

Editorial✍



Dear Readers,
Motivate Yourself
It's a tough life. Some days its hard to get out of bed and get going.. Why? How come our levels of

enthusiasm seem to fall so easily? Why can't we get ourselves motivated? Simple really. We try to reverse the energy flow in an universe where all energy is radiating outwards. We try to break one of the spiritual laws. We are taught that winning and achieving is about getting and keeping, when the truth is that it is about giving. Winners are go givers not go-getters, and their definition of winning is not getting one over on the other guy, but overcoming their inertia and giving something of themselves to someone or something other than themselves. This reverses the flow of energy from outside in, to inside out, and as we all know, the deepest satisfaction in life comes from giving.

**L. Muralidharan
& Editorial Team of e-senze**

Designed by: Mr. G. Natarajan

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Chennai Class Details

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Time Series and Linear Regression

Continued from Previous Issue

Example

A company is trying to estimate a trend line for its annual sales, based on a three-year moving average of sales. Historical sales have been as follows:

Year	Sales Rs.
1	15,000
2	15,700
3	16,700
4	17,400
5	17,700
6	18,900
7	20,000
8	20,800

Moving averages are taken from the sales for years 1 to 3, years 2 to 4, years 3 to 5 and so on. Each average is associated with the mid-point of the period: for example, the moving average value calculated from the sales for year 1 to year 3 relates to year 2 ($= (1 + 2 + 3)/3$). Similarly, the moving average for years 2 to 4 relates to year 3 ($= (2 + 3 + 4)/3$).

The moving averages from this time series are as follows:

Year	Sales Rs.	Moving three-year total Rs.	Moving three-year Average Rs.
1	15,000		
2	15,700	47,400	15,800
3	16,700	49,800	16,600
4	17,400	51,800	17,267
5	17,700	54,000	18,000
6	18,900	56,600	18,867
7	20,000	59,700	19,900
8	20,800		

Note that a moving average cannot be calculated for

the first and last period of the time series analysis as there is insufficient data.

The trend line is provided by the moving averages.

➔ In this example, the moving average value increases from Rs.15,800 in Year 2 to Rs.19,900 in Year 7, which is an increase of 4,100 over five years. The average annual increase is therefore $\text{Rs.} 4,100/5 = \text{Rs.} 820$.

➔ If the trend line is assumed to increase by Rs.820 each year, the trend line forecast for:

- Year 9 will be $\text{Rs.} 19,900 + (\text{Rs.} 820 \times 2 \text{ years}) = \text{Rs.} 21,540$

- Year 10 will be $\text{Rs.} 19,900 + (\text{Rs.} 820 \times 3 \text{ years}) = \text{Rs.} 22,360$

- Year 11 will be $\text{Rs.} 19,900 + (\text{Rs.} 820 \times 4 \text{ years}) = \text{Rs.} 23,180$, and so on.

Points to Remember

The trend line is provided by the moving averages.

3.2 The moving average time period

When moving averages are used to estimate a trend line, an important issue is the choice of the number of time periods to use to calculate the moving average. How many time periods should a moving average be based on?

There is no definite or correct answer to this question. However, where there is a regular cycle of time periods, it would make sense to calculate the moving averages over a full cycle.

➔ When you are calculating a moving average of daily figures, it is probably appropriate to calculate a seven-day moving average.

➔ When you are calculating a moving average of quarterly figures, it is probably appropriate to calculate a four-quarter moving average.

➔ When you are calculating a moving average of monthly figures, it might be appropriate to calculate a 12-month moving average, although a shorter-period moving average might be preferred.

To be continued in next edition

Continued from previous edition

The fact of capital being fixed or fluctuating assumes great significance in such a situation. If they are maintaining capitals at fixed amounts, insolvency loss is distributed in the ratio of fixed capitals. But if capitals are not fixed and all transactions relating to drawings, profits, interest etc., are passed through capital accounts, then capital ratio will be determined after adjusting all the reserved and accumulated profits to the date of dissolution, all drawings to the date of dissolution, interest on capital and on drawings to the date of dissolution but before adjusting profit on loss on Realisation Account. If some partner is having a debit balance in his Capital Account and is not insolvent then he cannot be called upon to bear the loss on account of the insolvency of other partner.

2. **Fixed and fluctuating capital** [Nov. - 1995, 1994, 2000. May - 1997]

Capital account of partners may be maintained either under fixed capital method or under fluctuating capital method. Under fixed capital method, the amount of capital contributed by each partner is not normally changed for recurring transactions during the continuance of partnership. Such fixed capital is shown separately in partners' capital accounts. However, the initial capital contribution may change in the event of either fresh introduction of capital or partial withdrawal of capital. In this method, an additional account called current account is opened for each partner to record the entries relating to share of profit or loss, interest on capital, partner's salary/commission, drawings, interest on drawings etc. Under fluctuating capital method no separate current account is maintained. All transactions between the partners and the firm are recorded in partner's capital accounts.

Concluded

All the best and Happy Reading



Dart Board

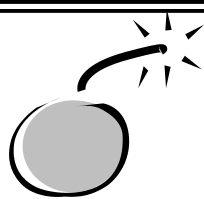


Last weeks Question:- Explain Appropriation by the debtors:

Where a debtor, owing several distinct debts to one person, makes a payment to him, either with express intimation, or under circumstances implying that the payment is to be applied to the discharge of some particular debt, the payment, if accepted, must be applied accordingly (section 59).

This weeks Question: Explain Appropriation by the creditors:

Send your queries and suggestions to : joinsreeram@gmail.com



J o k e s

A person gets ready ,wears tie, coat ,goes out, climbs tree, sits on the Branch regularly. Another man asks why he does this. The person replied that "I've been promoted as branch manager."

===000===

Man told his servant: Go and water the plants.

Servant: It's already raining.

Man: So what take an umbrella and go.

===000===

A person wins 20 cr from Rs. 20 lottery ticket. Dealer gave 11 cr after deducting tax.

Angry person told "Give me 20 cr or else return my 20 Rs back.!"

===000===

Postman:- I Have To Come 5 Miles To Deliver U This Packet

Man:- why did u come so far. Instead u could have posted it....

===000===

Man: I hav'nt slept all nite in the train.

Friend : why?

Man : Got upper berth.

Friend : why didn't you exchange?

Man : Oye, there was nobody to exchange in the lower berth..

===000===

Man 1:If you tell me what's there in my basket, I'll give you all the EGGS in it.

Man 2: (Thinking...)

Man 1:And if you tell me how many eggs are there, I'll give you all the 7 EGGS!!

Man 2: (Thinking...)

Man 1:And again if you tell me which bird's eggs these are, the HEN is also yours....

Man 2: Your questions are too tough...So give me a clue or hint???

Man 1:!!!!

===000===

Who said English is easy???

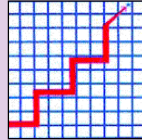
Fill in the blanks with YES or NO.

1._____I don't have Brain....

2._____I don't have Sense....

3._____I am Stupid....

===000===



SINCE 1989

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En Ke Chambers, GP Road, (Off: MG Road), Near Kavitha Theatre

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About us

The Profession of Chartered accountancy is considered to be a quite prestigious course. The course involves a blend of theoretical education and practical training.

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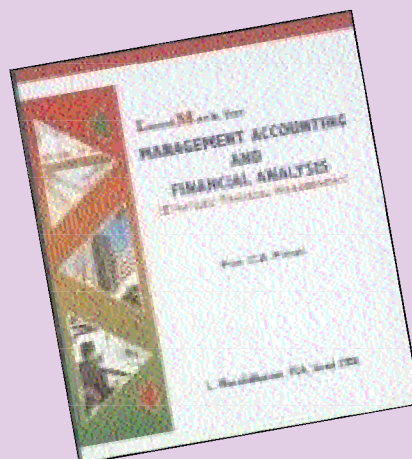
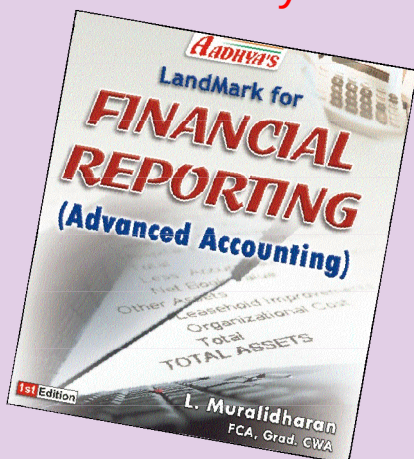
CA - Final/IPCC/PCC

**Commencing On 3rd week of
November 2009**

**En Ke Chambers, GP Road,
(Off: MG Road), Near Kavitha Theatre
Ernakulam Pin Code 682 035.
Contact number 0484-2380482, 0 94471 70048**

Ernakulam Class Details

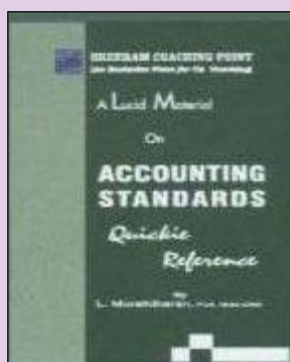
Books by CA. L. Muralidharan



Latest DVD on AS

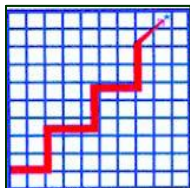


Other Book by CA. L. Muralidharan



	Marked Price	Special offer price
LandMark for Financial Reporting	495	400
LandMark for MAFA	450	360
LandMark for Financial Reporting & LandMark for MAFA	945	650

Chennai Class Details



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Registration Starts from 3rd September, 2009

Details of New Successive Batch

CA – IPCC/CA – Final

May 2010 Examination – Final

S. No.	Subject	Faculty	Commencing on	Days	Days
1	Advanced Accounts	Mr. L. Muralidharan	Nov. 23, 2009	Mon., Wed., Sun Sat.	5.30 pm to 8.30 pm 2.30 p.m. to 5.30pm
2	MAFA/SFM – Batch 1	Mr. L. Muralidharan	Nov. 23, 2009	Mon., Wed., Fri., Sun.	6.00 am to 8.30 am 6.00 am to 9.30 am
3	MAFA/SFM – Batch 2	Mr. L. Muralidharan	Nov.24, 2009	Tues., Thurs., Sat.	5.30 pm to 8.30 pm
4	Cost Management	Mr. L. Muralidharan	Nov.24, 2009	Tues., Thurs., Sat Sun.	6.00 am to 8.45 am 2.30 pm to 5.30 pm
5	Direct Taxation	Mr. P. Subbaraman	Nov.23, 2009	Mon., Tues., Wed., Thurs.,	5.30 pm to 8.30 pm

Venue – Final: Mylapore

**P.S. High School, Mundakanni Amman Koil Street,
Behind Sanskrit College, Mylapore, Chennai – 600 004**

May 2010 Examination - IPCC		
S. No.	Subject	Venue
1	Advanced Accounts	No. 7, Sree Flats, (Ground Floor, Rear Side), 4/3, Krishnaswamy St., North Usman Road, T. Nagar, Chennai – 600 017
2	Law, Ethics & Communication	
3	Cost Accounting & FM	
4	Taxation	

CA – IPCC Class timing: 8.30 am to 12.30 pm and 1.30 pm to 4.30 pm

Days: Monday to Saturday. Classes commencing on 23rd Jan, 2010

Auditing and Assurance: WORKSHOP by Mr. Kamal Garg: 23, 24, 25 & 26 Jan. 2010

Information technology and Strategic Management: WORKSHOP

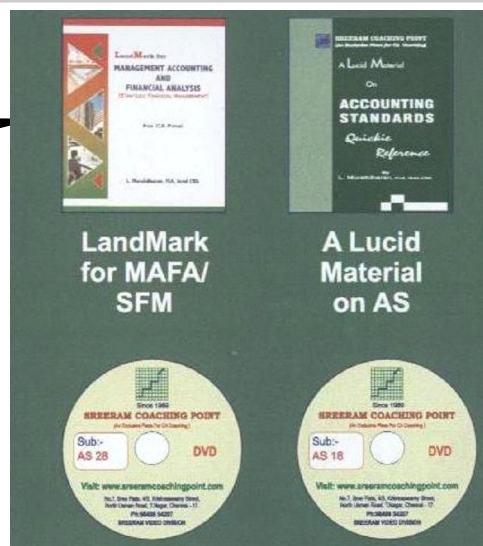
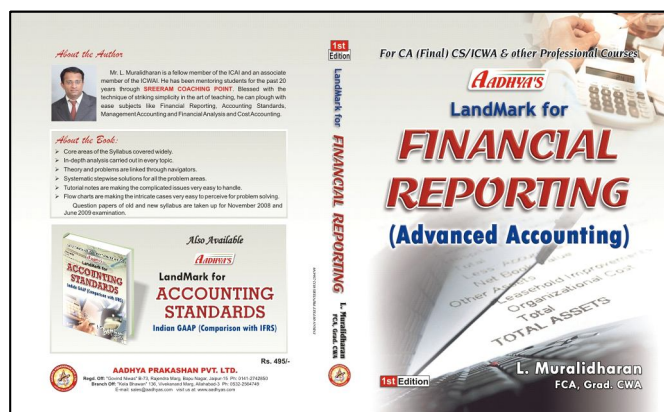
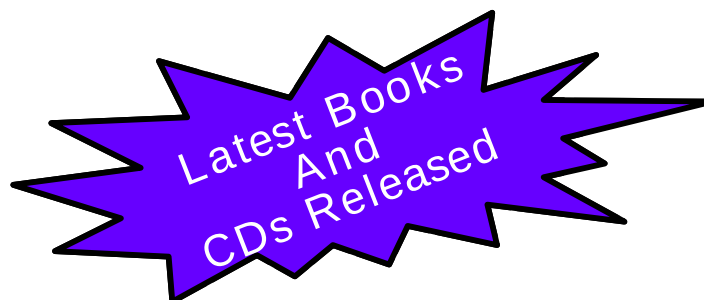
Chennai Class Details

Fees Structure		Fees Structure		
CA – FINAL - COMBINATIONS		IPCC		
MAFA/SFM	6000	1 Subject	4000	
MAFA/SFM & Accounts	9000	2 Subjects	8000	
Cost Management (Including Direct Taxes)	8000	3 Subjects	12000	
MAFA/SFM, Costing (Including Direct Taxes)	12000	4 Subjects	14000	
Cost Management, MAFA/SFM Accounts (Including Direct Taxes)	17000	WORKSHOP		
WORKSHOP	Accounting Standards	3000	Info-Tech & SM	3000
	Advanced Auditing	3000	Auditing Assurance	3000
	Both Workshops	5000	Both Workshops	5000

REGISTRATION FEE RS. 1000

For Registration and Further Details:

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**Coming soon:
 Cost Accounting
 &
 Accounting Standards**