) Meaning, nature, scope and relevance of educational psychology
- (ii) Methods of educational psychology- observation, experimentation, and case study
- (iii) Application of educational psychology in understanding learner
- (iv) Growth and Development-Concept, difference between growth and development, and principles of growth and development
- (v) Characteristics of development during adolescence in different areas: Physical, social, emotional and intellectual (with reference to Piaget)

UNIT 2: Intelligence, Creativity and Individual difference

- (i) Individual difference-concept, nature, factors and role of education
- (ii) Intelligence- meaning and nature of intelligence, concept of I.Q, theories of intelligence- Two factor theories, Guildford's structure of intelligence (SI) model, Gardner's multiple theory of intelligence.
- (iii) Measurement of intelligence- individual and group test, verbal, non-verbal test
- (iv) Creativity- meaning, nature and stages of creative thinking, strategies for fostering creativity

UNIT 3: Learning and Motivation

- (i) Learning- meaning, nature and factors of learning
- (ii) Theories of learning with experiment and educational implications-
- (iii) Classical conditioning, operant conditioning, insightful learning and constructivist approach to learning
- (iv) Motivation – concepts, types, and techniques of motivation

UNIT 4: Personality and Mental health

- (i) Personality- meaning and nature of personality
- (ii) Theories- type theory and trait theory

(iii) Assessment of personality- subjective, objective and projective techniques

(iv) Mental health-concept, factors affecting mental health and role of teacher, mental health of teacher.

(v) Adjustment mechanism: Concept and Types

PRACTICAL

- Administration and interpretation of any psychological test relating to intelligence or personality

: It will be evaluated by both the Internal and External exam

BA ENGLISH (HONS)



British Poetry and Drama: 14th to 17th Centuries

Compiled and Edited by:

Dr. Prajna Paramita Panigrahi

Asst. Prof. in English
DDCE, Utkal University



Prajna

DIRECTOR

Centre For Distance and Online Education
Utkal University, Vanikar Bazar,

DIRECTOR
Directorate of Distance & Continuing Education
Utkal University, Vani Vihar, Bhubaneswar-751007



DDCE
NAAC ACCREDITED A+
Education for all

ଦୂରନିଗତନ ଶିକ୍ଷା ନିର୍ଦ୍ଦେଶାଳୟ, ଉତ୍କଳ ବିଶ୍ୱବିଦ୍ୟାଳୟ

DIRECTORATE OF DISTANCE & CONTINUING EDUCATION
Utkal University, Bhubaneswar-7, Odisha

Email: helpline@ddceutkal.ac.in
web - www.ddceutkal.ac.in

[Handwritten signatures]

[Handwritten signatures]
P. Sanyal
K. Mohapatra

[Handwritten signature]

CONTENT

Core Paper I

BRITISH POETRY AND DRAMA: 14TH TO 17TH CENTURIES

Introduction:

The paper seeks to introduce the students to British poetry and drama from the 14th to the 17th century. It helps students sample and explore certain seminal texts from the early modern period, covering the genesis of modern English poetry and the Renaissance that set British poetry and drama on their glorious course to greatness.

UNIT 1: Historical overview

- (i) The period is remarkable in many ways: 14th century poetry evokes an unmistakable sense of “modern” and the spirit of Renaissance is marked in the Elizabethan Drama. The Reformation brings about sweeping changes in religion and politics. A period of expansion of horizons: intellectual and geographical.

UNIT 2: Geoffrey Chaucer

- (i) The Pardoner’s Tale

UNIT 3: Spenser: “Sonnet 34 (Amoretti)”

- (i) Shakespeare: “That time of the year...” (Sonnet 73)
- (ii) Ben Jonson: “Song to Celia”
- (iii) John Donne: “Sunne Rising”

UNIT 4: Shakespeare

- (i) Macbeth



DDCE UTKAL UNIVERSITY

B.A. (Hindi)

Semester - I

CORE-1



हिंदी साहित्य का इतिहास

लेखक
डॉ. स्नेहलता दास

Handwritten signature of the Director

DIRECTOR
Directorate of Distance & Continuing Education
Utkal University, Vaidi Nagar, Bhubaneswar-751007

[2]

Handwritten signatures and initials:
- A signature starting with 'S' and 'R' (likely S. R. Mishra)
- A signature starting with 'A' and 'S' (likely A. S. Mishra)
- A signature starting with 'D. Mishra'
- A signature starting with 'P. Seny'
- A signature starting with 'S. Patra'
- A signature starting with 'R. Mohapatra'

DDCE UTKAL UNIVERSITY

B.A. (Hindi)

CORE-1

Semester - I

COURSES OF STUDY

हिंदी साहित्य का इतिहास (प्राचीन एवं मध्यकाल, रीतिकाल सहित)

- Unit - I** हिंदी साहित्य का आरंभ, विकास और परंपरा- आदिकालीन हिंदी साहित्य की प्रमुख विशेषताएँ (नाथ, सिद्ध, रासो और अमीर खुसरो तथा विद्यापति ।)
- Unit - II** हिंदी साहित्य का मध्यकाल (भक्ति एवं रीतिकाल) हिंदी साहित्य के भक्तिकाल की विविध धाराएँ एवं विशेषताएँ ।
- Unit - III** हिंदी साहित्य का रीतिकाल (रीतिबद्ध, रीतिसिद्ध और रीतिमुक्त) रीतिकाल की प्रमुख प्रवृत्तियाँ और विशेषताएँ ।

अंक विभाजन :

तीन	आलोचनात्मक प्रश्न	$12 \times 3 = 36$
तीन	लघूत्तरी प्रश्न	$8 \times 3 = 24$
दो	टिप्पणी मूलक प्रश्न	$5 \times 2 = 10$

कुल = 70

सत्रीय कार्य = 30

कुल अंक 100

B.A. Arts(History) Core -III
UNDER CHOICE BASED CREDIT SYSTEM
1ST SEMESTER UNDER CDCS

BA HISTORY(HONS)



HISTORY OF INDIA-II (300BCE-750CE)

Compiled and Edited by:

Mrs. Aliva Panda



Trudy

DIRECTOR
Directorate of Distance & Continuing Education
Utkal University, Vanakul, Bhubaneswar-751022



DDCE
NAAC ACCREDITED A+
Education for all

D. Mishra

ଦୂରନିରନ୍ତର ଶିକ୍ଷା ନିର୍ଦ୍ଦେଶାଳୟ, ଉତ୍କଳ ବିଶ୍ୱବିଦ୍ୟାଳୟ

DIRECTORATE OF DISTANCE & CONTINUING EDUCATION
Utkal University, Bhubaneswar-7, Odisha

Email: helpline@ddceutkal.ac.in
web - www.ddceutkal.ac.in

Mohapatra *Jyoti* *Prasanna* *Kulpati* *AS* *P. Seny* *ABP*

Core Paper III
HISTORY OF INDIA-II (300BCE-750CE)

Unit-I: Economy and Society (circa 300 BCE to circa CE 300):

1. Expansion of Agrarian Economy: Production relations.
2. Urban growth: Trade & Commerce
3. Social stratification: Class, Varna, Jati, Gender

Unit-II: Changing Political Formations (circa 300 BCE to circa CE 300):

1. The Mauryan Empire: Chandragupta Maurya and Asoka-Conquest and Administration
2. Post-Mauryan Polities: Kushanas, and Satavahanas
3. The Cholas

Unit-III: Towards Early Medieval India [circa CE fourth century to CE 750]:

1. Gupta Age: Agrarian Expansion, Land Grants, Graded Land Rights and Peasantry.
2. Varna, Proliferation of Jatis: changing norms of marriage and property.
3. The Nature of Polities: The Gupta Empire
4. Post- Gupta Polities - Pallavas, Chalukyas, and Vardhanas

Unit-IV: Religion, Culture, Philosophy and Society

1. Consolidation of the Brahmanical Tradition: Dharma, Varnashram, Purusharthas,
2. Buddhism: Hinayan and Mahayana
3. Jainism: It's major Principles
4. Development of Art and Architecture: Mauryan, and Gupta

Suggested Text Books:

1. D. D. Kosambi, An Introduction to the Study of Indian History, 1975.
2. A. L. Basham, Wonder That Was India, Rupa.

Reference Reading:

1. Romila Thapar, Early India: From the Origins to 1300, 2002.
2. Dharma Kumar and Irfan Habib, Cambridge Economic History of India, vol-I.
3. Romila Thapar, Ancient India.
4. K.M. Ashraf, Life and Condition of the People of Hindustan.
5. D.N. Jha (ed.), Feudal Social Formation in Early India.

Unit-I: Economy and Society (circa 300 BCE to circa CE 300):



ପୁରୁ ଚିନ୍ତି, ସଂସ୍କୃତ, ଦ୍ୱିତୀୟ ପତ୍ର
ପାଠ, ପାଠ୍ୟ ଓ ଉଚ୍ଚଶିକ୍ଷା

ଅଭିଯାନ ଶାସ୍ତ୍ରକଳା

ଉପସାଧନା

ଡଃ. ଗୋପାଳାଧ୍ୟ ମହାପାତ୍ର

ସାଧାରଣ ସଂପାଦକ

ପ୍ରଫେସର ସୁମିତ୍ର ପାଣି

ନିର୍ଦ୍ଦେଶକ, ଦୂର-ନିରନ୍ତର ଶିକ୍ଷା ନିର୍ଦ୍ଦେଶାଳୟ



DDCE
Education for All

DIRECTOR

Directorate of Distance & Continuing Education
Utkal University, Van Vihar, Bhubaneswar-751007

ଦୂର-ନିରନ୍ତର ଶିକ୍ଷା ନିର୍ଦ୍ଦେଶାଳୟ

ଉତ୍କଳ ବିଶ୍ୱବିଦ୍ୟାଳୟ, ବାଣାବିହାର, ଭୁବନେଶ୍ୱର

website: www.ddceutkal.org

B. S. Mishra

Ranohapatra

CONTENT

UNIT 1

Abhijnanasakuntalam - ACT 1

UNIT 2

Abhijnanasakuntalam –ACT 2

UNIT 3

Abhijnanasakuntalam – ACT 3

UNIT 4

Abhijnanasakuntalam – ACT 4

B.A. Arts(Sociology) Core -I
UNDER CHOICE BASED CREDIT SYSTEM
1ST SEMESTER UNDER CBCS

BA SOCIOLOGY (HONS)



Introduction to Sociology-I

Compiled and Edited by:

Dr. Pralap Kumar Sethy



Pralap

DIRECTOR
Directorate of Distance & Continuing Education
Utkal University, Vanii Vihar, Bhubaneswar



DDCE
NAAC ACCREDITED A+
Education for all

ଦୂରନିରନ୍ତର ଶିକ୍ଷା ନିର୍ଦ୍ଦେଶାଳୟ, ଉତ୍କଳ ବିଶ୍ୱବିଦ୍ୟାଳୟ

DIRECTORATE OF DISTANCE & CONTINUING EDUCATION :
Utkal University, Bhubaneswar-7, Odisha

Email: helpline@ddceutkal.ac.in
web - www.ddceutkal.ac.in

[Handwritten signatures]

[Handwritten signatures]

[Handwritten signatures]

Unit-1: Discipline and Perspective

- 1.1 Meaning, Definition and Subject Matter
- 1.2 Emergence of Sociology
- 1.3 Nature and Scope of Sociology
- 1.4 Importance of Sociology

Unit-2: Sociology and other Social Sciences

- 2.1 Sociology, Anthropology and History
- 2.2 Sociology and Psychology
- 2.3 Sociology and Political Science
- 2.4 Sociology and Economics

Unit-3: Basic Concepts

- 3.1 Society and Community, Associations and Institutions
- 3.2 Social Groups and Culture
- 3.3 Role and Status.
- 3.4 Power and Social Norms

Unit-4: Social Stratification

- 4.1 Meaning, Definition, Characteristics
- 4.2 Forms of Stratification-Caste, class & gender
- 4.3 Theories of stratification: Functional, Marxian & Weberian Theories of stratification
- 4.4 Elite Theory: Pareto, C Wright Mills.

p. seny



No. CDOE/ 9070 /2023

Date: 18.10.23

OFFICE ORDER ON APPROVAL OF SLM

As per the resolution of the **Centre for Internal Quality Assurance (CIQA)** Committee meeting held on 18.10.2023 at 3.30 p.m. under the Chairmanship of Hon'ble Vice Chancellor, Utkal University in the Vice Chancellor's Conference Hall, the Self Learning Materials (SLM) of all the following 25 courses are placed and approved for the session 2023-2024.

- i. Master of Business Administration
- ii. Master of Computer Applications
- iii. Master of Arts Economics
- iv. Master of Arts Education
- v. Master of Arts English
- vi. Master of Arts Hindi
- vii. Master of Arts History
- viii. Master of Arts Odia
- ix. Master of Arts Political Science
- x. Master of Arts Public Administration
- xi. Master of Arts Sanskrit
- xii. Master of Arts Sociology
- xiii. Master of Commerce
- xiv. Master of Social Work
- xv. Bachelor of Business Administration
- xvi. Bachelor of Commerce (Hons)
- xvii. Bachelor of Arts (Hons) Economics
- xviii. Bachelor of Arts (Hons) Education
- xix. Bachelor of Arts (Hons) English
- xx. Bachelor of Arts (Hons) Hindi
- xxi. Bachelor of Arts (Hons) History
- xxii. Bachelor of Arts (Hons) Odia
- xxiii. Bachelor of Arts (Hons) Political Science
- xxiv. Bachelor of Arts (Hons) Sanskrit
- xxv. Bachelor of Arts (Hons) Sociology

[Signature]
DIRECTOR
Dt. 18.10.23 18/10/23

DIRECTOR
Centre For Distance and Online Education
Utkal University, Vanivihar, Bhubaneswar-751007

No. CDOE- 9071 /2023

Copy to All the members of CIQA Committee.

[Signature]
DIRECTOR 18/10/23



CENTRE FOR DISTANCE & ONLINE EDUCATION
UTKAL UNIVERSITY : VANI VIHAR
BHUBANESWAR-751007

PH .NO. : (0674) 2376700
Website : www.ddceutkal.ac.in

No. CDOE/ 9068/2023

Date: 18.10.23

OFFICE ORDER

Considering the Guidelines of UGC - DEB vide UGC Gazette Notification No. CG-DL-E-05092020-221580(Extraordinary, Part III- Section 4) Dated 4thSeptember 2020 the Internal Quality Assurance Committee (CIQA Committee of CDOE, Utkal University) is reconstituted by the Hon'ble Vice Chancellor on 5 May 2022 with the following members

Prof Sabita Acharya Vice Chancellor, Utkal University,	Chairperson
Prof Navaneeta Rath, Chairman, PG Council, Utkal University,	Member
Dr. Kahnu Charan Dhir, OAS (SAG), Registrar, Utkal University,	Member
Shri Goutama Pradhan, Comptroller of Finance, Utkal University,	Member
Shri Sharat Kumar Majhi, Controller of Examinations, Utkal University,	Member
Prof. Ranjan Kumar Bal, Vice Chancellor, ASBM University, Bhubaneswar (Retd. Prof of Commerce, Utkal University & Ex-Director, DDCE, Utkal University)	Member
Prof. Bhagaban Das, Retd. Prof. Commerce & Ex-Director, Distance Education, FM University, Balasore,	Member
Prof Prabodh Kumar Hota, Prof Commerce, Utkal University	Member
Prof. Asim Parhi, P.G. Dept. of English, Utkal University,	Member
Dr Biswo Ranjan Mishra, Asst Prof CDOE, Utkal University,	Member
Dr Mamata Rani Behera, Asst Prof CDOE, Utkal University,	Member
Dr Sujit Kumar Acharya, Asst Prof CDOE, Utkal University,	Member
Prof Krishna Chandra Rath, Director CDOE, Utkal University,	Member Secretary

No. CDOE/ 9069/2023
Copy to All members of CIQA Committee.

DIRECTOR 28/10/23
Dt: DIRECTOR
Centre For Distance and Online Education
Utkal University, Vanivihar, Bhubaneswar-751007

DIRECTOR 28/10/23

FINANCIAL ACCOUNTING



Author's Name :

Dr. Bhagyadhar Nayak

Edited By :

Dr. Sujit Kumar Acharya

Dr. Biswa Ranjan Mishra

Dr. Rashmi Ranjeeta Das



[Signature]
DIRECTOR

Directorate of Distance & Continuing Education
Utkal University, Van Vihar, Bhubaneswar-751007

UTKAL UNIVERSITY

Directorate of Distance & Continuing Education
Bhubaneswar

[Handwritten signatures and initials]

SYLLABI-BOOK MAPPING TABLE

Financial Accounting

S. No.	Book (Unit)	Course Content	Coverage in the
1.		Accounting : The language of Business ;	1
		Accounting : An Information system ;	1
		Users of Accounting information ;	1
		Branches of Accounting ;	1
		Financial Accounting ;	1
		Generally Accepted Accounting principles;	2
		Accounting Standards ;	2
		The Accounting equations;	2
		Financial Statements.	9
		2.	
Classification of Accounts ;	4		
The Double entry system ;	2		
Journal and ledger ;	3 & 4		
Process of Recording ;	3 & 4		
Cash and bank ;	5		
Bank Reconciliation statement.	5		
3.		Trial Balance ;	4
		Measuring Business Income ;	6
		Revenue from sales, cost of goods sold ;	6
		Inventory valuation ;	7
		Fixed Assets ;	8
Depreciation, liabilities and shareholders equities.	8		
4.		Preparation of Financial statements;	6 & 9
		Profit and loss Account ;	6 & 9
		Balance Sheet ;	6 & 9
		Cash Flow statement;	12
5.		Analysis and Interpretation of Financial Statements ;	11
		Financial Ratios ;	11
		Corporate Disclosure ;	10
		Annual Report .	10

CONTENTS

INTRODUCTION

CHAPTER - 1 : MEANING AND SCOPE ACCOUNTING 1 - 9

- 1.0 Introduction; 1.1 Learning Objectives; 1.2 Accounting The Language of Business
- 1.3 Development of Accounting; 1.4 Definition and functions of Accounting
- 1.5 Book-keeping and Accounting; 1.6 Is Accounting a Science or an Art ?
- 1.7 Users of Accounting Information; 1.8 Relationship of Accounting and other Disciplines
- 1.9 Role of the Accountant; 1.10 Branches of Accounting
- 1.11 Difference between Financial Accounting and Management Accounting
- 1.12 Importance of Accounting; 1.13 Key Terms
- 1.14 Summary; 1.15 Check your Progress and Answers
- 1.16 Questions and Exercises; 1.17 Further Reading

CHAPTER - 2 : ACCOUNTING PRINCIPLES AND STANDARDS 10 - 28

- 2.0 Introduction ; 2.1 Learning Objectives; 2.2 Meaning of Accounting Principles
- 2.3 Accounting Concepts; 2.4 Accounting Conventions; 2.5 Indian Accounting Standards
- 2.6 System of Book-keeping; 2.7 System of Accounting; 2.8 Key Terms
- 2.9 Summary; 2.10 Check your Progress and Answers
- 2.11 Questions and Exercises; 2.12 Practical Problems; 2.13 Further Reading

CHAPTER - 3 : JOURNALISM TRANSACTIONS 29 - 46

- 3.0 Introduction ; 3.1 Learning Objectives; 3.2 Classification of Accounts;
- 3.3 Rules of Debit and Credit; 3.4 Journal; 3.5 Opening Entry
- 3.6 Compound Journal Entry; 3.7 Key Terms; 3.8 Summary
- 3.9 Check your Progress and Answers; 3.10 Questions and Exercises
- 3.11 Practical Problems; 3.12 Further Reading

CHAPTER - 4 : LEDGER POSTING AND TRIAL BALANCE 47 - 69

- 4.0 Introduction; 4.1 Learning Objectives; 4.2 Ledger; 4.3 Posting
- 4.4 Rules Regarding Posting; 4.5 Difference between Journal and Ledger
- 4.6 Trial Balance; 4.7 Features of Trial Balance; 4.8 Objectives of Trial Balance
- 4.9 Prepration of Trial Balance; 4.10 Voucher System
- 4.11 Key Terms; 4.12 Summary; 4.13 Check your Progress and Answers
- 4.14 Questions and Exercises; 4.15 Practical Problems 4.16 Further Reading.

CHAPTER - 5 : BANK RECONCILIATION STATEMENT 70 - 84

- 5.0 Introduction ; 5.1 Learning Objectives ; 5.2 Need for Bank Reconciliation Statement
- 5.3 Meaning Objective of Bank Reconciliation Statement; 5.4 Importance of Bank Reconciliation Statement
- 5.5 Technique of Preparing Bank Reconciliation Statement; 5.6 Key Terms
- 5.7 Summary; 5.8 Questions and Exercises ; 5.9 Practical Problems; 5.10 Further Reading.

CHAPTER - 6 : FINAL ACCOUNTS : DETERMINATION OF BUSINESS INCOME 85 - 165 AND FINANCIAL POSITION.

- 6.0 Introduction; 6.1 Learning Objectives; 6.2 Trading Account; 6.3 Manufacturing Account
- 6.4 Profit and Loss Account; 6.5 Balance Sheet; 6.6 Adjustment Entries
- 6.7 Key Terms; 6.8 Summary; 6.9 Check your Progress and Answers
- 6.10 Questions and Exercises; 6.11 Practical problems; 6.12 Further Reading

CHAPTER - 7 : INVENTORY VALUATION 166 - 181

- 7.0 Introduction; 7.1 Learning Objectives; 7.2 Objectives of Inventory Valuation
-

- 7.3 Inventory Valuation System; 7.4 Valuation of Inventory for Balance sheet purposes
- 7.5 Accounting Standard 2 (Revised); 7.6 Methods of Valuation of Inventory
- 7.7 Key Terms; 7.8 Summary; 7.9 Check your Progress and Answer
- 7.10 Questions and Exercises; 7.11 Practical Problems; 7.12 Further Reading.

CHAPTER - 8 : EQUITIES, ASSETS AND DEPRECIATION ACCOUNTING 182 - 220

- 8.0 Introduction; 8.1 Learning Objectives; 8.2 Equities; 8.3 Assets
- 8.4 Concept of Depreciation; 8.5 Causes of Depreciation
- 8.6 Basic Features of Depreciation; 8.7 Classification of Assets
- 8.8 Methods of Recording Depreciation; 8.9 Objective of providing Depreciation
- 8.10 Fixation of Depreciation Amount; 8.11 Depreciation; Depletion; Amortization and dilapidations
- 8.12 Methods for providing Depreciation; 8.13 Depreciation of different Assets
- 8.14 Depreciation of Replacement Cost; 8.15 Depreciation Policy
- 8.16 Accounting Standard 6 (Revised) : Depreciation Accounting
- 8.17 Key Terms; 8.18 Summary; 8.19 Check your Progress and Answers
- 8.20 Questions and Exercises; 8.21 Practical Problems 8.22 Further Reading.

CHAPTER - 9 : COMPANY FINANCIAL STATEMENTS 221 - 234

- 9.0 Introduction; 9.1 Learning Objectives; 9.2 Meaning and Types of Financial Statement
- 9.3 Nature of Financial Statement; 9.4 Limitations of Financial Statement
- 9.5 Preparation of Company Financial Statement; 9.6 Profit and Loss Account
- 9.7 Balance Sheet; 9.8 Key Terms; 9.9 Summary
- 9.10 Check your Progress and Answers; 9.11 Questions and Exercises
- 9.12 Practical Problems; 9.13 Further Reading

CHAPTER - 10 : CORPORATE DISCLOSURE AND FINANCIAL REPORTING 235 - 255

- 10.0 Introduction; 10.1 Learning Objectives ; 10.2 Meaning of Corporate Disclosure and Financial Reporting
- 10.3 Annual Reports; 10.4 Illustrative Examples; 10.5 Key Terms; 10.6 Summary
- 10.7 Check your Progress and Answers; 10.8 Questions and Exercises; 10.9 Further Reading.

CHAPTER - 11 : FINANCIAL STATEMENTS : ANALYSIS AND INTERPRETATION 256 - 297

- 11.0 Introduction; 11.1 Learning Objectives; 11.2 Relationship between Analysis and Interpretation
- 11.3 Steps involved in the Financial Statement Analysis; 11.4 Ratio Analysis
- 11.5 Classification of Ratios; 11.6 Profitability Ratios; 11.7 Turnover Ratios
- 11.8 Financial Ratios; 11.9 Market Test Ratios; 11.10 Advantages of Ratio Analysis
- 11.11 Limitations of Accounting Ratios; 11.12 Computation of Ratios; 11.13 Key Terms
- 11.14 Summary; 11.15 Check your Progress and Answers; 11.16 Questions and Exercises
- 11.17 Practical Problems; 11.18 Further Reading

CHAPTER - 12 : CASH FLOW STATEMENT 298 - 320

- 12.0 Introduction; 12.1 Learning Objectives ; 12.2 Meaning of Cash Flow Statement
 - 12.3 Preparation of Cash Flow Statement;
 - 12.4 Differences between Cash Flow Analysis and Funds Flow Analysis
 - 12.5 Utility of Cash Flow Analysis; 12.6 Limitations of Cash Flow Analysis
 - 12.7 As 3(Revised) Cash Flow Statements; 12.8 Key Terms; 12.9 Summary;
 - 12.10 Check your Progress and Answers; 12.11 Questions and Exercises
 - 12.12 Practical Problems; 12.13 Further Reading
-

Name of the Study Material: MARKETING MANAGEMENT

ISBN : *****

Author's Name:

DR. RASHMI RANJEETA DAS

**Edited by: Dr.Sujit Kumar Acharya
Dr.Biswo Ranjan Mishra**

Year of Print:

No. of Copies: *****

Printed and Published by:

For:

**Directorate of Distance & Continuing Education
Utkal University, Bhubaneswar - 751007
www.ddceutkal.ac.in**

SYLLABUS

MARKETING MANAGEMENT

- Unit-1 Introduction to Marketing:** Meaning, Importance, Core Concept, Marketing Management Process, Marketing Environment.
- Unit-2 Marketing Planning:** Identification of market, Market Segmentation, MIS, MR, Consumer Behaviour and Demand Forecasting
- Unit-3 Product Pricing Strategy:** Product, Product Classifications, Product Strategies, New Product Development, Product Life Cycle and Marketing Mix Strategy, Branding, Labeling and Packaging Strategies, Pricing Methods and Strategy.
- Unit-4 Promotion and Placement Management:** Integrated Marketing Communication (IMC) and tools of Promotion and Promotional Strategy, Meaning and Importance of Distribution System, Functions of wholesaler and retailer.
- Unit-5 Contemporary topics in Marketing:** In Practice, Marketing of Services, Rural Marketing, International Marketing and Digital Marketing and Green Marketing

M.A EDUCATION



PAPER - VI

EDUCATIONAL TECHNOLOGY



Handwritten signature

DIRECTOR
Directorate of Distance & Continuing Education
Utkal University, Van Vihar, Bhubaneswar-751007



ଦୂରନିରନ୍ତର ଶିକ୍ଷା ନିର୍ଦ୍ଦେଶାଳୟ, ଉତ୍କଳ ବିଶ୍ୱବିଦ୍ୟାଳୟ
DIRECTORATE OF DISTANCE & CONTINUING EDUCATION

Utkal University, Bhubaneswar-7, Odisha

Email: helpline@ddceutkal.ac.in

Website: www.ddceutkal.ac.in

Handwritten signatures and initials at the bottom of the page.

M.A EDUCATION

PAPER-VI

Educational Technology

By

Dr Bhabagrahi Biswal

&

Dr Srutirupa Panda



ଦୂରନିରନ୍ତର ଶିକ୍ଷା ନିର୍ଦ୍ଦେଶାଳୟ, ଉତ୍କଳ ବିଶ୍ୱବିଦ୍ୟାଳୟ
DIRECTORATE OF DISTANCE & CONTINUING EDUCATION

Utkal University, Bhubaneswar-7, Odisha

Email: helpline@ddceutkal.ac.in

Website: www.ddceutkal.ac.in

Content

UNIT I		
	Concept of Educational Technology	1
UNIT II		
	Communication and Instruction	13
UNIT-III		
	Teaching Levels, Strategies and Models	59
UNIT-IV		
	Programmed Instruction	99
UNIT-V		
	Educational Technology in Formal, Non-formal and Informal Education	128

FINANCIAL ACCOUNTING



Author's Name :

Dr. Bhagyadhar Nayak

Edited By :

Dr. Sujit Kumar Acharya

Dr. Biswa Ranjan Mishra

Dr. Rashmi Ranjeeta Das



[Signature]
DIRECTOR

Directorate of Distance & Continuing Education
Utkal University, Van Vihar, Bhubaneswar-751007

UTKAL UNIVERSITY
Directorate of Distance & Continuing Education
Bhubaneswar

[Multiple handwritten signatures and initials]

SYLLABI-BOOK MAPPING TABLE

Financial Accounting

<i>S. No.</i>	<i>Book (Unit)</i>	<i>Course Content</i>	<i>Coverage in the</i>
1.		Accounting : The language of Business ;	1
		Accounting : An Information system ;	1
		Users of Accounting information ;	1
		Branches of Accounting ;	1
		Financial Accounting ;	1
		Generally Accepted Accounting principles;	2
		Accounting Standards ;	2
		The Accounting equations;	2
		Financial Statements.	9
		2.	
Classification of Accounts ;	4		
The Double entry system ;	2		
Journal and ledger ;	3 & 4		
Process of Recording ;	3 & 4		
Cash and bank ;	5		
Bank Reconciliation statement.	5		
3.		Trial Balance ;	4
		Measuring Business Income ;	6
		Revenue from sales, cost of goods sold ;	6
		Inventory valuation ;	7
		Fixed Assets ;	8
Depreciation, liabilities and shareholders equities.	8		
4.		Preparation of Financial statements;	6 & 9
		Profit and loss Account ;	6 & 9
		Balance Sheet ;	6 & 9
		Cash Flow statement;	12
5.		Analysis and Interpretation of Financial Statements ;	11
		Financial Ratios ;	11
		Corporate Disclosure ;	10
		Annual Report .	10

CONTENTS

INTRODUCTION

CHAPTER - 1 : MEANING AND SCOPE ACCOUNTING

1 - 9

- 1.0 Introduction; 1.1 Learning Objectives; 1.2 Accounting The Language of Business
- 1.3 Development of Accounting; 1.4 Definition and functions of Accounting
- 1.5 Book-keeping and Accounting; 1.6 Is Accounting a Science or an Art ?
- 1.7 Users of Accounting Information; 1.8 Relationship of Accounting and other Disciplines
- 1.9 Role of the Accountant; 1.10 Branches of Accounting
- 1.11 Difference between Financial Accounting and Management Accounting
- 1.12 Importance of Accounting; 1.13 Key Terms
- 1.14 Summary; 1.15 Check your Progress and Answers
- 1.16 Questions and Exercises; 1.17 Further Reading

CHAPTER - 2 : ACCOUNTING PRINCIPLES AND STANDARDS

10 - 28

- 2.0 Introduction ; 2.1 Learning Objectives; 2.2 Meaning of Accounting Principles
- 2.3 Accounting Concepts; 2.4 Accounting Conventions; 2.5 Indian Accounting Standards
- 2.6 System of Book-keeping; 2.7 System of Accounting; 2.8 Key Terms
- 2.9 Summary; 2.10 Check your Progress and Answers
- 2.11 Questions and Exercises; 2.12 Practical Problems; 2.13 Further Reading

CHAPTER - 3 : JOURNALISM TRANSACTIONS

29 - 46

- 3.0 Introduction ; 3.1 Learning Objectives; 3.2 Classification of Accounts;
- 3.3 Rules of Debit and Credit; 3.4 Journal; 3.5 Opening Entry
- 3.6 Compound Journal Entry; 3.7 Key Terms; 3.8 Summary
- 3.9 Check your Progress and Answers; 3.10 Questions and Exercises
- 3.11 Practical Problems; 3.12 Further Reading

CHAPTER - 4 : LEDGER POSTING AND TRIAL BALANCE

47 - 69

- 4.0 Introduction; 4.1 Learning Objectives; 4.2 Ledger; 4.3 Posting
- 4.4 Rules Regarding Posting; 4.5 Difference between Journal and Ledger
- 4.6 Trial Balance; 4.7 Features of Trial Balance; 4.8 Objectives of Trial Balance
- 4.9 Prepration of Trial Balance; 4.10 Voucher System
- 4.11 Key Terms; 4.12 Summary; 4.13 Check your Progress and Answers
- 4.14 Questions and Exercises; 4.15 Practical Problems 4.16 Further Reading.

CHAPTER - 5 : BANK RECONCILIATION STATEMENT

70 - 84

- 5.0 Introduction ; 5.1 Learning Objectives ; 5.2 Need for Bank Reconciliation Statement
- 5.3 Meaning Objective of Bank Reconciliation Statement; 5.4 Importance of Bank Reconciliation Statement
- 5.5 Technique of Preparing Bank Reconciliation Statement; 5.6 Key Terms
- 5.7 Summary; 5.8 Questions and Exercises ; 5.9 Practical Problems; 5.10 Further Reading.

CHAPTER - 6 : FINAL ACCOUNTS : DETERMINATION OF BUSINESS INCOME 85 - 165 AND FINANCIAL POSITION.

- 6.0 Introduction; 6.1 Learning Objectives; 6.2 Trading Account; 6.3 Manufacturing Account
- 6.4 Profit and Loss Account; 6.5 Balance Sheet; 6.6 Adjustment Entries
- 6.7 Key Terms; 6.8 Summary; 6.9 Check your Progress and Answers
- 6.10 Questions and Exercises; 6.11 Practical problems; 6.12 Further Reading

CHAPTER - 7 : INVENTORY VALUATION

166 - 181

- 7.0 Introduction; 7.1 Learning Objectives; 7.2 Objectives of Inventory Valuation
-

- 7.3 Inventory Valuation System; 7.4 Valuation of Inventory for Balance sheet purposes
- 7.5 Accounting Standard 2 (Revised); 7.6 Methods of Valuation of Inventory
- 7.7 Key Terms; 7.8 Summary; 7.9 Check your Progress and Answer
- 7.10 Questions and Exercises; 7.11 Practical Problems; 7.12 Further Reading.

CHAPTER - 8 : EQUITIES, ASSETS AND DEPRECIATION ACCOUNTING 182 - 220

- 8.0 Introduction; 8.1 Learning Objectives; 8.2 Equities; 8.3 Assets
- 8.4 Concept of Depreciation; 8.5 Causes of Depreciation
- 8.6 Basic Features of Depreciation; 8.7 Classification of Assets
- 8.8 Methods of Recording Depreciation; 8.9 Objective of providing Depreciation
- 8.10 Fixation of Depreciation Amount; 8.11 Depreciation; Depletion; Amortization and dilapidations
- 8.12 Methods for providing Depreciation; 8.13 Depreciation of different Assets
- 8.14 Depreciation of Replacement Cost; 8.15 Depreciation Policy
- 8.16 Accounting Standard 6 (Revised) : Depreciation Accounting
- 8.17 Key Terms; 8.18 Summary; 8.19 Check your Progress and Answers
- 8.20 Questions and Exercises; 8.21 Practical Problems 8.22 Further Reading.

CHAPTER - 9 : COMPANY FINANCIAL STATEMENTS

221 - 234

- 9.0 Introduction; 9.1 Learning Objectives; 9.2 Meaning and Types of Financial Statement
- 9.3 Nature of Financial Statement; 9.4 Limitations of Financial Statement
- 9.5 Preparation of Company Financial Statement; 9.6 Profit and Loss Account
- 9.7 Balance Sheet; 9.8 Key Terms; 9.9 Summary
- 9.10 Check your Progress and Answers; 9.11 Questions and Exercises
- 9.12 Practical Problems; 9.13 Further Reading

CHAPTER - 10 : CORPORATE DISCLOSURE AND FINANCIAL REPORTING 235 - 255

- 10.0 Introduction; 10.1 Learning Objectives ; 10.2 Meaning of Corporate Disclosure and Financial Reporting
- 10.3 Annual Reports; 10.4 Illustrative Examples; 10.5 Key Terms; 10.6 Summary
- 10.7 Check your Progress and Answers; 10.8 Questions and Exercises; 10.9 Further Reading.

CHAPTER - 11 : FINANCIAL STATEMENTS : ANALYSIS AND INTERPRETATION 256 - 297

- 11.0 Introduction; 11.1 Learning Objectives; 11.2 Relationship between Analysis and Interpretation
- 11.3 Steps involved in the Financial Statement Analysis; 11.4 Ratio Analysis
- 11.5 Classification of Ratios; 11.6 Profitability Ratios; 11.7 Turnover Ratios
- 11.8 Financial Ratios; 11.9 Market Test Ratios; 11.10 Advantages of Ratio Analysis
- 11.11 Limitations of Accounting Ratios; 11.12 Computation of Ratios; 11.13 Key Terms
- 11.14 Summary; 11.15 Check your Progress and Answers; 11.16 Questions and Exercises
- 11.17 Practical Problems; 11.18 Further Reading

CHAPTER - 12 : CASH FLOW STATEMENT

298 - 320

- 12.0 Introduction; 12.1 Learning Objectives ; 12.2 Meaning of Cash Flow Statement
 - 12.3 Preparation of Cash Flow Statement;
 - 12.4 Differences between Cash Flow Analysis and Funds Flow Analysis
 - 12.5 Utility of Cash Flow Analysis; 12.6 Limitations of Cash Flow Analysis
 - 12.7 As 3(Revised) Cash Flow Statements; 12.8 Key Terms; 12.9 Summary;
 - 12.10 Check your Progress and Answers; 12.11 Questions and Exercises
 - 12.12 Practical Problems; 12.13 Further Reading
-



ପ୍ରାଚୀନ ଓଡ଼ିଆ ସାହିତ୍ୟର ଇତିହାସ

(ଚର୍ଯ୍ୟାପଦଠାରୁ ପଞ୍ଚସଖା ପର୍ଯ୍ୟନ୍ତ)

Core Course - I

+୩ (Hons.) ଛାତ୍ରଛାତ୍ରୀଙ୍କ ପାଇଁ ଉଦ୍ଦିଷ୍ଟ

ପ୍ରଥମ ପର୍ଯ୍ୟାୟ (SEMESTER - I)



Handwritten signature

DIRECTOR
Directorate of Distance & Continuing Education
Utkal University, Van Vihar, Bhubaneswar-751005

ଦୂର-ନିରନ୍ତର ଶିକ୍ଷା ନିର୍ଦ୍ଦେଶାଳୟ
ଉତ୍କଳ ବିଶ୍ୱବିଦ୍ୟାଳୟ, ବାଣୀବିହାର
ଭୁବନେଶ୍ୱର

Handwritten signature

Handwritten signature

Handwritten signature

Handwritten signature

Handwritten signature

Handwritten signature

Handwritten signature

+୩ ଓଡ଼ିଆ - ପ୍ରାଚୀନ ଓଡ଼ିଆ ସାହିତ୍ୟର ଇତିହାସ (CORE - 1)

© ଦୂର-ନିରନ୍ତର ଶିକ୍ଷା ନିର୍ଦ୍ଦେଶାଳୟ ଉତ୍କଳ ବିଶ୍ୱବିଦ୍ୟାଳୟ, ବାଣାବିହାର, ଭୁବନେଶ୍ୱର

ଏହି ପାଠ୍ୟର କୌଣସି ପ୍ରସଙ୍ଗ, କୌଣସି ପରିସ୍ଥିତିରେ ବି ଲେଖକ ଓ ପ୍ରକାଶକଙ୍କ ବିନା ଅନୁମତିରେ ଅନ୍ୟ କୌଣସି କ୍ଷେତ୍ରରେ ବ୍ୟବହୃତ ହୋଇପାରିବ ନାହିଁ ।

ଦୁର୍ଗେଶ ନନ୍ଦିନୀ ସ୍ୱାଇଁ

© DDCE, Utkal University

ପ୍ରଥମ ପ୍ରକାଶ : ଡିସେମ୍ବର, ୨୦୨୦

ପ୍ରକାଶକ ଓ ମୁଦ୍ରାକର :

ନନ୍ଦଲାଲ ପ୍ରକାଶନ

ଏସ୍-୭୫୫/୪, ସେକ୍ଟର-୯

ସିଡିଏ, କଟକ-୭୫୩୦୧୪

E_mail: nandalalprakashan@gmail.com

This SIM has been prepared exclusively for Directorate of Distance and Continuing Education (DDCE), Utkal University. It conforms to the syllabi and contents as approved by Utkal University.

SYLLABUS

ପ୍ରାଚୀନ ଓଡ଼ିଆ ସାହିତ୍ୟର ଇତିହାସ

(Core Course - 1) ପ୍ରଥମ ସେମିଷ୍ଟର

ପୂର୍ଣ୍ଣ ମୂଲ୍ୟ : ୧୦୦ ନମ୍ବର

ସମୟ - ୩ ଘଣ୍ଟା

ପ୍ରଥମ ଏକକ

ପ୍ରାଚୀନ-ସାମାଜିକ ସାହିତ୍ୟ (ଚର୍ଯ୍ୟାଗାତିକା ଓ ନାଥ ସାହିତ୍ୟ)
ସାମାଜିକ, ଧାର୍ମିକ, ସାହିତ୍ୟିକ ଓ ଭାଷାତାତ୍ତ୍ୱିକ ମୂଲ୍ୟାୟନ

ଦ୍ୱିତୀୟ ଏକକ

ସାମାଜିକ ସାହିତ୍ୟର ସାମାଜିକ, ସାଂସ୍କୃତିକ ଓ ସାହିତ୍ୟିକ ମୂଲ୍ୟ

ତୃତୀୟ ଏକକ

ବଳରାମ ଦାସ ଓ ଜଗନ୍ନାଥ ଦାସ (ବିଶେଷ ଅଧ୍ୟୟନ)

ଚତୁର୍ଥ ଏକକ

ଅନନ୍ତ ଦାସ, ଯଶୋବନ୍ତ ଦାସ ଓ ଅଚ୍ୟୁତାନନ୍ଦ ଦାସ (ବିଶେଷ ଅଧ୍ୟୟନ)

■■■

Name of the Study Material: MARKETING MANAGEMENT

ISBN : *****

Author's Name:

DR. RASHMI RANJEETA DAS

**Edited by: Dr.Sujit Kumar Acharya
Dr.Biswo Ranjan Mishra**

Year of Print:

No. of Copies: *****

Printed and Published by:

For:

**Directorate of Distance & Continuing Education
Utkal University, Bhubaneswar - 751007
www.ddceutkal.ac.in**

SYLLABUS

MARKETING MANAGEMENT

- Unit-1 Introduction to Marketing:** Meaning, Importance, Core Concept, Marketing Management Process, Marketing Environment.
- Unit-2 Marketing Planning:** Identification of market, Market Segmentation, MIS, MR, Consumer Behaviour and Demand Forecasting
- Unit-3 Product Pricing Strategy:** Product, Product Classifications, Product Strategies, New Product Development, Product Life Cycle and Marketing Mix Strategy, Branding, Labeling and Packaging Strategies, Pricing Methods and Strategy.
- Unit-4 Promotion and Placement Management:** Integrated Marketing Communication (IMC) and tools of Promotion and Promotional Strategy, Meaning and Importance of Distribution System, Functions of wholesaler and retailer.
- Unit-5 Contemporary topics in Marketing:** In Practice, Marketing of Services, Rural Marketing, International Marketing and Digital Marketing and Green Marketing

Name of the Study Material: MARKETING MANAGEMENT

ISBN : *****

Author's Name:

DR. RASHMI RANJEETA DAS

***Edited by:* Dr.Sujit Kumar Acharya
Dr.Biswo Ranjan Mishra**

Year of Print:

No. of Copies: *****

Printed and Published by:

For:

**Directorate of Distance & Continuing Education
Utkal University, Bhubaneswar - 751007
www.ddceutkal.ac.in**

SYLLABUS

MARKETING MANAGEMENT

- Unit-1 Introduction to Marketing:** Meaning, Importance, Core Concept, Marketing Management Process, Marketing Environment.
- Unit-2 Marketing Planning:** Identification of market, Market Segmentation, MIS, MR, Consumer Behaviour and Demand Forecasting
- Unit-3 Product Pricing Strategy:** Product, Product Classifications, Product Strategies, New Product Development, Product Life Cycle and Marketing Mix Strategy, Branding, Labeling and Packaging Strategies, Pricing Methods and Strategy.
- Unit-4 Promotion and Placement Management:** Integrated Marketing Communication (IMC) and tools of Promotion and Promotional Strategy, Meaning and Importance of Distribution System, Functions of wholesaler and retailer.
- Unit-5 Contemporary topics in Marketing:** In Practice, Marketing of Services, Rural Marketing, International Marketing and Digital Marketing and Green Marketing

M.A EDUCATION



PAPER - VI

EDUCATIONAL TECHNOLOGY



[Handwritten signature]

DIRECTOR
Directorate of Distance & Continuing Education
Utkal University, Van Vihar, Bhubaneswar-751007



ଦୂରନିରନ୍ତର ଶିକ୍ଷା ନିର୍ଦ୍ଦେଶାଳୟ, ଉତ୍କଳ ବିଶ୍ୱବିଦ୍ୟାଳୟ
DIRECTORATE OF DISTANCE & CONTINUING EDUCATION

Utkal University, Bhubaneswar-7, Odisha

Email: helpline@ddceutkal.ac.in

Website: www.ddceutkal.ac.in

[Handwritten signatures and initials at the bottom of the page]

M.A EDUCATION

PAPER-VI

Educational Technology

By

Dr Bhabagrahi Biswal

&

Dr Srutirupa Panda



ଦୂରନିରନ୍ତର ଶିକ୍ଷା ନିର୍ଦ୍ଦେଶାଳୟ, ଉତ୍କଳ ବିଶ୍ୱବିଦ୍ୟାଳୟ
DIRECTORATE OF DISTANCE & CONTINUING EDUCATION

Utkal University, Bhubaneswar-7, Odisha

Email: helpline@ddceutkal.ac.in

Website: www.ddceutkal.ac.in

Content

UNIT I		
	Concept of Educational Technology	1
UNIT II		
	Communication and Instruction	13
UNIT-III		
	Teaching Levels, Strategies and Models	59
UNIT-IV		
	Programmed Instruction	99
UNIT-V		
	Educational Technology in Formal, Non-formal and Informal Education	128

FINANCIAL ACCOUNTING



Author's Name :

Dr. Bhagyadhar Nayak

Edited By :

Dr. Sujit Kumar Acharya

Dr. Biswa Ranjan Mishra

Dr. Rashmi Ranjeeta Das



[Handwritten Signature]
DIRECTOR

Directorate of Distance & Continuing Education
Utkal University, Vanl Vihar, Bhubaneswar-751007

UTKAL UNIVERSITY

Directorate of Distance & Continuing Education
Bhubaneswar

[Multiple handwritten signatures and initials are present at the bottom of the page, including names like 'D. Mishra', 'R. Ranjeeta Das', 'Sujit Kumar Acharya', 'Biswa Ranjan Mishra', 'Rashmi Ranjeeta Das', and others.]

SYLLABI-BOOK MAPPING TABLE

Financial Accounting

<i>S. No.</i>	<i>Book (Unit)</i>	<i>Course Content</i>	<i>Coverage in the</i>
1.		Accounting : The language of Business ;	1
		Accounting : An Information system ;	1
		Users of Accounting information ;	1
		Branches of Accounting ;	1
		Financial Accounting ;	1
		Generally Accepted Accounting principles;	2
		Accounting Standards ;	2
		The Accounting equations;	2
		Financial Statements.	9
		2.	
Classification of Accounts ;	4		
The Double entry system ;	2		
Journal and ledger ;	3 & 4		
Process of Recording ;	3 & 4		
Cash and bank ;	5		
Bank Reconciliation statement.	5		
3.		Trial Balance ;	4
		Measuring Business Income ;	6
		Revenue from sales, cost of goods sold ;	6
		Inventory valuation ;	7
		Fixed Assets ;	8
Depreciation, liabilities and shareholders equities.	8		
4.		Preparation of Financial statements;	6 & 9
		Profit and loss Account ;	6 & 9
		Balance Sheet ;	6 & 9
		Cash Flow statement;	12
5.		Analysis and Interpretation of Financial Statements ;	11
		Financial Ratios ;	11
		Corporate Disclosure ;	10
		Annual Report .	10

CONTENTS

INTRODUCTION

CHAPTER - 1 : MEANING AND SCOPE ACCOUNTING

1 - 9

- 1.0 Introduction; 1.1 Learning Objectives; 1.2 Accounting The Language of Business
- 1.3 Development of Accounting; 1.4 Definition and functions of Accounting
- 1.5 Book-keeping and Accounting; 1.6 Is Accounting a Science or an Art ?
- 1.7 Users of Accounting Information; 1.8 Relationship of Accounting and other Disciplines
- 1.9 Role of the Accountant; 1.10 Branches of Accounting
- 1.11 Difference between Financial Accounting and Management Accounting
- 1.12 Importance of Accounting; 1.13 Key Terms
- 1.14 Summary; 1.15 Check your Progress and Answers
- 1.16 Questions and Exercises; 1.17 Further Reading

CHAPTER - 2 : ACCOUNTING PRINCIPLES AND STANDARDS

10 - 28

- 2.0 Introduction ; 2.1 Learning Objectives; 2.2 Meaning of Accounting Principles
- 2.3 Accounting Concepts; 2.4 Accounting Conventions; 2.5 Indian Accounting Standards
- 2.6 System of Book-keeping; 2.7 System of Accounting; 2.8 Key Terms
- 2.9 Summary; 2.10 Check your Progress and Answers
- 2.11 Questions and Exercises; 2.12 Practical Problems; 2.13 Further Reading

CHAPTER - 3 : JOURNALISM TRANSACTIONS

29 - 46

- 3.0 Introduction ; 3.1 Learning Objectives; 3.2 Classification of Accounts;
- 3.3 Rules of Debit and Credit; 3.4 Journal; 3.5 Opening Entry
- 3.6 Compound Journal Entry; 3.7 Key Terms; 3.8 Summary
- 3.9 Check your Progress and Answers; 3.10 Questions and Exercises
- 3.11 Practical Problems; 3.12 Further Reading

CHAPTER - 4 : LEDGER POSTING AND TRIAL BALANCE

47 - 69

- 4.0 Introduction; 4.1 Learning Objectives; 4.2 Ledger; 4.3 Posting
- 4.4 Rules Regarding Posting; 4.5 Difference between Journal and Ledger
- 4.6 Trial Balance; 4.7 Features of Trial Balance; 4.8 Objectives of Trial Balance
- 4.9 Prepration of Trial Balance; 4.10 Voucher System
- 4.11 Key Terms; 4.12 Summary; 4.13 Check your Progress and Answers
- 4.14 Questions and Exercises; 4.15 Practical Problems 4.16 Further Reading.

CHAPTER - 5 : BANK RECONCILIATION STATEMENT

70 - 84

- 5.0 Introduction ; 5.1 Learning Objectives ; 5.2 Need for Bank Reconciliation Statement
- 5.3 Meaning Objective of Bank Reconciliation Statement; 5.4 Importance of Bank Reconciliation Statement
- 5.5 Technique of Preparing Bank Reconciliation Statement; 5.6 Key Terms
- 5.7 Summary; 5.8 Questions and Exercises ; 5.9 Practical Problems; 5.10 Further Reading.

CHAPTER - 6 : FINAL ACCOUNTS : DETERMINATION OF BUSINESS INCOME 85 - 165 AND FINANCIAL POSITION.

- 6.0 Introduction; 6.1 Learning Objectives; 6.2 Trading Account; 6.3 Manufacturing Account
- 6.4 Profit and Loss Account; 6.5 Balance Sheet; 6.6 Adjustment Entries
- 6.7 Key Terms; 6.8 Summary; 6.9 Check your Progress and Answers
- 6.10 Questions and Exercises; 6.11 Practical problems; 6.12 Further Reading

CHAPTER - 7 : INVENTORY VALUATION

166 - 181

- 7.0 Introduction; 7.1 Learning Objectives; 7.2 Objectives of Inventory Valuation
-

- 7.3 Inventory Valuation System; 7.4 Valuation of Inventory for Balance sheet purposes
- 7.5 Accounting Standard 2 (Revised); 7.6 Methods of Valuation of Inventory
- 7.7 Key Terms; 7.8 Summary; 7.9 Check your Progress and Answer
- 7.10 Questions and Exercises; 7.11 Practical Problems; 7.12 Further Reading.

CHAPTER - 8 : EQUITIES, ASSETS AND DEPRECIATION ACCOUNTING 182 - 220

- 8.0 Introduction; 8.1 Learning Objectives; 8.2 Equities; 8.3 Assets
- 8.4 Concept of Depreciation; 8.5 Causes of Depreciation
- 8.6 Basic Features of Depreciation; 8.7 Classification of Assets
- 8.8 Methods of Recording Depreciation; 8.9 Objective of providing Depreciation
- 8.10 Fixation of Depreciation Amount; 8.11 Depreciation; Depletion; Amortization and dilapidations
- 8.12 Methods for providing Depreciation; 8.13 Depreciation of different Assets
- 8.14 Depreciation of Replacement Cost; 8.15 Depreciation Policy
- 8.16 Accounting Standard 6 (Revised) : Depreciation Accounting
- 8.17 Key Terms; 8.18 Summary; 8.19 Check your Progress and Answers
- 8.20 Questions and Exercises; 8.21 Practical Problems 8.22 Further Reading.

CHAPTER - 9 : COMPANY FINANCIAL STATEMENTS

221 - 234

- 9.0 Introduction; 9.1 Learning Objectives; 9.2 Meaning and Types of Financial Statement
- 9.3 Nature of Financial Statement; 9.4 Limitations of Financial Statement
- 9.5 Preparation of Company Financial Statement; 9.6 Profit and Loss Account
- 9.7 Balance Sheet; 9.8 Key Terms; 9.9 Summary
- 9.10 Check your Progress and Answers; 9.11 Questions and Exercises
- 9.12 Practical Problems; 9.13 Further Reading

CHAPTER - 10 : CORPORATE DISCLOSURE AND FINANCIAL REPORTING 235 - 255

- 10.0 Introduction; 10.1 Learning Objectives ; 10.2 Meaning of Corporate Disclosure and Financial Reporting
- 10.3 Annual Reports; 10.4 Illustrative Examples; 10.5 Key Terms; 10.6 Summary
- 10.7 Check your Progress and Answers; 10.8 Questions and Exercises; 10.9 Further Reading.

CHAPTER - 11 : FINANCIAL STATEMENTS : ANALYSIS AND INTERPRETATION 256 - 297

- 11.0 Introduction; 11.1 Learning Objectives; 11.2 Relationship between Analysis and Interpretation
- 11.3 Steps involved in the Financial Statement Analysis; 11.4 Ratio Analysis
- 11.5 Classification of Ratios; 11.6 Profitability Ratios; 11.7 Turnover Ratios
- 11.8 Financial Ratios; 11.9 Market Test Ratios; 11.10 Advantages of Ratio Analysis
- 11.11 Limitations of Accounting Ratios; 11.12 Computation of Ratios; 11.13 Key Terms
- 11.14 Summary; 11.15 Check your Progress and Answers; 11.16 Questions and Exercises
- 11.17 Practical Problems; 11.18 Further Reading

CHAPTER - 12 : CASH FLOW STATEMENT

298 - 320

- 12.0 Introduction; 12.1 Learning Objectives ; 12.2 Meaning of Cash Flow Statement
 - 12.3 Preparation of Cash Flow Statement;
 - 12.4 Differences between Cash Flow Analysis and Funds Flow Analysis
 - 12.5 Utility of Cash Flow Analysis; 12.6 Limitations of Cash Flow Analysis
 - 12.7 As 3(Revised) Cash Flow Statements; 12.8 Key Terms; 12.9 Summary;
 - 12.10 Check your Progress and Answers; 12.11 Questions and Exercises
 - 12.12 Practical Problems; 12.13 Further Reading
-



ପ୍ରାଚୀନ ଓଡ଼ିଆ ସାହିତ୍ୟର ଇତିହାସ

(ଚର୍ଯ୍ୟାପଦଠାରୁ ପଞ୍ଚସଖା ପର୍ଯ୍ୟନ୍ତ)

Core Course - I

+୩ (Hons.) ଛାତ୍ରଛାତ୍ରୀଙ୍କ ପାଇଁ ଉଦ୍ଦିଷ୍ଟ

ପ୍ରଥମ ପର୍ଯ୍ୟାୟ (SEMESTER - I)



Handwritten signature

DIRECTOR
Directorate of Distance & Continuing Education
Utkal University, Vanl Vihar, Bhubaneswar-751005

ପୁର-ନିରନ୍ତର ଶିକ୍ଷା ନିର୍ଦ୍ଦେଶାଳୟ
ଉତ୍କଳ ବିଶ୍ୱବିଦ୍ୟାଳୟ, ବାଣୀବିହାର
ଭୁବନେଶ୍ୱର

Handwritten signature

Handwritten signature

Handwritten signature

Handwritten signature

Handwritten signature

Handwritten signature

Handwritten signature

+୩ ଓଡ଼ିଆ - ପ୍ରାଚୀନ ଓଡ଼ିଆ ସାହିତ୍ୟର ଇତିହାସ (CORE - 1)

© ଦୂର-ନିରନ୍ତର ଶିକ୍ଷା ନିର୍ଦ୍ଦେଶାଳୟ ଉତ୍କଳ ବିଶ୍ୱବିଦ୍ୟାଳୟ, ବାଣାବିହାର, ଭୁବନେଶ୍ୱର

ଏହି ପାଠ୍ୟର କୌଣସି ପ୍ରସଙ୍ଗ, କୌଣସି ପରିସ୍ଥିତିରେ ବି ଲେଖକ ଓ ପ୍ରକାଶକଙ୍କ ବିନା ଅନୁମତିରେ ଅନ୍ୟ କୌଣସି କ୍ଷେତ୍ରରେ ବ୍ୟବହୃତ ହୋଇପାରିବ ନାହିଁ ।

ଦୁର୍ଗେଶ ନନ୍ଦିନୀ ସାହି

© DDCE, Utkal University

ପ୍ରଥମ ପ୍ରକାଶ : ଡିସେମ୍ବର, ୨୦୨୦

ପ୍ରକାଶକ ଓ ମୁଦ୍ରାକର :

ନନ୍ଦଲାଲ ପ୍ରକାଶନ

ଏସ୍-୭୫୫/୪, ସେକ୍ଟର-୯

ସିଡିଏ, କଟକ-୭୫୩୦୧୪

E_mail: nandalalprakashan@gmail.com

This SIM has been prepared exclusively for Directorate of Distance and Continuing Education (DDCE), Utkal University. It conforms to the syllabi and contents as approved by Utkal University.

SYLLABUS

ପ୍ରାଚୀନ ଓଡ଼ିଆ ସାହିତ୍ୟର ଇତିହାସ

(Core Course - 1) ପ୍ରଥମ ସେମିଷ୍ଟର

ପୂର୍ଣ୍ଣ ମୂଲ୍ୟ : ୧୦୦ ନମ୍ବର

ସମୟ - ୩ ଘଣ୍ଟା

ପ୍ରଥମ ଏକକ

ପ୍ରାଚୀନ-ସାମାଜିକ ସାହିତ୍ୟ (ଚର୍ଯ୍ୟାଗାତିକା ଓ ନାଥ ସାହିତ୍ୟ)
ସାମାଜିକ, ଧାର୍ମିକ, ସାହିତ୍ୟିକ ଓ ଭାଷାତାତ୍ତ୍ୱିକ ମୂଲ୍ୟାୟନ

ଦ୍ୱିତୀୟ ଏକକ

ସାମାଜିକ ସାହିତ୍ୟର ସାମାଜିକ, ସାଂସ୍କୃତିକ ଓ ସାହିତ୍ୟିକ ମୂଲ୍ୟ

ତୃତୀୟ ଏକକ

ବଳରାମ ଦାସ ଓ ଜଗନ୍ନାଥ ଦାସ (ବିଶେଷ ଅଧ୍ୟୟନ)

ଚତୁର୍ଥ ଏକକ

ଅନନ୍ତ ଦାସ, ଯଶୋବନ୍ତ ଦାସ ଓ ଅଚ୍ୟୁତାନନ୍ଦ ଦାସ (ବିଶେଷ ଅଧ୍ୟୟନ)

■■■