

Editorial✍



Dear Readers

When you repeatedly underline something on a sheet of paper, the imprint deepens. Every time I give way to anger, the habit becomes stronger, and the aggression potentially more explosive. Equally, every time I meditate, and underline the awareness of the soul and the

experience of peace and goodwill, the greater the chance that this will be reflected in my behaviour. My threshold of tolerance increases, where previously I had a short fuse, and as I become less reactive, I'm better able to face up to what needs to be said or done.

**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 edition

3.3 Moving averages and even-number periods

Each moving total and moving average value relates to the mid-point of the time period chosen. If the moving average period is an odd number of periods then the mid-point will be a specific time period. For example, the mid-point of a seven-day moving average is day 4 of the period and the mid-point of a three-month moving average is month 2.

However if an even number of time periods is chosen for a moving average, then the mid-point for the moving total and moving average will not correspond with an actual time period.

For example, suppose that a four-quarter moving average is calculated for sales in each quarter. The moving total and the moving average for quarters 1, 2, 3 and 4 of year 1 will be half-way between quarter 2 and quarter 3 ($= (1 + 2 + 3 + 4)/4$).

For forecasting purposes, moving average values on the trend line must be associated with a specific time period. To get round the problem with even-number periods, it is necessary to take the average of the moving averages. This is known as 'centering' the moving average.

Points to Remember

For forecasting purposes, moving average values on the trend line must be associated with a specific time period.

Example

The quarterly sales of a small firm of accountants have been as follows:

Year	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Rs.000	Rs.000	Rs.000		Rs.000
20X5	498	535	558	593
20X6	610	645	660	685
20X7	720	735	770	785

Required:

- Calculate four-quarter moving averages for sales, and then centre the moving averages to establish a trend line for quarterly sales.
- Calculate the average quarterly increase in the trend value, to the nearest Rs.1,000.
- Use this average to forecast sales in Quarter 1 and Quarter 2 of 20X8.

Solution

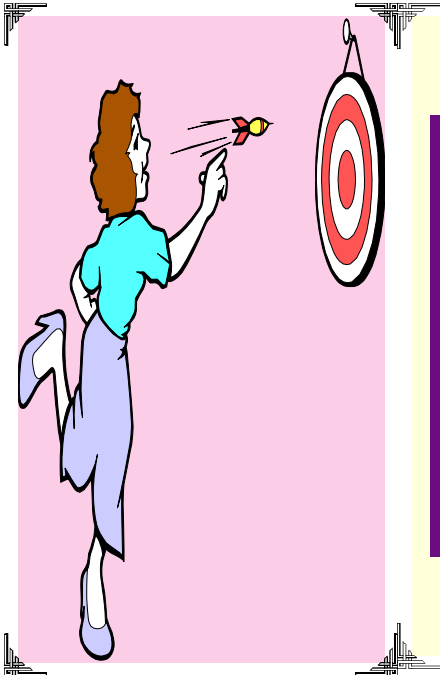
(a)

Quarter and year	Sales	Moving four-quarter total Rs. 000	Moving quarterly average Rs. 000		Centred moving average Rs. 000
Q1, 20X5	498				
Q2, 20X5	535				
		2,184	546.0		
Q3, 20X5	558			$(546 + 574)/2$	560,000
		2,296	574.0		
Q4, 20X5	593			$(574 + 601.5)/2$	587,750
		2,406	601.5		
Q1, 20X6	610			$(601.5 + 627)/2$	614,250
		2,508	627.0		
Q2, 20X6	645			$(627 + 650)/2$	638,500
		2,600	650.0		
Q3, 20X6	660			$(650 + 677.5)/2$	663,750
		2,710	677.5		
Q4, 20X6	685			$(677.5 + 700)/2$	688,750
		2,800	700.0		
Q1, 20X7	720			$(700 + 727.5)/2$	713,750
		2,910	727.5		
Q2, 20X7	735			$(727.5 + 752.5)/2$	740,000
		3,010	752.5		
Q3, 20X7	770				
Q4, 20X7	785				

- The moving average trend line has increased from quarterly sales of Rs.560,000 to sales of Rs.740,000 over seven quarters. The average quarterly increase is $\text{Rs.}(740,000 - 560,000)/7 = \text{Rs.}25,714$. This is Rs.26,000 to the nearest Rs.1,000.
- The trend line sales forecasts are:
 - " Quarter 1, 20X8 = $\text{Rs.}740,000 + (\text{Rs.}26,000 \times 3 \text{ quarters}) = \text{Rs.}818,000$
 - " Quarter 2, 20X8 = $\text{Rs.}740,000 + (\text{Rs.}26,000 \times 4 \text{ quarters}) = \text{Rs.}844,000$

To be continued in next edition

Dart Board

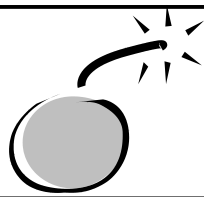


Last weeks Question:- Explain Appropriation by the debtors:

Appropriation by Creditor: Nowhere the debtor has omitted to intimate, and there are no other circumstances indicating to which debt the payment is to be applied, the creditor may apply it as his discretion to any lawful debt actually due and payable to him from the debtor, whether its recovery is or is not barred by the law in force for the time being as to the limitation of suits (Section 60). However, a creditor cannot apply the payment made by his debtors to disputed debt or unlawful debt.

This weeks Question: Explain Appropriation by law:

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



J o k e s

One tourist from U.S.A. asked to a Man: Any great man born in this village???

Man: No sir, only small Babies!!!

===000===

After returning back from a foreign trip, a man asked his wife,

Do I look like a foreigner?

Wife: No! Why?

Man: In London a lady asked me Are you a foreigner?

===000===

Manager asked a Man at an interview

Can you spell a word that has more than 100 letters in it?

Man replied: -P-O-S-T-B-O-X.

===000===

Interviewer: what is your birth date?

Man: 13th October

Which year?

Man: EVERY YEAR!!!

On a romantic day Mr. X's girlfriend asks him. Darling on our engagement day will you give me a ring.

Mr. X replied: Ya sure! from landline or mobile

===000===

A Doctor and a Lawyer loved same girl. Lawyer started giving an apple to the girl everyday. Doctor asked WHY ?? Lawyer replied "An apple a day keeps the doctor away! "

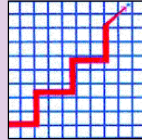
===000===

Yoga teacher to a woman: Has yoga any effect over your husband's drinking habit?

Woman: Yes, An Amazing Funny Effect !! Now he drinks the whole bottle standing upside down over his head.

===000===





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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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Next Batch for

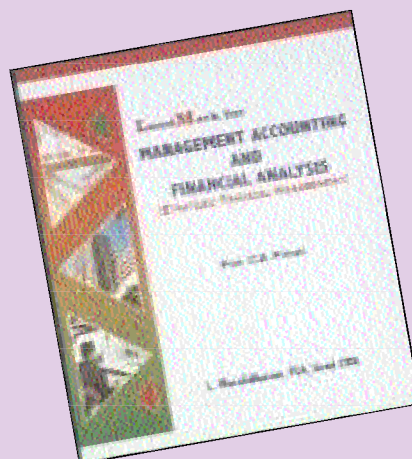
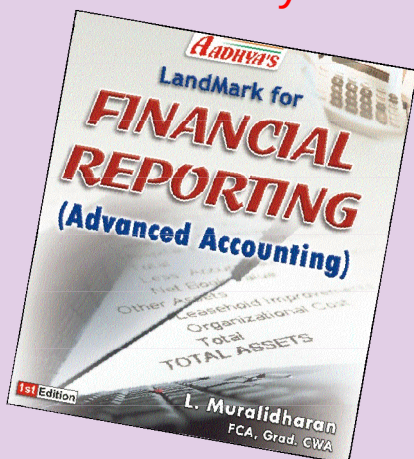
CA - Final/IPCC/PCC

**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

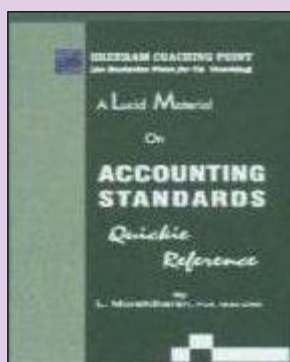
Books by CA. L. Muralidharan



Latest DVD on AS

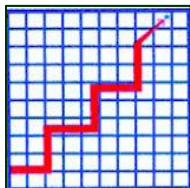


Other Book by CA. L. Muralidharan



	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

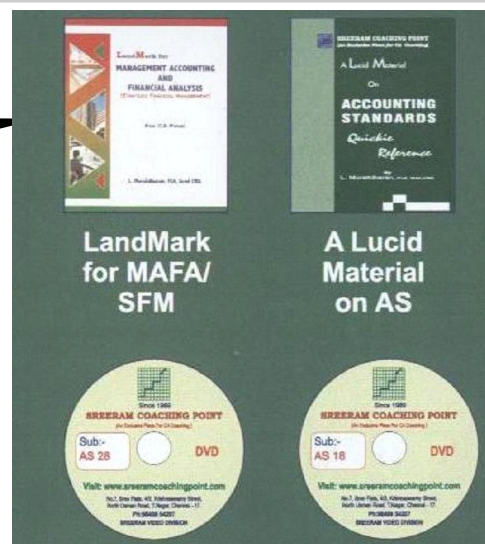
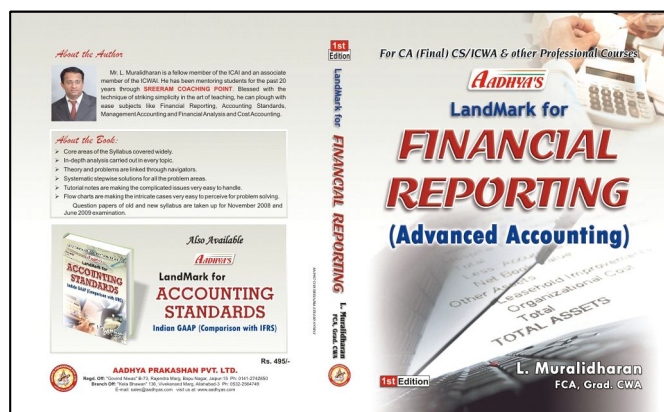
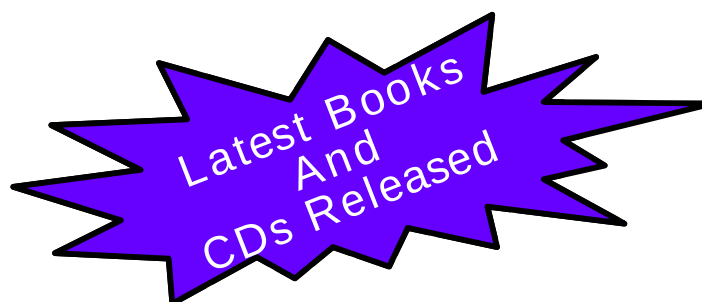
Information technology and Strategic Management: WORKSHOP

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