

Editorial✍



Dear Readers

Self Motivation:

Daily Motivation is important for our Self Improvement. As a human, we need GOALS so that we know where we are heading. We constantly seek Self Development and having goals help us in our Self Motivation to achieve our goal. We know where we are heading every morning and the DESIRE to succeed in life will push us ahead of any adversity and obstacles that come along the way. Struggle produces a better you in life and

If you think you have failed, think of Abraham Lincoln.

By repeating our major desire repetitively in our mind, our SUBCONSCIOUS mind will go to work, giving us Inspiration and Ideas to help us achieve our dreams. Constantly, practice Making Positive Changes and Improvements to your life and it will never be the same again.

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

Designed by: Mr. G. Natarajan

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Chennai Class Details

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be published.**





Time Series and Linear Regression

4 Measuring seasonal variations

The technique for measuring seasonal variations differs between an additive model and a multiplicative model. The additive model method is described here.

- ➔ Seasonal variations can be estimated by comparing an actual time series with the trend line values calculated from the time series.
- ➔ For each 'season' (quarter, month, day etcetera), the seasonal variation is the difference between the trend line value and the actual historical value for the same period.
- ➔ A seasonal variation can be calculated for each period in the trend line. When the actual value is higher than the trend line value, the seasonal variation is positive. When the actual value is lower than the trend line value, the seasonal variation is negative.
- ➔ An average variation for each season is calculated.
- ➔ The sum of the seasonal variations has to be zero in the additive model. If they do not add up to zero, the seasonal variations should be adjusted so that they do add up to zero.
- ➔ The seasonal variations calculated in this way can be used in forecasting, by adding the seasonal variation to the trend line forecast if the seasonal variation is positive, or subtracting it from the trend line if it is negative.

Key Point

When the actual value is higher than the trend line value, the seasonal variation is positive. When the actual value is lower than the trend line value, the seasonal variation is negative.

Key Point

The sum of the seasonal variations has to be zero in the additive model

Example

A small business operating holiday homes in Scotland wishes to forecast next year's sales for the budget, using moving averages to establish a straight-line trend and seasonal variations. Next year is 20X7. The accountant has assumed that sales are seasonal, with a summer season and a winter season each year.

Seasonal sales for the past seven years have been as follows.

	Sales	
	Summer	Winter
	Rs.000	Rs.000
20x1	124	70
20x2	230	180
20x3	310	270
20x4	440	360
20x5	520	470
20x6	650	

Required:

- (a) Calculate a trend line based on a two-season moving average.
- (b) Calculate the average increase in sales each season.
- (c) Calculate seasonal variations in sales.
- (d) Use this data to prepare a sales forecast for each season in 20X7.

Solution

Season and year	Actual sales (A) Rs.000	Two-season moving total Rs.000	Seasonal moving average Rs.000	Centre the moving average (B) Rs.000	Seasonal variation = (A)-(B) Rs.000
Summer20X1	124				
Winter 20X1	70	194	97.0	123.5	- 53.5
Summer 20X2	230	300	150.0	177.5	+ 52.5
Winter 20X2	180	410	205.0	225.0	- 45.0
Summer20X3	310	490	245.0	267.5	+42.5
Winter 20X3	270	580	290.0	322.5	- 52.5
Summer20X4	440	710	355.0	377.5	+ 62.5
Winter 20X4	360	800	400.0	420.0	-60.0
Summer20X5	520	880	440.0	467.5	+ 52.5
Winter20X5	470	990	495.0	527.5	- 57.5
Summer20X6	650	1,120	560.0		

The trend line is shown by the moving averages.

- (b) The average increase in sales each season || the trend line is: (Rs.527,500 - Rs.123,500) ÷ 8 seasons = Rs.50,500 each season.
- (c) Seasonal variations need to add up to zero in the additive model. The seasonal variations calculated so far are:

To be continued

Dart Board

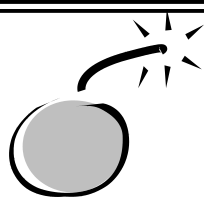


Last weeks Question:- Explain Appropriation by law:

Appropriation by law: Section 61 clearly states that, where “neither party makes an appropriation, the payment towards debts shall be applied in discharge of debts in order of time, whether they are or are not barred by law in force for the time being as to the limitation of suits. If all the debts are of equal standing the payment is to be applied in discharge of each of the debts proportionately.”

This weeks Question: Explain Discharge of a contract by performance:

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



J o k e s

Sir: What is the difference between Orange and Apple?

Mani: Color of Orange is orange, but color of Apple is not APPLE

===000===

Subbu bought a new mobile.

He sent a message to everyone from his Phone Book & said, 'My Mobile No. has changed. Earlier it was Nokia 3310. Now it is 6610'

===000===

Shahin: I am Proud, because my son is in Medical College .

Friend: Really, what is he studying?

Shahin: No, he is not studying, they are Studying him.

===000===

Rama: Doctor, in my dreams, I play football every night.

DR: Take this tablet, you will be ok.

Rama : Can I take it tomorrow, tonight is final game.

Sam: If I die, will you remarry?

Wife: No! I'll stay with my sister. But if I die will you remarry?

Sam : No, I'll also stay with your sister.

===000===

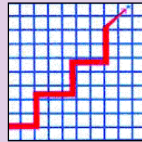
Krishna complained to the police: 'Sir, all items are missing, except the TV in my house.'

Police: 'How the thief did not take TV?'

Krishna: 'I was watching TV news...'

===000===





SINCE 1989

Sreeram Coaching Point

[An Exclusive place for CA Coaching]

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

Ernakulam Pin Code 682 035. Contact number 0484-2380482, 0 94471 70048

Website: www.sreeramcoachingpoint.com

★ CHENNAI

★ BANGALORE

★ ERNAKULAM

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.

Since the course is a distance education program, students may feel that they can learn of their own. Students are engaged most part of their time in practical training. They find time out of stock for their preparation. The course requires in-depth study. Also, the level of knowledge tested in CA exams is Expert Knowledge.

With a view to provide qualitative coaching and equip students with knowledge, SREERAM COACHING POINT was undraped in the year 1989 by the founder Shri. L. MURALIDHARAN.

The founder Shri L. Muralidharan, completed the entire course at his age of 21. He felt that his dreams of getting Rank can be translated in every session in all the phases of CA course.

It is the gift of ALMIGHTY that the mission of churning out the most number of CA s with ranks by SREERAM COACHING POINT is continuing and also will be continued in future.

Next Batch for

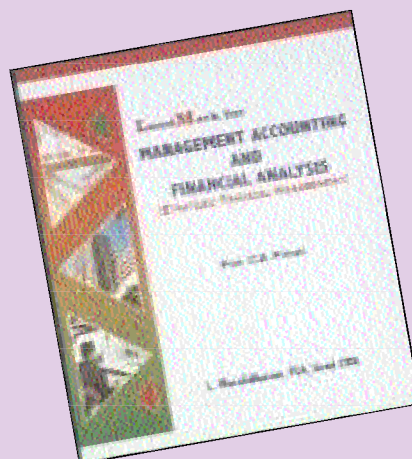
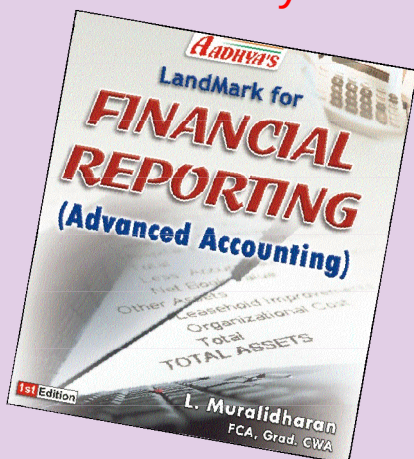
CA - Final/IPCC/PCC

**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

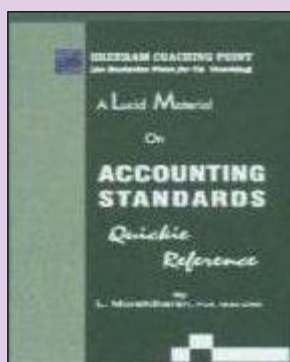
Books by CA. L. Muralidharan



Latest DVD on AS

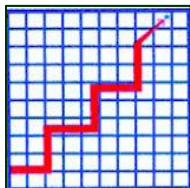


Other Book by CA. L. Muralidharan



	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

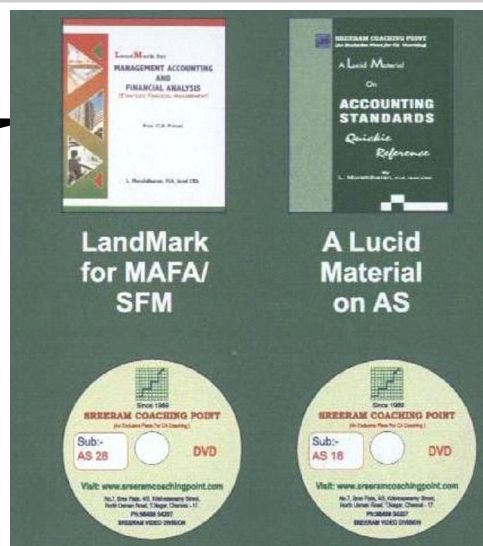
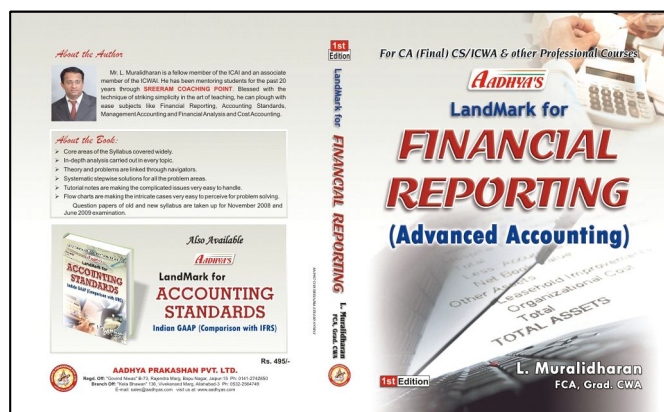
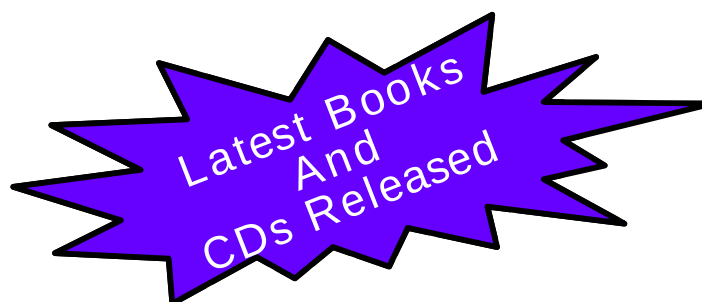
Information technology and Strategic Management: WORKSHOP

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:

Mr. C.K. Bhalaji, Cell: 98409 54207
 No. 7, Sree Flats, (Ground Floor, Rear Side),
 4/3, Krishnaswamy St., North Usman Road,
 T. Nagar, Chennai – 600 017
 Landmark: Opp to Joy Alukkas, Next to Jain Car Shoppe
 Phone: 044 24893830/044 28142616/32964602



Coming soon:
Cost Accounting
&
Accounting Standards

After the Rain!!

