

**HINDUSTHAN INSTITUTE OF TECHNOLOGY
COIMBATORE – 641 032**

DEPARTMENT OF MANAGEMENT SCIENCES

LAB MANUAL

22PBA06 – BUSINESS APPLICATION SOFTWARE I

PREFACE

The dearth of a good lab manual for this subject motivated us to bring out this book. This manual is formed in clear styles to enable the students to better understanding of the subject.

The syllabus deals with practical experiments for business modeling and Experiment beyond syllabus are supported with neatly drawn sketches. A brief note of general lab instruction and safety precaution are also given.

We hope this book would be a useful tool for the Second semester Management Administration students. We also welcome suggestions for future improvements of this book.

DEPARTMENT OF MANAGEMENT SCIENCES
HINDUTHAN INSTITUTE OF TECHNOLOGY
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PROFILE OF THE INSTITUTION

Hindusthan Institute of Technology (**HIT**) was started in 2007 by the great industrialist and philanthropist, Thiru. T. S. R. Khannaiyann.

The primary objective of the Hindusthan Institute of Technology is to educate and prepare men and women for leadership in industry, government, and educational institutions; to advance the knowledge base of the engineering professions; and to influence the future directions of engineering education and practice.

The College has well-furnished classrooms, state of the art laboratories, computer centers and a well-stocked library. Separate Hostels with all the modern amenities are provided for men and women. The campus consists of lush green lawns, a playground, GYM and also facilities for indoor games. A fleet of vehicles caters to the transport needs.

HIT believes not only in educating the students, but also grooming characters, with moral and ethical values, thus building the nation. Since its inception, the college has been providing world-class facilities & infrastructure in education and learning. The emphasis is on transformational leadership rather than directional leadership. The aim is to establish new trends, introduce innovative training methodologies, and thus guide students towards the road to success. The educational programs in the college emphasize the understanding of fundamental principles and prepare an individual for a lifetime of learning and professional growth.

APPROVAL, AFFILIATION AND QUALITY CERTIFICATION

The Institute started with Four Under Graduate Programmes during 2007-2008 with an intake of 180 students, has grown up leaps and bounds to Six Under graduate programmes, Four Post Graduate programmes with an intake of around 441 students during 2015-2016 and also two departments as approved research center for pursuing Full/Part time Ph.D. The Institution was granted ISO 9001:2008 status by TUV Rheinland to sustain the quality of education. The UGC grant 2(f) status has been applied for our institution during the year 2014. The present students' strength of our institution is around 1910.

COURSE OFFERED

The educational programmes offered by the college emphasize the understanding of fundamental principles and prepare the individuals for a lifetime of learning and professional growth. The College offers the following programmes:

UNDER GRADUATE PROGRAMMES (Four Years B.E / B.Tech)

- ⊙ B.E - Aeronautical Engineering
- ⊙ B.E - Automobile Engineering
- ⊙ B.E - Computer Science Engineering
- ⊙ B.E - Electronics and Communication Engineering
- ⊙ B.E - Mechanical Engineering
- ⊙ B.Tech - Information Technology
- ⊙ B. Tech – Pharmaceutical Technology

POST GRADUATE PROGRAMMES (Two Years)

- ⊙ MBA (Master of Business Administration)
- ⊙ MCA (Master of Computer Application)
- ⊙ M.E – Computer Science Engineering
- ⊙ M.E – VLSI Design

HIT has its own domain that conducts value added courses, soft skill training and provide industry exposure programmes like CISCO training on networks. As a results of sustained efforts, the percentage of placed students among the eligible has increased consistently in under graduate and post graduate student level. Departments received Project, Seminar and Symposia grant from AICTE, ISRO, DRDO, CSIR, and TNSCST. Centre of Excellence of our institute tie up with organizations like EMC2, Siemens, National Instruments, etc.,

INFRASTRUCTURAL FACILITIES

In the last 8 years, HIT has developed into one of the leading Engineering Colleges in Tamil Nadu. The College has well qualified, experienced and dedicated faculty members and technical supporting staff, state of the art laboratory and workshop facilities, computer facilities, Library and Information center, Outdoor and Indoor games, Gym, ATM Centre, Research Centre, Entrepreneurship Development cell, Canteen, Communication Lab, 36 Mbps Internet facility and separate hostels for boys and girls within the campus. Wi-Fi Internet connectivity is available in the campus. LCD facilities are available in the class rooms. It has fleet of buses to cater to the needs of both students and staff for commuting.

The college has a full-fledged Placement and training centre. This centre organizes several training programs related to development of all-round skills of the students. The Placement and Training centre has enabled our college students to participate in several recruitment programs of many leading organizations.

DEPARTMENT OF MANAGEMENT SCIENCES

The Department of Management Sciences was started in the academic year 2008-2009. MBA is one of the dynamic post graduate programs in professional education today.

We offer subjects like, General management along with specialization stream of subjects like Finance, Marketing, Human Resource, Production, Systems and Supply chain Management respectively.

We provide a highly conducive academic environment, interaction with hard working and industry-academia mix faculties, with proximity to the strategy makers of the industry and practitioners of the health care, IT services and manufacturing companies in our vicinity.

Our department is active in organizing various events to enhance the management skills of students. It organizes Management symposiums, Industrial visits, Guest Lecture programs, National and International seminars and conferences. Our special focus is on continuously monitoring the corporate requirements and entrepreneurial eco system to train the students in the field of communication, managerial excellence and leadership.

Vision

“ Developing leaders with value and research knowledge towards leveraging employability and entrepreneurship opportunities, thereby providing feasible solutions to the society with a focus of continuous learning and improvement. ”

Mission

- To groom budding managers with management knowledge and business competencies, through innovative management pedagogy.
- To transform the hidden – potentials of techno managers to explore opportunities for entrepreneurship with the background of experienced teaching fraternity and enriched teaching learning environment
- To disseminate managerial expertise to enhance social growth with a focus of continuous improvement
- To develop intellectual capability to meet the challenges of global environment with an adoptive approach to our cultural, ethical and professional norms

SYLLABUS

Department	MASTER OF BUSINESS ADMINISTRATION					R 2020	Sem.	II
Course Code	Course Name	Hours / Week			Credit	Total Hours	Maximum Marks	
		L	T	P	C			
20PBA06	Business Applications Software I	0	0	3	2	45	100	
Course Objective	1. To enable the students to gain knowledge in MS-Word. 2. To make the students to design attract presentation. 3. To enrich the students in gaining knowledge in MS Publisher. 4. Business models studied in theory to be practiced using Spreadsheet 5. To have hands-on experience on advanced features of Excel							

Experiment No	Description of the Experiment	Practical Hours
1	Create a document using MS Word features like Inserting symbols, pictures , headers and footers	3
2	Working with tables, charts and formatting texts in MS Word	3
3	Design a presentation with text effects and animations	3
4	Design a presentation using the slide design and image features	3
5	Create a worksheet with basic excel features	3
6	Create a worksheet and use the basic formulas in excel	3
7	Create a worksheet and use the operations like cell formatting, freeze panes, adding comments	3
8	Create a Worksheet and working with advanced Filters	3
9	Inserting, deleting and formatting charts in Excel sheets	3
10	Create a business card using MS Publisher	3
11	Create a Newsletter using MS Publisher	3
12	Create a invitation using MS Publisher	3
13	Descriptive Statistics using excel	3
14	Transportation model using Excel	3
15	Assignment Model using Excel	3
Total Hours		45

State of the Art	Business Applications Software I	
Course Outcome	CO1	Familiarize on the MS word document creation
	CO2	Able to create their own attractive presentation
	CO3	Able to create a Newsletter using MS Publisher
	CO4	Familiarize on business models using spreadsheets
	CO5	Gained knowledge on advanced functions on MS Excel

CO PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	1	2	3	1	2
CO2	1	2	-	1	3	3
CO3	1	1	3	1	2	-
CO4	2	2	1	2	3	1
CO5		1	3	2	1	2

GENERAL INSTRUCTION

The following Instructions should be strictly followed by the students in the strength of Materials Laboratory.

1. Students must attend the lab classes with ID cards and in the prescribed uniform.
2. Boys-shirts tucked in and wearing closed leather shoes. Girls' students with cut shoes, overcoat, and plait incite the coat. Girls' students should not wear loose garments.
3. Students must check if the components, instruments and machinery are in working condition before setting up the experiment.
4. Power supply to the experimental set up/ equipment/ machine must be switched on only after the faculty checks and gives approval for doing the experiment. Students must start to the experiment. Students must start doing the experiments only after getting permissions from the faculty.
5. Any damage to any of the equipment/instrument/machine caused due to carelessness, the cost will be fully recovered from the individual (or) group of students.
6. Students may contact the lab in charge immediately for any unexpected incidents and emergency.
7. The apparatus used for the experiments must be cleaned and returned to the technicians, safely without any damage.
8. Make sure, while leaving the lab after the stipulated time, that all the power connections are switched off.
9. All students should go through the lab manual for the experiment to be carried out for that day and come fully prepared to complete the experiment within the prescribed periods. Student should complete the lab record work within the prescribed periods.
10. Students must be fully aware of the core competencies to be gained by doing experiment/exercise/programs.
11. Students should complete the lab record work within the prescribed periods.
12. Preparedness, conducting experiment, observation, calculation, results, record presentation, basic understanding and answering for viva questions.

HINDUSTHAN INSTITUTE OF TECHNOLOGY, COIMBATORE – 32
DEPARTMENT OF MANAGEMENT SCIENCES
LIST OF EXPERIMENTS

Experiment No	Description of the Experiment
1	Create a document using MS Word features like Inserting symbols, pictures , headers and footers
2	Working with tables, charts and formatting texts in MS Word
3	Design a presentation with text effects and animations
4	Design a presentation using the slide design and image features
5	Create a worksheet with basic excel features
6	Create a worksheet and use the basic formulas in excel
7	Create a worksheet and use the operations like cell formatting, freeze panes, adding comments
8	Create a Worksheet and working with advanced Filters
9	Inserting, deleting and formatting charts in Excel sheets
10	Create a business card using MS Publisher
11	Create a Newsletter using MS Publisher
12	Create a invitation using MS Publisher
13	Descriptive Statistics using excel
14	Transportation model using Excel
15	Assignment Model using Excel
CONTENT BEYOND SYLLABUS	
16	Page breaks in Microsoft office
17	Highlighting using conditional formatting in excel sheet

Ex. No.1**CREATE A DOCUMENT USING MS WORD FEATURES LIKE INSERTING SYMBOLS, PICTURES , HEADERS AND FOOTERS****AIM:**

To create a document using MS Word and insert symbols, pictures, headers and footers.

INPUT:**ABOUT INDIA**

India is a country in South Asia. It is the second-most populous country, the seventh largest country by land area, and the most populous democracy in the world. Bounded by the Indian Ocean on the south, the Arabian Sea on the southwest, and the Bay of Bengal on the southeast, it shares land borders with Pakistan to the west; China, Nepal, and Bhutan to the north; and Bangladesh and Myanmar to the east. In the Indian Ocean, India is in the vicinity of Sri Lanka and the Maldives; its Andaman and Nicobar Islands share a maritime border with Thailand and Indonesia.

ALGORITHM:

- STEP 1 : Click on the start button, select Microsoft office and then select Microsoft office word.
- STEP 2 : Type the data in the MS word.
- STEP 3 : To insert symbols. Click on the Insert menu from the menu bar and click symbols. Choose the required symbol.
- STEP 4 : To insert pictures. Click on the Insert menu from the menu bar and select pictures.
- STEP 5 : A dialog box appears. Choose the required picture and click insert.
- STEP 6 : To insert header. Click on the Insert menu from the menu bar and select header.
- STEP 7 : Choose a header style and type the text.
- STEP 8 : To insert footer. Click on the Insert menu from the menu bar and select footer.
- STEP 9 : Choose a footer style and type the text.
- STEP 10 : To insert page borders. Click on the page layout menu from the menu bar and select page border then choose the desired page border and click ok.
- STEP 11 : To insert watermark. Click on the page layout menu from the menu bar and select watermark then choose the custom watermark.
- STEP 12 : Type your desired data and give ok.

OUTPUT:

BUSINESS APPLICATION SOFTWARE 1

ABOUT INDIA

India is a country in South Asia. It is the second-most populous country, the seventh largest country by land area, and the most populous democracy in the world. Bounded by the Indian Ocean on the south, the Arabian Sea on the southwest, and the Bay of Bengal on the southeast, it shares land borders with Pakistan to the west, China, Nepal, and Bhutan to the north, and Bangladesh and Myanmar to the east. In the Indian Ocean, India is in the vicinity of Sri Lanka and the Maldives; its Andaman and Nicobar Islands share a maritime border with Thailand and Indonesia.

Its currency is Indian Rupees, INR, and is denoted in the symbol as ₹.

Our National flower is lotus



HINDUSTHAN

BAS 1 Page 1

RESULT:

Thus using MS Word we have easily inserted pictures, symbols, headers, footers and page borders and got the output successfully

Ex. No.2

WORKING WITH TABLES, CHARTS AND FORMATTING TEXTS IN MS WORD

AIM:

To create a document using MS Word and use tables, charts and formatting texts.

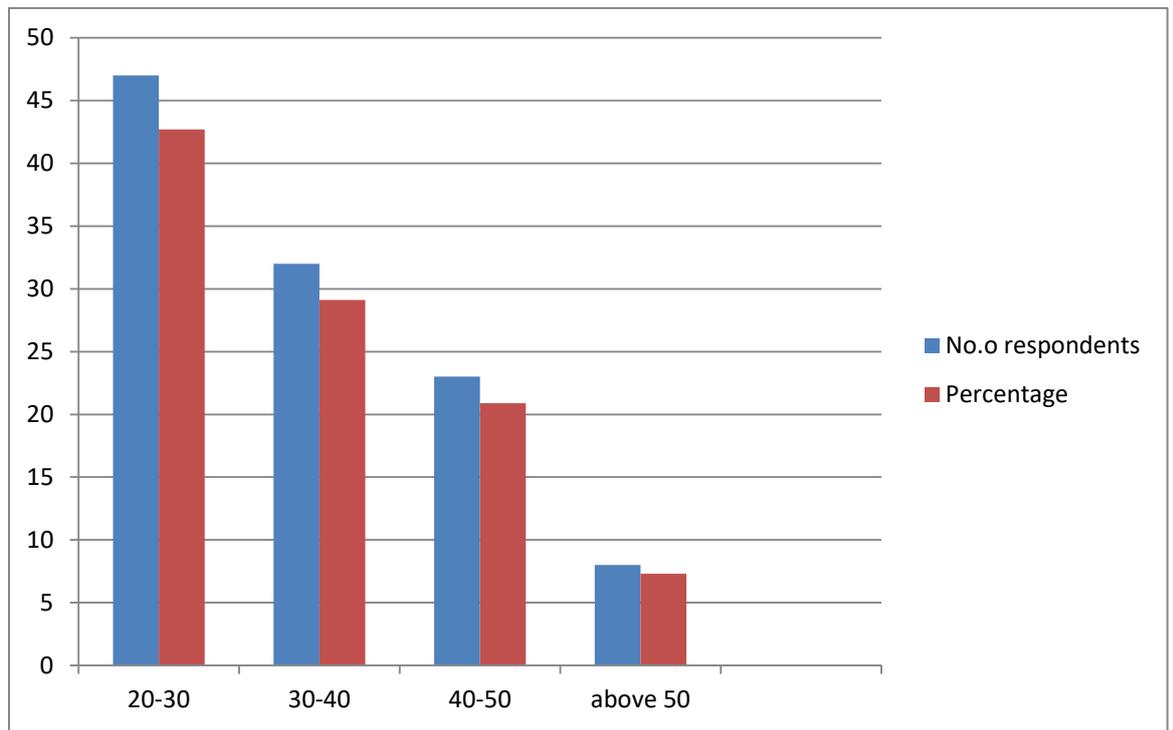
INPUT:

S. No.	Age	No. of respondents	Percentage
1	20-30	47	42.7
2	30-40	32	29.1
3	40-50	23	20.9
4	Above 50	8	7.3
	Total	110	100.0

ALGORITHM:

- STEP 1 : Click on the start button, select Microsoft office and then select Microsoft office word.
- STEP 2 : To insert tables. Click on the Insert menu from the menu bar and click on table icon.
- STEP 3 : Choose the desired number of cells , draw the table and add the text in it.
- STEP 4 : To insert charts. Click on the Insert menu from the menu bar and click on chart icon.
- STEP 5 : Choose your desired chart and add the data in the excel sheet appears along with the chart.
- STEP 6 : Now select the text and you can format the text by changing the font style, size, bold, italic, underlined, alignment and color.

OUTPUT:



RESULT:

Thus using MS Word we have worked with tables, charts and formatted texts successfully

Ex. No.3

DESIGN A PRESENTATION WITH TEXT EFFECTS AND ANIMATIONS

AIM:

To create a presentation using MS power point and use text effects and animations

INPUT:

What are time management skills?

Time management skills are those that help you use your time effectively and achieve desired results. Time management skills can help you allocate your time properly and accomplish tasks efficiently. Other management skills:

- Organization
- Prioritization
- Goal setting
- Communication
- Planning
- Delegation
- Stress management
- Flexibility

ALGORITHM:

STEP 1 : Click on the start button, select Microsoft office and then select Microsoft PowerPoint

STEP 2 : Type the title and the text that you would like to present.

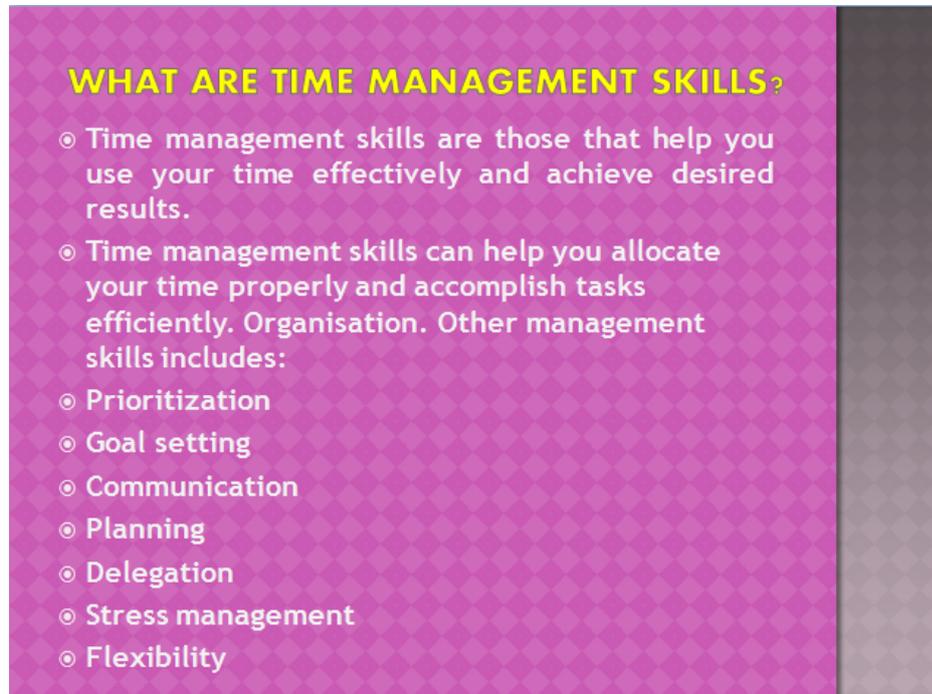
STEP 3 : Change the background design using by clicking on the design icon on the menu bar.

STEP 4 : Change the color, font, effects, and background images on the slides.

STEP 5 : Click the animations on the menu bar.

STEP 6 : Choose your desired animations, sound, speed.

OUTPUT:



RESULT:

Thus using MS power point, presentation has been created with the effects and animations.

Ex. No.4

DESIGN A PRESENTATION USING THE SLIDE DESIGN AND IMAGE FEATURES

AIM:

To create a presentation using MS power point and use text effects and animations

INPUT:

What are time management skills?

Time management skills are those that help you use your time effectively and achieve desired results. Time management skills can help you allocate your time properly and accomplish tasks efficiently. Other management skills:

- Organization
- Prioritization
- Goal setting
- Communication
- Planning
- Delegation
- Stress management
- Flexibility

ALGORITHM:

STEP 1 : Click on the start button, select Microsoft office and then select Microsoft PowerPoint

STEP 2 : Type the title and the text that you would like to present.

STEP 3 : Change the background design using by clicking on the design icon on the menu bar.

STEP 4 : Now click on background styles then select format background

STEP 5 : Now choose the desired design from the options or insert from the drive or from clipart

STEP 6 : To insert pictures. Click on the Insert menu from the menu bar and select pictures.

OUTPUT:



RESULT:

Thus using MS power point, presentation has been created with the different slide design and image features.

Ex. No. 5**CREATE A WORKSHEET WITH BASIC EXCEL FEATURES****AIM:**

To create a worksheet with the basic excel features.

INPUT:

S. No	Name	Reg.No.	Tamil	English	Maths	Science	Social Studies
1	Aarathy	20MBA01	75	90	91	84	91
2	Anupama	20MBA02	80	84	90	92	87
3	Asmitha	20MBA03	85	74	72	83	90
4	Binny	20MBA04	75	92	86	76	79
5	Charu	20MBA05	89	73	91	88	82
6	Dhanwik	20MBA06	67	77	68	73	79
7	Jerry	20MBA07	91	84	81	86	83
8	Nila	20MBA08	76	89	86	90	87
9	Surya	20MBA09	84	91	84	89	90
10	Tanvi	20MBA10	73	93	92	87	93

ALGORITHM:

- STEP 1 : Click on the start button, select Microsoft office and then select Microsoft office excel
- STEP 2 : Type the data in the excel sheet.
- STEP 3 : Now select the text and you can format the text by changing the font style, size, bold, italic, underlined, alignment and color.
- STEP 4 : Select the entire table and click the border icon in the home menu and can choose the required border.
- STEP 5 : To insert pictures. Click on the Insert menu from the menu bar and select pictures.

OUTPUT:

	A	B	C	D	E	F	G	H	I	J
1	S. No	Name	Reg.No.	Tamil	English	Maths	Science	Social Studies		
2	1	Aarathy	20MBA01	75	90	91	84	91		
3	2	Anupama	20MBA02	80	84	90	92	87		
4	3	Asmitha	20MBA03	85	74	72	83	90		
5	4	Binny	20MBA04	75	92	86	76	79		
6	5	Charu	20MBA05	89	73	91	88	82		
7	6	Dhanwik	20MBA06	67	77	68	73	79		
8	7	Jerry	20MBA07	91	84	81	86	83		
9	8	Nila	20MBA08	76	89	86	90	87		
10	9	Surya	20MBA09	84	91	84	89	90		
11	10	Tanvi	20MBA10	73	93	92	87	93		
12										

**RESULT:**

Thus worksheet has been created successfully with basic features.

Ex. No. 6**CREATE A WORKSHEET AND USE THE BASIC FORMULAS IN EXCEL****AIM:**

To create a worksheet and use the appropriate formulas in it.

INPUT:

S. No	Name	Reg.No.	Tamil	English	Maths	Science	Social Studies
1	Aarathy	20MBA01	75	90	91	84	91
2	Anupama	20MBA02	80	84	90	92	87
3	Asmitha	20MBA03	85	74	72	83	90
4	Binny	20MBA04	75	92	86	76	79
5	Charu	20MBA05	89	73	91	88	82
6	Dhanwik	20MBA06	67	77	68	73	79
7	Jerry	20MBA07	91	84	81	86	83
8	Nila	20MBA08	76	89	86	90	87
9	Surya	20MBA09	84	91	84	89	90
10	Tanvi	20MBA10	73	93	92	87	93

ALGORITHM:

STEP 1 : Click on the start button, select Microsoft office and then select Microsoft office excel

STEP 2 : Type the data in the excel sheet.

STEP 3 : Click a cell below the column or to the right of the row of the numbers for which you want to find the average.

STEP 4 : On the HOME tab, click the arrow next to AutoSum > sum, select the cells and then press Enter

STEP 5 : Another way is directly type the formula “=SUM(number1,number2...)” where number1, number2 represents actual numbers or cell values.

STEP 6 : Repeat the step 4 to find the average, count numbers, minimum and maximum.

STEP 7 : Direct formula to find average is “=AVERAGE((number1,number2...)”

STEP 8 : Direct formula to count the numbers is “=COUNT(value1, value2...)”

STEP 9 : Direct formula to find maximum and minimum number is “=MAX((number1,number2...)” and “=MIN((number1,number2...)” respectively

OUTPUT:

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	S. No	Name	Reg.No.	Tamil	English	Maths	Science	Social Studies	Total	Average	Subject counts	Max mark	Min Mark	
2	1	Aarathy	20MBA01	75	90	91	84	91	431	86.2	7	91	75	
3	2	Anupama	20MBA02	80	84	90	92	87	433	86.6	7	92	80	
4	3	Asmitha	20MBA03	85	74	72	83	90	404	80.8	7	90	72	
5	4	Binny	20MBA04	75	92	86	76	79	408	81.6	7	92	75	
6	5	Charu	20MBA05	89	73	91	88	82	423	84.6	7	91	73	
7	6	Dhanwik	20MBA06	67	77	68	73	79	364	72.8	7	79	67	
8	7	Jerry	20MBA07	91	84	81	86	83	425	85	7	91	81	
9	8	Nila	20MBA08	76	89	86	90	87	428	85.6	7	90	76	
10	9	Surya	20MBA09	84	91	84	89	90	438	87.6	7	91	84	
11	10	Tarvi	20MBA10	73	93	92	87	93	438	87.6	7	93	73	
12														
13														

RESULT:

Thus worksheet has been created and used the basic excel functions.

Ex. No. 7**CREATE A WORKSHEET AND USE THE OPERATIONS LIKE CELL
FORMATTING, FREEZE PANES, ADDING COMMENTS****AIM:**

To create a worksheet and use the operations cell formatting, freeze panes, adding comments.

INPUT:

S. No	Name	Reg.No.	Tamil	English	Maths	Science	Social Studies
1	Aarathy	20MBA01	75	90	91	84	91
2	Anupama	20MBA02	80	84	90	92	87
3	Asmitha	20MBA03	85	74	72	83	90
4	Binny	20MBA04	75	92	86	76	79
5	Charu	20MBA05	89	73	91	88	82
6	Dhanwik	20MBA06	67	77	68	73	79
7	Jerry	20MBA07	91	84	81	86	83
8	Nila	20MBA08	76	89	86	90	87
9	Surya	20MBA09	84	91	84	89	90
10	Tanvi	20MBA10	73	93	92	87	93

ALGORITHM:

- STEP 1 : Click on the start button, select Microsoft office and then select Microsoft office excel
- STEP 2 : Type the data in the excel sheet.
- STEP 3 : Right click on the cell where we would like to do formatting and then click format cells.
- STEP 4 : A dialog box opens with the options like numbers, alignment, font, border, fill, protection.
- STEP 5 : To round of the decimal values, click on the numbers icon in the dialog box and select number then make the decimal values as 0 and click ok.
- STEP 6 : Date, currency, percentage, time can be changed in this way.
- STEP 7 : Alignment, font style, border and filling colors can be changed by clicking on the desired icon from the 'format cells dialog box'.
- STEP 10 : To freeze panes, on the view tab, click the freeze icon and click the freeze panes.

STEP 8 : To insert comment, right click on the cell , select ‘insert comment’ and type the comment.

OUTPUT:

	A	B	C	D	E	F	G	H	I	J	K	L
1	S. No	Name	Reg.No.	Tamil	English	Maths	Science	Social Studies	Total	Average		
2	1	Aarathy	20MBA01	75	90	91	84	91	431	86		
3	2	Anupama	20MBA02	80	84	90	92	87	433	87		
4	3	Asmitha	20MBA03	85	74	72	83	90	404	81		
5	4	Binny	20MBA04	75	92	86	76	79	408	82		
6	5	Charu	20MBA05	89	73	91	88	82	423	85		
7	6	Dhanwik	20MBA06	67	77	68	73	79	364	73		
8	7	Jerry	20MBA07	91	84	81	86	83	425	85		
9	8	Nila	20MBA08	76	89	86	90	87	428	86		
10	9	Surya	20MBA09	84	91	84	89	90	438	88		
11	10	Tarvi	20MBA10	73	93	92	87	94	439	89		
12												
13												
14												

Top scorer

RESULT:

Thus worksheet has been created and does the cell formatting, freeze panes, adding comments operations successfully.

Ex. No. 8**CREATE A WORKSHEET AND WORKING WITH ADVANCED FILTERS****AIM:**

To create a worksheet and use the advanced filter options.

INPUT:

S. No	Name	Reg.No.	Tamil	English	Maths	Science	Social Studies
1	Aarathy	20MBA01	75	90	91	84	91
2	Anupama	20MBA02	80	84	90	92	87
3	Asmitha	20MBA03	85	74	72	83	90
4	Binny	20MBA04	75	92	86	76	79
5	Charu	20MBA05	89	73	91	88	82
6	Dhanwik	20MBA06	67	77	68	73	79
7	Jerry	20MBA07	91	84	81	86	83
8	Nila	20MBA08	76	89	86	90	87
9	Surya	20MBA09	84	91	84	89	90
10	Tanvi	20MBA10	73	93	92	87	93

ALGORITHM:

- STEP 1 : Click on the start button, select Microsoft office and then select Microsoft office excel and type the data
- STEP 2 : Select Data tab and click the filter icon (shortcut Alt+D+F+F)
- STEP 3 : Select Text Filters or Number Filters, and then select a comparison like greater than, between, less than, equal. Enter the filter criteria and select ok.
- STEP 4 : To use advanced filters. Select the entire data set (including the headers).
- STEP 5 : Go Data tab → Sort & Filter → Advanced. (shortcut – Alt + A + Q). This will open the Advanced Filter dialog box.
- STEP 6 : In the Advanced Filter dialog box, use the following details:
- STEP 7 : *Action:* Select the ‘Copy to another location’ option. This will allow you to specify the location where you can get the list of unique records.
- STEP 8 : *List Range:* Make sure it refers to the dataset from which you want to find unique records. Also, make sure headers in the data set are included.
- STEP 9 : *Criteria Range:* Leave this empty.
- STEP 10 : *Copy To:* Specify the cell address where you want to get the list of unique records.

STEP 11 : *Copy Unique Records Only*: Check this option

STEP 12 : Click ok.

OUTPUT:

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
	S. No	Name	Reg.No.	Tamil	English	Maths	Science	Social Studies	Total	Average			Name	Reg.No.	Total	Average
1																
2	1	Aarathy	20MBA01	75	90	91	84	91	431	86			Aarathy	20MBA01	431	86
3	2	Anupama	20MBA02	80	84	90	92	87	433	87			Anupama	20MBA02	433	87
4	3	Asmitha	20MBA03	85	74	72	83	90	404	81			Asmitha	20MBA03	404	81
5	4	Binny	20MBA04	75	92	86	76	79	408	82			Binny	20MBA04	408	82
6	5	Charu	20MBA05	89	73	91	88	82	423	85			Charu	20MBA05	423	85
7	6	Dhanwik	20MBA06	67	77	68	73	79	364	73			Dhanwik	20MBA06	364	73
8	7	Jerry	20MBA07	91	84	81	86	83	425	85			Jerry	20MBA07	425	85
9	8	Nila	20MBA08	76	89	86	90	87	428	86			Nila	20MBA08	428	86
10	9	Surya	20MBA09	84	91	84	89	90	438	88			Surya	20MBA09	438	88
11	10	Tanvi	20MBA10	73	93	92	87	94	439	88			Tanvi	20MBA10	439	88
12																

RESULT:

Thus worksheet has been created and advanced filter options has been used successfully

Ex. No. 9**INSERTING, DELETING AND FORMATTING CHARTS IN EXCEL SHEETS****AIM:**

To create a database and the charts in Microsoft office excel.

INPUT:

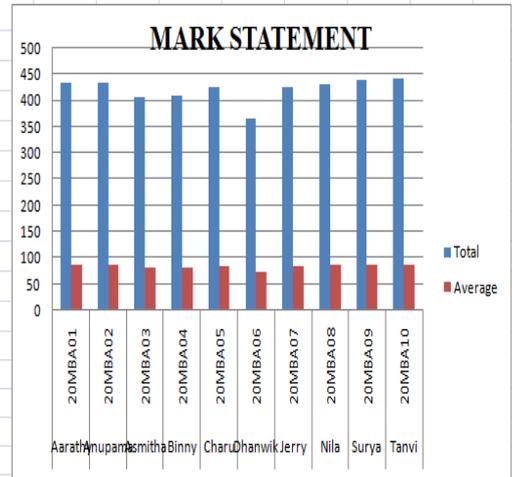
S. No	Name	Reg.No.	Tamil	English	Maths	Science	Social Studies
1	Aarathy	20MBA01	75	90	91	84	91
2	Anupama	20MBA02	80	84	90	92	87
3	Asmitha	20MBA03	85	74	72	83	90
4	Binny	20MBA04	75	92	86	76	79
5	Charu	20MBA05	89	73	91	88	82
6	Dhanwik	20MBA06	67	77	68	73	79
7	Jerry	20MBA07	91	84	81	86	83
8	Nila	20MBA08	76	89	86	90	87
9	Surya	20MBA09	84	91	84	89	90
10	Tanvi	20MBA10	73	93	92	87	93

ALGORITHM:

- STEP 1 : Click on the start button, select Microsoft office and then select Microsoft office excel.
- STEP 2 : Type the data in the excel sheet.
- STEP 3 : Go to insert tab and choose chart.
- STEP 4 : There are different types of charts like bar chart, pie chart, line chart, column chart, scatter chart, area chart, etc.
- STEP 5 : Select the data and click on the required chart.
- STEP 6 : To change the chart type, right click on the empty space in the chart.
- STEP 7 : Click on the change chart type from the dialog box.
- STEP 8 : To add or delete data, right click on the empty space in the chart.
- STEP 9 : Click on the select data from the dialog box and make the updation.

OUTPUT:

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
	S. No	Name	Reg.No.	Tamil	English	Maths	Science	Social Studies	Total	Average									
1																			
2	1	Aarathy	20MBA01	75	90	91	84	91	431	86									
3	2	Anupama	20MBA02	80	84	90	92	87	433	87									
4	3	Asmitha	20MBA03	85	74	72	83	90	404	81									
5	4	Binny	20MBA04	75	92	86	76	79	408	82									
6	5	Charu	20MBA05	89	73	91	88	82	423	85									
7	6	Dhanwik	20MBA06	67	77	68	73	79	364	73									
8	7	Jerry	20MBA07	91	84	81	86	83	425	85									
9	8	Nila	20MBA08	76	89	86	90	87	428	86									
10	9	Surya	20MBA09	84	91	84	89	90	438	88									
11	10	Tanvi	20MBA10	73	93	92	87	94	439	88									
12																			
13																			
14																			
15																			
16																			
17																			



RESULT:

Thus database has been created along with the charts in the excel.

Ex. No. 10

CREATE A BUSINESS CARD USING MS PUBLISHER

AIM:

To create a business card using Microsoft publisher.

INPUT:

Ms. Rishitha
Managing Director
Sharp Technologies
sharptechnologies@gmail.com
+91 9998887777
123 Gandhi Street
Coimbatore 64132
www.sharptechnologies.com

ALGORITHM:

- STEP 1 : Click on the start button, select Microsoft office and then select Microsoft office publisher.
- STEP 2 : Publisher opens with the getting started page.
- STEP 3 : In the right pane click on the business card icon
- STEP 4 : Choose the desired design and double click on it.
- STEP 5 : Type the details required in it.
- STEP 6 : Modifications can be made using the left pane options.
- STEP 7 : Font color, background, page color, borders, etc can be customized.

OUTPUT:



RESULT:

Thus the business card has been created using MS Publisher.

Ex. No. 11

CREATE A NEWSLETTER USING MS PUBLISHER

AIM:

To create a newsletter using Microsoft publisher.

INPUT:

Newsletter content for sunglasses JINS

Find out more about JINS

NEW ARRIVALS

Check out the latest and stylish frames from our new collections

FRONT SWITCH

Sunglasses and glasses into one

Magnetic clip on shades easily snaps into your glasses

Offers:

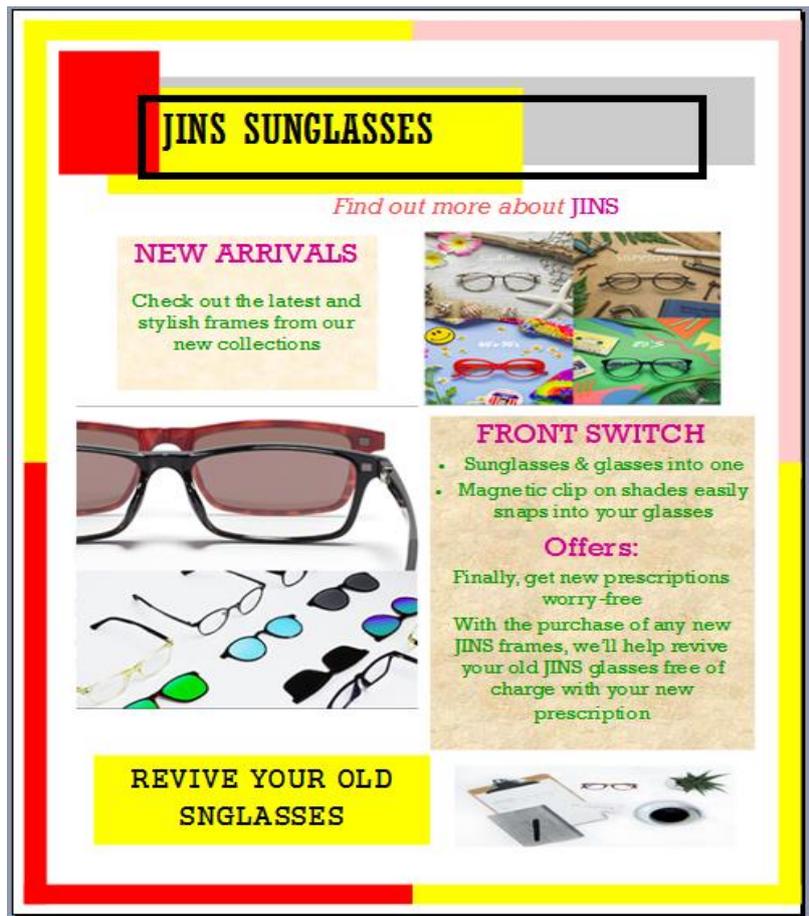
Finally, get new prescriptions worry-free

With the purchase of any new JINS frames, we'll help revive your old JINS glasses free of charge with your new prescription

ALGORITHM:

- STEP 1 : Click on the start button, select Microsoft office and then select Microsoft office publisher.
- STEP 2 : Publisher opens with the getting started page.
- STEP 3 : In the right pane click on the newsletter icon
- STEP 4 : Choose the desired design and double click on it.
- STEP 5 : Type the details in the same format or modifications can be made using the left pane options.
- STEP 6 : Font color, background, page color, borders, etc can be customized.
- STEP 7 : To insert pictures, go to insert menu and click picture. Choose the picture and click ok.
- STEP 8 : To insert text, go to insert menu and click textbox and type data or simply copy the text and paste it.

OUTPUT:



RESULT:

Thus the newsletter has been created using MS Publisher successfully

Ex. No. 12

CREATE AN INVITATION USING MS PUBLISHER

AIM:

To create an invitation using Microsoft publisher.

INPUT:

HINSUSTHAN INSTITUTE O TECHNOLOGY, COIMBATORE

WELCOMES YOU ALL ON THE COLLEGE DAY

CHIEF GUEST:

Dr. Kiran Bedi

Governor of Puducherry

DATE—24 MARCH 2021

VENUE—SEMINAR HALL

ALGORITHM:

- STEP 1 : Click on the start button, select Microsoft office and then select Microsoft office publisher.
- STEP 2 : Publisher opens with the getting started page.
- STEP 3 : In the right pane click on the invitation card icon
- STEP 4 : Choose the desired design and double click on it.
- STEP 5 : Type the details in the same format or modifications can be made using the left pane options.
- STEP 6 : Font color, background, page color, borders, etc can be customized.
- STEP 7 : To insert pictures, go to insert menu and click picture. Choose the picture and click ok.
- STEP 8 : To insert text, go to insert menu and click textbox and type data or simply copy the text and paste it.
- STEP 9 : Change the page size in the required size.

OUTPUT:



RESULT:

Thus the invitation has been created using MS Publisher successfully

Ex. No. 13

DESCRIPTIVE STATISTICS USING EXCEL

AIM:

To find the descriptive statistics using excel.

INPUT:

Monthly Income
20000
11000
13500
19000
7500
15000
5500
15000
18000
20000
18500
10000
8500
15000
7000
6500
8500
10000
18000
14000

ALGORITHM:

- STEP 1 : Click on the start button, select Microsoft office and then select Microsoft office excel
- STEP 2 : Type the data in the excel sheet.
- STEP 3 : On the Data tab, click Data Analysis.
- STEP 4 : If data analysis is not found. Load the Analysis ToolPak add-in.
- STEP 5 : On the File tab, click excel Options. Under Add-ins, select Analysis ToolPak and click on the Go button.

STEP 6 : Check Analysis ToolPak and click on OK. On the Data tab, in the Analysis group, you can now click on Data Analysis icon.

STEP 7 : Select Descriptive Statistics and click OK.

STEP 8 : Select the range and type in the Input Range.

STEP 9 : Select any cell as the Output Range.

STEP 10 : Then check the Summary statistics.

OUTPUT:

Monthly Income				Column1
20000				
11000				Mean 13025
13500				Standard Error 1093.93
19000				Median 13750
7500				Mode 15000
15000				Standard Deviation 4892.19
5500				Sample Variance 2.4E+07
15000				Kurtosis -1.4621
18000				Skewness -0.0069
20000				Range 14500
18500				Minimum 5500
10000				Maximum 20000
8500				Sum 260500
15000				Count 20
7000				
6500				
8500				
10000				
18000				
14000				

RESULT:

Thus descriptive statistics has been obtained successfully.

Ex. No. 14**TRANSPORTATION MODEL USING EXCEL****AIM:**

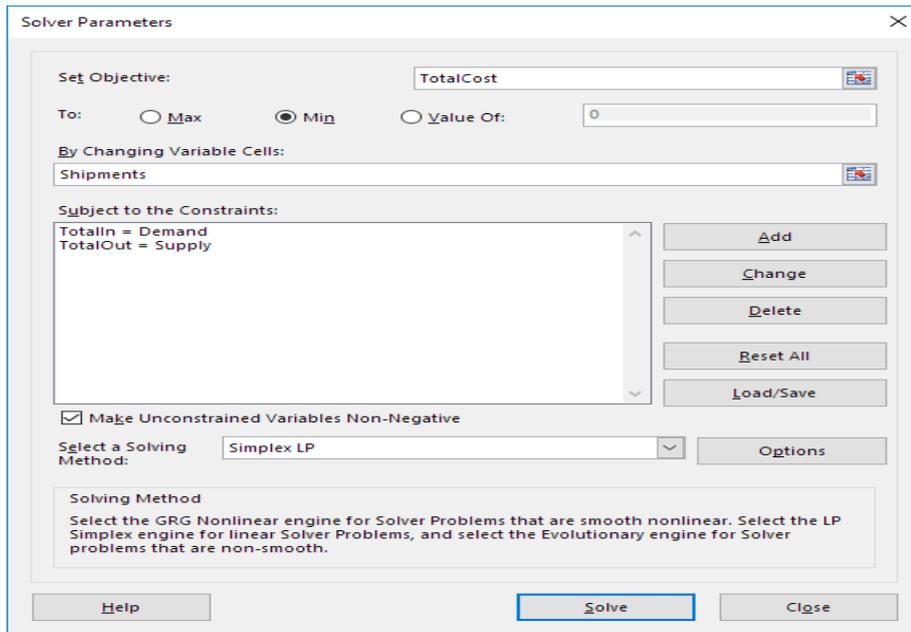
To find the descriptive statistics using excel.

INPUT:

Unit Cost	City 1	City 2	City 3	Total supply
Factory 1	5	4	3	100
Factory 2	8	4	3	300
Factory 3	9	7	5	300
Total demand	300	200	200	

ALGORITHM:

- STEP 1 : Click on the start button, select Microsoft office and then select Microsoft office excel
- STEP 2 : Type the data in the excel sheet.
- STEP 3 : On the Data tab, Click Solver
- STEP 4 : If solver is not found. Load the Solver add-in.
- STEP 5 : On the File tab, click excel Options. Under Add-ins, select solver and click on the Go button.
- STEP 6 : Check Solver and click on OK. On the Data tab, in the Analysis group, you can now click on Solver icon.
- STEP 7 : Enter the solver parameters (read on). The result should be consistent with the picture below.



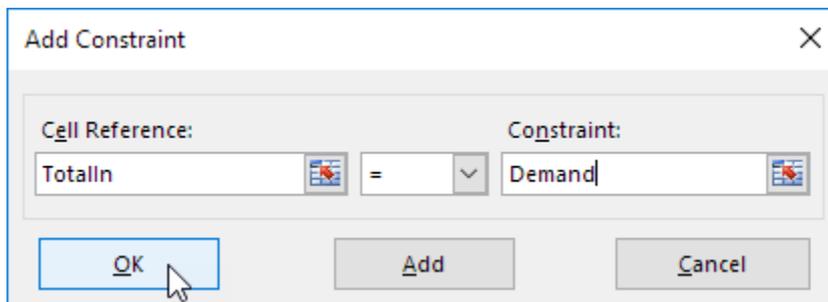
You have the choice of typing the range names or clicking on the cells in the spreadsheet.

STEP 8 : Enter Total Cost for the Objective.

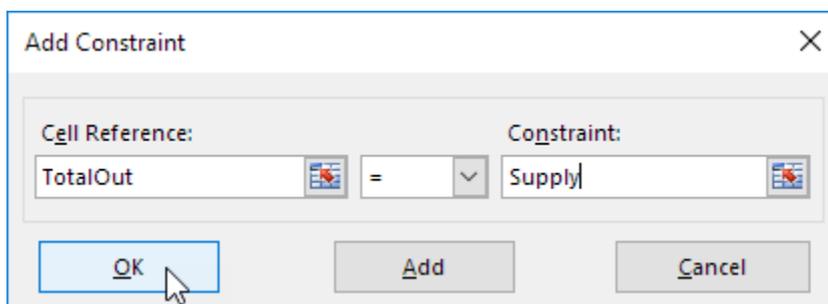
STEP 9 : Click Min.

STEP 10 : Enter Shipments for the Changing Variable Cells.

STEP 11 : Click Add to enter the following constraint.



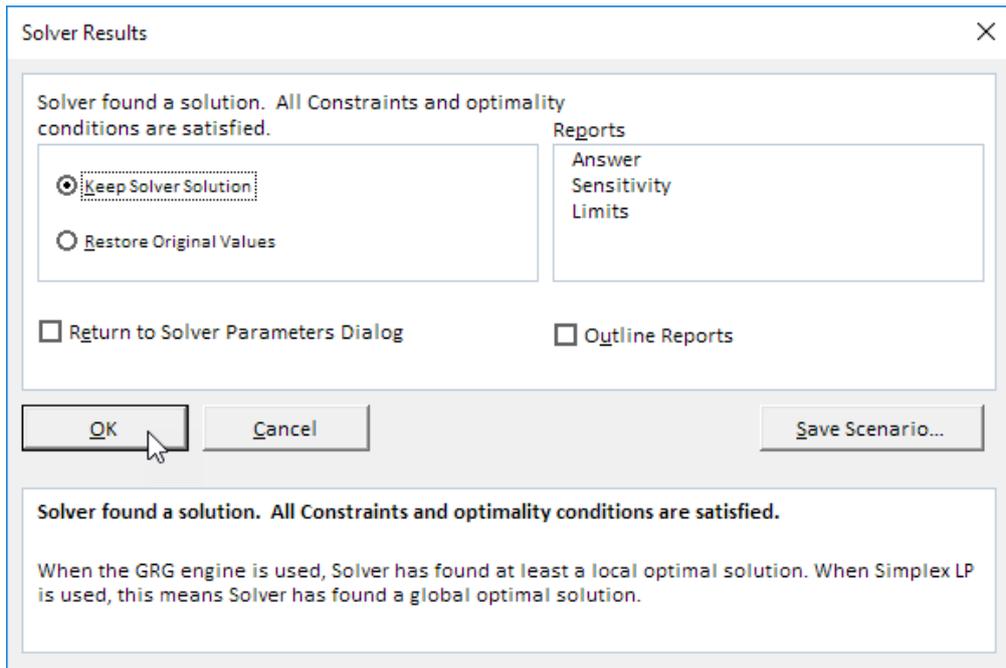
STEP 12 : Click Add to enter the following constraint.



STEP 13 : Check 'Make Unconstrained Variables Non-Negative' and select 'Simplex LP'.

STEP 14 : Finally, click Solve.

STEP 15 : Result:



OUTPUT:

Unit Cost	City 1	City 2	City 3	Total supply		
Factory 1	5	4	3	100		
Factory 2	8	4	3	300		
Factory 3	9	7	5	300		
Total demand	300	200	200			
Unit Cost	City 1	City 2	City 3	Total supply		
Factory 1	100	0	0	100	100	
Factory 2	0	200	100	300	300	
Factory 3	200	0	100	300	300	
	300	200	200			
Total demand	300	200	200			
Total cost	3900					

RESULT:

Thus transportation problem has been solved using excel sheet.

Ex. No. 14

ASSIGNMENT MODEL USING EXCEL

AIM:

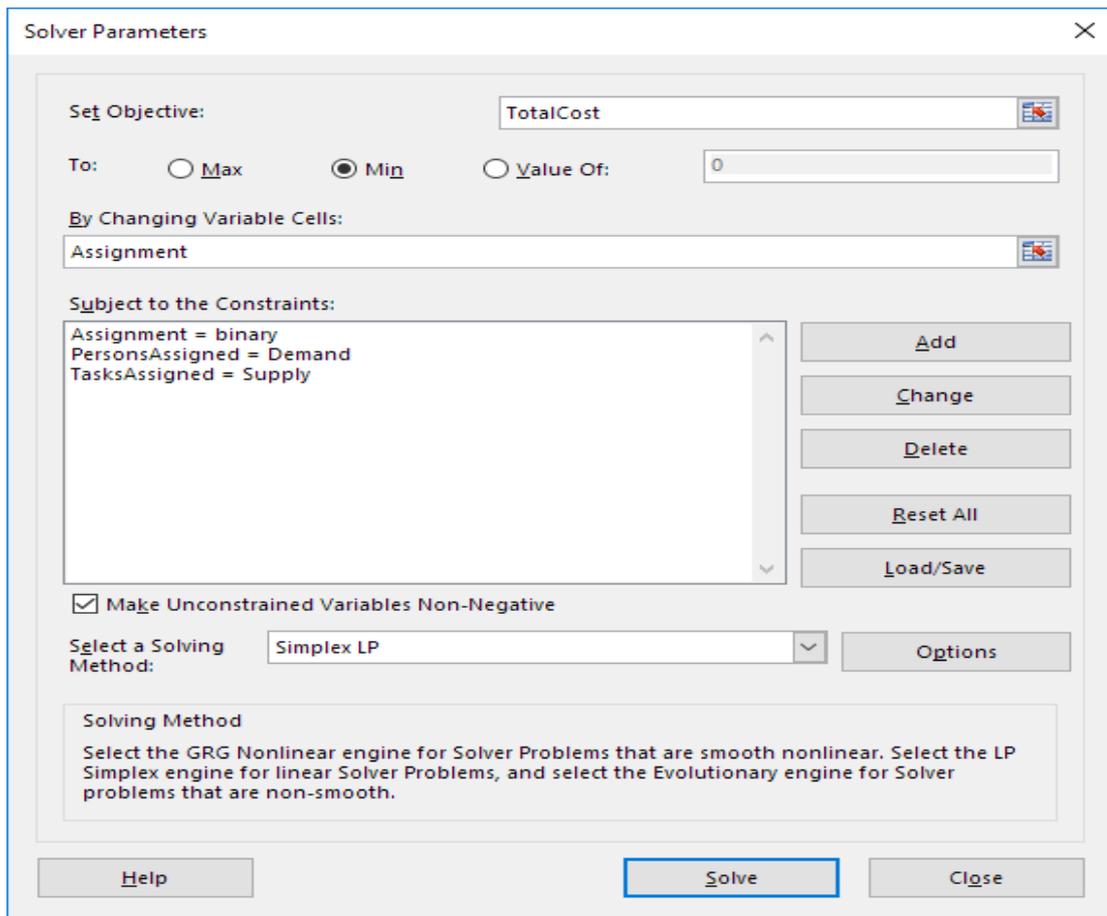
To find the descriptive statistics using excel.

INPUT:

JOBS					
		J1	J2	J3	J4
Workers	W1	2	10	9	7
	W2	15	4	14	8
	W3	13	14	16	11
	W4	4	15	13	9

ALGORITHM:

- STEP 1 : Click on the start button, select Microsoft office and then select Microsoft office excel
- STEP 2 : Type the data in the excel sheet.
- STEP 3 : On the Data tab, Click Solver
- STEP 4 : If solver is not found. Load the Solver add-in.
- STEP 5 : On the File tab, click excel Options. Under Add-ins, select solver and click on the Go button.
- STEP 6 : Check Solver and click on OK. On the Data tab, in the Analysis group, you can now click on Solver icon.
- STEP 7 : Enter the solver parameters (read on). The result should be consistent with the picture below.



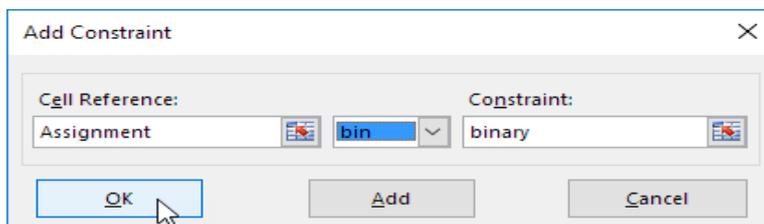
You have the choice of typing the range names or clicking on the cells in the spreadsheet.

STEP 8 : Enter Total Cost for the Objective.

STEP 9 : Click Min.

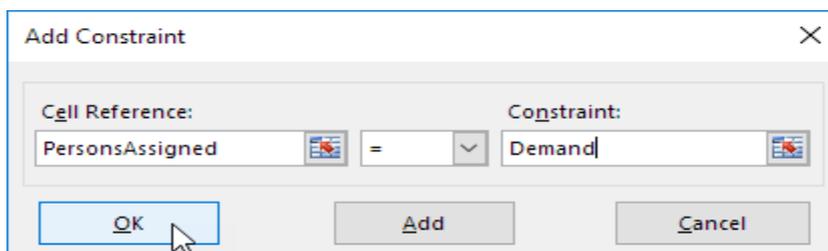
STEP 10 : Enter Assignment for the Changing Variable Cells.

STEP 11 : Click Add to enter the following constraint.



Note: binary variables are either 0 or 1.

STEP 12 : Click Add to enter the following constraint.



STEP 13 : Click Add to enter the following constraint.



STEP 14 : Check 'Make Unconstrained Variables Non-Negative' and select 'Simplex LP'.

STEP 15 : . Finally, click Solve.

OUTPUT:

		JOBS					
		J1	J2	J3	J4		
Workers	W1	2	10	9	7		
	W2	15	4	14	8		
	W3	13	14	16	11		
	W4	4	15	13	9		
		J1	J2	J3	J4		Supply
	W1	0	0	1	0	1	1
	W2	0	1	0	0	1	1
	W3	0	0	0	1	1	1
	W4	1	0	0	0	1	1
		1	1	1	1		
	Demand	1	1	1	1		
		Objective function		28			

RESULT:

Thus assignment problem has been solved using excel sheet.

Ex. No. 16

PAGE BREAKS IN WORD

AIM:

To create a word document and applying page breaks in word.

INPUT:

ABSTRACT

Advertisers are expected to shift and spend millions in internet advertising in the coming years than TV, print ads and other traditional advertising media. With the rapid growth in technology, the internet is becoming an important one stop point for consumers in finding most of their needs. Be it communication, entertainment, shopping, information search, internet serves as a panacea for all their requirements. Many consumers are online every day for their personal work, but do they notice the ads, banners displayed on that webpage, and most important their recall value. The current study investigated the effectiveness of internet advertising on consumer behavior by conducting a case study of University of Nairobi Students. The study sought to determine the effectiveness of internet advertising on reach and creation of awareness; to establish the reliability of internet advertising through recall; and to determine the relationship between internet advertising and purchase decision.

The study used a case study research design. The target population was the University of Nairobi students. The study used stratified sampling technique to select 100 study respondents. The primary data was collected using questionnaires. Content analysis was used to analyze qualitative data while the quantitative data was analyzed using descriptive statistics using SPSS. Regression and Correlation analysis was used to show the relationships among the variables. The data was presented through percentages, means, standard deviations and frequencies. The study found that internet advertising was effective on reach and creation of awareness due to diverse usage, and established that its reliability as an advertising media was low compared to TV. Internet advertising has significant relationship with purchase decision of the consumers and therefore is a key determinant in influencing consumer behaviour. The study determined that there is a positive relationship between internet advertising and consumer purchase decision and further recommends that companies should conduct a market research on the different markets in various countries to ensure that the internet advertising initiatives being implemented suits the targeted markets to improve product purchases.

**CHAPTER 1
INTRODUCTION**

Background to the study

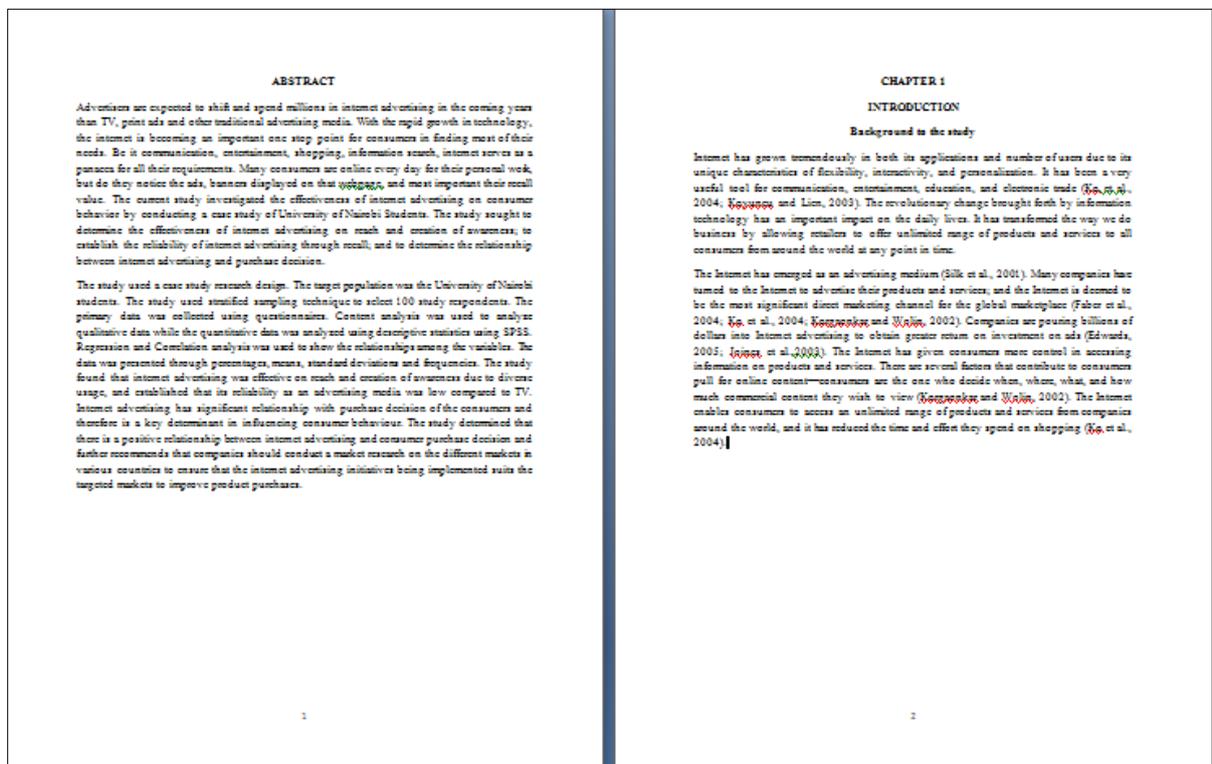
Internet has grown tremendously in both its applications and number of users due to its unique characteristics of flexibility, interactivity, and personalization. It has been a very useful tool for communication, entertainment, education, and electronic trade (Ko et al., 2004; Koyuncu and Lien, 2003). The revolutionary change brought forth by information technology has an important impact on the daily lives. It has transformed the way we do business by allowing retailers to offer unlimited range of products and services to all consumers from around the world at any point in time.

The Internet has emerged as an advertising medium (Silk et al., 2001). Many companies have turned to the Internet to advertise their products and services; and the Internet is deemed to be the most significant direct marketing channel for the global marketplace (Faber et al., 2004; Ko et al., 2004; Korgaonkar and Wolin, 2002). Companies are pouring billions of dollars into Internet advertising to obtain greater return on investment on ads (Edwards, 2005; Joines et al., 2003). The Internet has given consumers more control in accessing information on products and services. There are several factors that contribute to consumers pull for online content—consumers are the one who decide when, where, what, and how much commercial content they wish to view (Korgaonkar and Wolin, 2002). The Internet enables consumers to access an unlimited range of products and services from companies around the world, and it has reduced the time and effort they spend on shopping (Ko et al., 2004).

ALGORITHM:

- STEP 1 : Click on the start button, select Microsoft office and then select Microsoft office word
- STEP 2 : Type the data for two pages.
- STEP 3 : Go to Insert tab in the main menu
- STEP 4 : Click page break.
- STEP 5 : Now the same word document can be treated as different documents

OUTPUT:



RESULT:

Thus the texts are highlighted using conditional formatting in excel.

Ex. No. 17**HIGHLIGHTING USING CONDITIONAL FORMATTING IN EXCEL****AIM:**

To create a worksheet and use the conditional formatting

INPUT:

S. No	Name	Reg.No.	Tamil	English	Maths	Science	Social Studies
1	Aarathy	20MBA01	75	90	91	84	91
2	Anupama	20MBA02	80	84	90	92	87
3	Asmitha	20MBA03	85	74	72	83	90
4	Binny	20MBA04	75	92	86	76	79
5	Charu	20MBA05	89	73	91	88	82
6	Dhanwik	20MBA06	67	77	68	73	79
7	Jerry	20MBA07	91	84	81	86	83
8	Nila	20MBA08	76	89	86	90	87
9	Surya	20MBA09	84	91	84	89	90
10	Tanvi	20MBA10	73	93	92	87	93

ALGORITHM:

- STEP 1 : Click on the start button, select Microsoft office and then select Microsoft office excel
- STEP 2 : Type the data
- STEP 3 : Select the cells where we have to apply conditional formatting
- STEP 4 : Click on the conditional formatting icon in the home menu
- STEP 5 : There are options like highlight cells rules, top bottom rules, data bars, color scales, icon sets
- STEP 6 : Select the data and click on the highlight cells rules and give the rule how we would like to see the data. Eg. greater than 85
- STEP 7 : Now the numbers greater than 85 will be highlighted.

OUTPUT:

S. No	Name	Reg.No.	Tamil	English	Maths	Science	Social Studies	Total	Average
1	Aarathy	20MBA01	75	90	91	84	91	431	86
2	Anupama	20MBA02	80	84	90	92	87	433	87
3	Asmitha	20MBA03	85	74	72	83	90	404	81
4	Binny	20MBA04	75	92	86	76	79	408	82
5	Charu	20MBA05	89	73	91	88	82	423	85
6	Dhanwik	20MBA06	67	77	68	73	79	364	73
7	Jerry	20MBA07	91	84	81	86	83	425	85
8	Nila	20MBA08	76	89	86	90	87	428	86
9	Surya	20MBA09	84	91	84	89	90	438	88
10	Tanvi	20MBA10	73	93	92	87	94	439	88

RESULT:

Thus the texts are highlighted using conditional formatting in excel.