



# PSN COLLEGE OF EDUCATION

(Approved by NCTE and Affiliated to Tamilnadu Teachers Education University,

Accredited with 'B' Grade by NAAC)

Melathediyoor, Palayamkottai Taluk, Tirunelveli District-627152. Phone: 04634 - 279082

Email: [psncedu@gmail.com](mailto:psncedu@gmail.com), Website: [www.psnce.co.in](http://www.psnce.co.in)

## B.ED. SECOND YEAR (2023-24)-VALUE ADDED COURSE

COURSE TITLE: PROFESSIONAL ETHICS COURSE CODE: 23B2VAC1


### SYLLABUS

#### Course Objectives:

1. **Understand Ethical Theories and Principles:** Introduce the fundamental concepts of ethics and moral reasoning, including various ethical theories such as utilitarianism, deontology, and virtue ethics.
2. **Recognize Ethical Dilemmas in the Workplace:** Equip students with the ability to identify and analyse ethical issues in professional environments, focusing on real-world scenarios.
3. **Promote Ethical Decision-Making:** Develop skills for ethical decision-making, emphasizing the importance of integrity, fairness, and accountability in professional practices.
4. **Foster Ethical Leadership:** Encourage the development of leadership qualities that prioritize ethical behaviour and promote a culture of ethical practices in organizations.
5. **Explore Professional Responsibilities:** Examine the responsibilities of professionals to their clients, employers, society, and the environment, considering the broader implications of their actions.

#### Course Outcomes:

1. **Ethical Awareness:** Students will be able to identify and explain the key concepts, principles, and theories of ethics, and how they apply to professional life.
2. **Critical Thinking and Analysis:** Students will develop the ability to critically analyse ethical dilemmas, using appropriate ethical frameworks to evaluate different courses of action.
3. **Decision-Making Skills:** Students will be equipped to make well-reasoned and ethically sound decisions in professional situations, considering the impact on stakeholders.
4. **Ethical Leadership:** Students will demonstrate an understanding of the qualities and behaviours of ethical leaders and how they can influence an organization's ethical culture.
5. **Understanding Professional Responsibilities:** Students will gain insight into the ethical responsibilities of professionals, including their obligations to clients, employers, society, and the environment.

  
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## Course Content:

### Unit I: Introduction to Ethics

- Definition and Importance of Ethics
- Morality vs. Ethics
- Overview of Ethical Theories: Utilitarianism, Deontology, Virtue Ethics
- Ethical Relativism vs. Ethical Universalism

### Unit II: Professional Ethics

- Definition and Scope of Professional Ethics
- Importance of Ethical Practices in Professional Life
- Codes of Ethics: Role and Significance
- Ethical Issues in Different Professions (Engineering, Medicine, Law, Business)

### Unit III: Ethical Decision-Making

- Frameworks for Ethical Decision-Making
- Identifying Ethical Dilemmas
- Case Studies in Ethical Decision-Making
- Role of Integrity, Fairness, and Accountability

### Unit IV: Ethical Leadership


- Characteristics of Ethical Leadership
- Influence of Ethical Leaders on Organizational Culture
- Ethical Leadership in Crisis Situations
- Case Studies of Ethical and Unethical Leadership

### Unit V: Professional Responsibilities and CSR

- Responsibilities to Clients and Employers
- Social Responsibility of Professionals
- Environmental Ethics and Sustainability
- Corporate Social Responsibility (CSR): Concepts and Applications

## References:

1. **Professional Ethics and Human Values** by M. Govindarajan, S. Natarajan, and V.S. Senthilkumar.
2. **Ethics in Engineering** by Mike W. Martin and Roland Schinzinger.
3. **Business Ethics: Concepts and Cases** by Manuel G. Velasquez.
4. **Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause** by Philip Kotler and Nancy Lee.

  
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## VALUE ADDED COURSES: 2023-24

### SCHEDULE

Date: 28.08.2023 to 02.09.2023

Total Hours: 36

S.No.	Course/ Year	Course Code	Title of the Value Added Course	No. of Students	Name of the Co-Ordinator
1	B.Ed. II Year	23B2VAC1	Professional Ethics	25	Dr. S. KOTTURSAMY
2	B.Ed. II Year	23B2VAC2	Basic Counselling Skills	25	
3	B.Ed. II Year	23B2VAC3	Women Rights	25	
4	B.Ed. II Year	23B2VAC4	Quantitative Aptitude & Reasoning Skills	25	
5	M.Ed. II Year	23M2VAC1	Digital Marketing	25	
6	M.Ed. II Year	23M2VAC2	Interpersonal Skills	25	

  
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### VALUE ADDED COURSE: 2023-24

Date: 28.08.2023 to 02.09.2023 (B.Ed. & M.Ed. II Year)

#### TIME TABLE

Day	Time								
	9.30 - 10.30 am	10.30-11.30am	11.30 - 11.40 am	11.40- 12.40 pm	12.40-1.20 pm	1.20-2.20pm	2.20-3.20pm	03.20 -03.30 pm	3.30 -4.30pm
Day 1	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V
Day 2	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V
Day 3	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V
Day 4	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V
Day 5	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V
Day 6	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V

*R. Patel*  
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**B.ED. SECOND YEAR (2023-24)-VALUE ADDED COURSE**

**COURSE TITLE: PROFESSIONAL ETHICS**

**COURSE CODE: 23B2VAC1**

**Name:**  
**Time: 30 Minutes**

**Reg.No:**  
**Max.Marks: 25**

**Answer ALL the questions**  
**Each Question carries 1 mark**

1. **Which of the following best defines ethics?**
  - a) A set of rules for personal behaviour
  - b) The study of what is right and wrong
  - c) A legal code
  - d) A cultural norm
2. **Which ethical theory is focused on the consequences of actions?**
  - a) Deontology
  - b) Virtue Ethics
  - c) Utilitarianism
  - d) Relativism
3. **Deontology is primarily concerned with:**
  - a) The outcomes of actions
  - b) The intentions behind actions
  - c) The cultural norms
  - d) The greatest happiness principle
4. **Which of the following is NOT a characteristic of virtue ethics?**
  - a) Focus on character development
  - b) Emphasis on moral virtues
  - c) Rules-based approach
  - d) Importance of moral exemplars
5. **Ethical relativism suggests that:**
  - a) Ethics are the same across all cultures
  - b) Ethics depend on the individual's perspective
  - c) There are universal ethical standards
  - d) Ethics are defined by laws
6. **Professional ethics primarily concern:**
  - a) Personal moral beliefs
  - b) Codes of conduct specific to a profession
  - c) Social norms
  - d) Legal regulations
7. **Which profession is typically associated with the Hippocratic Oath?**
  - a) Engineering
  - b) Law
  - c) Medicine
  - d) Business
8. **Which of the following is a common ethical issue in the engineering profession?**
  - a) Patient confidentiality
  - b) Intellectual property rights
  - c) Conflict of interest
  - d) Insider trading

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9. **A conflict of interest in a professional setting occurs when:**
  - a) A professional's personal interests conflict with their professional duties
  - b) A professional disagrees with a client
  - c) A professional is unsure of how to proceed
  - d) A professional is working in multiple fields
10. **In professional ethics, "whistleblowing" refers to:**
  - a) Reporting unethical practices within an organization
  - b) Resigning from a job
  - c) Disclosing personal information
  - d) Accepting responsibility for a mistake
11. **The first step in ethical decision-making is:**
  - a) Evaluate alternatives
  - b) Implement the decision
  - c) Identify the ethical dilemma
  - d) Reflect on the decision
12. **Which of the following is NOT a framework for ethical decision-making?**
  - a) Consequentialism
  - b) Intuitionism
  - c) Egoism
  - d) Pragmatism
13. **Ethical decision-making requires considering the impact on:**
  - a) Only the individual making the decision
  - b) All stakeholders
  - c) Legal requirements alone
  - d) Short-term profits
14. **Which of the following is an example of an ethical dilemma?**
  - a) Choosing between two equally beneficial options
  - b) Deciding to follow a law that conflicts with a personal belief
  - c) Selecting the best candidate for a job based on qualifications
  - d) Fulfilling a routine professional duty
15. **An ethical decision should primarily be based on:**
  - a) Company policies
  - b) Personal gain
  - c) Moral principles
  - d) Public opinion
16. **An ethical leader is one who:**
  - a) Focuses solely on profitability
  - b) Encourages ethical behaviour within the organization
  - c) Follows all legal regulations without exception
  - d) Delegates all decision-making to subordinates
17. **Which of the following is NOT a characteristic of ethical leadership?**
  - a) Transparency
  - b) Integrity
  - c) Coercion
  - d) Accountability

  
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18. **Ethical leaders influence organizational culture by:**
  - a) Setting a personal example of ethical behaviour
  - b) Rewarding unethical practices
  - c) Ignoring ethical issues
  - d) Focusing only on short-term goal
19. **The concept of "servant leadership" is primarily associated with:**
  - a) Leading through fear
  - b) Prioritizing the needs of others
  - c) Maximizing personal power
  - d) Imposing strict discipline
20. **Which of the following is an outcome of ethical leadership?**
  - a) Increased employee misconduct
  - b) Reduced trust among employees
  - c) Improved organizational reputation
  - d) Lower employee morale
21. **Corporate social responsibility (CSR) involves:**
  - a) Maximizing shareholder value alone
  - b) Contributing to the welfare of society
  - c) Avoiding all regulations
  - d) Ignoring environmental concern
22. **Which of the following is NOT a principle of CSR?**
  - a) Economic responsibility
  - b) Legal responsibility
  - c) Ethical responsibility
  - d) Self-centered responsibility
23. **Environmental ethics focus on:**
  - a) Exploiting natural resources
  - b) Protecting the environment for future generations
  - c) Maximizing short-term profits
  - d) Ignoring ecological impact
24. **A professional's responsibility to their client includes:**
  - a) Misleading the client for profit
  - b) Maintaining confidentiality
  - c) Ignoring the client's needs
  - d) Prioritizing personal interests over the client'
25. **Which of the following best describes the "triple bottom line" approach in CSR?**
  - a) Profit, People, Planet
  - b) Legal, Economic, Ethical
  - c) Revenue, Resources, Responsibility
  - d) Safety, Security, Sustainability

  
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## B.ED. SECOND YEAR (2023-24)-VALUE ADDED COURSE

### COURSE TITLE: PROFESSIONAL ETHICS

COURSE CODE: 23B2VAC1

#### Answer Keys:

1. Answer: b) The study of what is right and wrong
2. Answer: c) Utilitarianism
3. Answer: b) The intentions behind actions
4. Answer: c) Rules-based approach
5. Answer: b) Ethics depend on the individual's perspective
6. Answer: b) Codes of conduct specific to a profession
7. Answer: c) Medicine
8. Answer: b) Intellectual property rights
9. Answer: a) A professional's personal interests conflict with their professional duties
10. Answer: a) Reporting unethical practices within an organization
11. Answer: c) Identify the ethical dilemma
12. Answer: b) All stakeholders
13. Answer: d) Pragmatism
14. Answer: b) Deciding to follow a law that conflicts with a personal belief
15. Answer: c) Moral principles
16. Answer: b) Encourages ethical behavior within the organization
17. Answer: c) Coercion
18. Answer: a) Setting a personal example of ethical behavior
19. Answer: b) Prioritizing the needs of others
20. Answer: c) Improved organizational reputation
21. Answer: b) Contributing to the welfare of society
22. Answer: d) Self-centered responsibility
23. Answer: b) Protecting the environment for future generations
24. Answer: b) Maintaining confidentiality
25. Answer: a) Profit, People, Planet

  
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**B.ED. SECOND YEAR (2023-24)-VALUE ADDED COURSE**

**COURSE TITLE: PROFESSIONAL ETHICS**

**COURSE CODE: 23B2VAC1**

Name: *A. Anny.*  
Time: 30 Minutes

Reg.No: *1280622B0007*  
Max.Marks: 25

Answer ALL the questions  
Each Question carries 1 mark

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8. Which of the following is a common ethical issue in the engineering profession?  
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c) Conflict of interest  
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*21/25* *89%*

*[Handwritten signature]*

*R. Thel.*

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*R. Ohel.*  
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**COURSE TITLE: PROFESSIONAL ETHICS**

**COURSE CODE: 23B2VAC1**

Name: *N. Faustina.*  
Time: 30 Minutes

Reg.No: *1280622BD024*  
Max.Marks: 25

Answer ALL the questions  
Each Question carries 1 mark

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c)  Medicine  
d) Business
8. Which of the following is a common ethical issue in the engineering profession?  
a) Patient confidentiality  
b)  Intellectual property rights  
c) Conflict of interest  
d) Insider trading

*21*  
*25*  
*89%*

*R. Ohel.*  
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17. Which of the following is NOT a characteristic of ethical leadership?
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  - c) Coercion
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18. Ethical leaders influence organizational culture by:
- a)  Setting a personal example of ethical behaviour
  - b) Rewarding unethical practices
  - c) Ignoring ethical issues
  - d) Focusing only on short-term goal
19. The concept of "servant leadership" is primarily associated with:
- a) Leading through fear
  - b)  Prioritizing the needs of others
  - c) Maximizing personal power
  - d) Imposing strict discipline
20. Which of the following is an outcome of ethical leadership?
- a) Increased employee misconduct
  - b) Reduced trust among employees
  - c)  Improved organizational reputation
  - d) Lower employee morale
21. Corporate social responsibility (CSR) involves:
- a) Maximizing shareholder value alone
  - b) Contributing to the welfare of society
  - c) Avoiding all regulations
  - d)  Ignoring environmental concern
22. Which of the following is NOT a principle of CSR?
- a) Economic responsibility
  - b) Legal responsibility
  - c) Ethical responsibility
  - d)  Self-centered responsibility
23. Environmental ethics focus on:
- a) Exploiting natural resources
  - b)  Protecting the environment for future generations
  - c) Maximizing short-term profits
  - d) Ignoring ecological impact
24. A professional's responsibility to their client includes:
- a) Misleading the client for profit
  - b)  Maintaining confidentiality
  - c) Ignoring the client's needs
  - d) Prioritizing personal interests over the client'
25. Which of the following best describes the "triple bottom line" approach in CSR?
- a)  Profit, People, Planet
  - b) Legal, Economic, Ethical
  - c) Revenue, Resources, Responsibility
  - d) Safety, Security, Sustainability

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## B.ED. SECOND YEAR (2023-24) - VALUE ADDED COURSE

COURSE TITLE: BASIC COUNSELLING SKILLS COURSE CODE: 23B2VAC2

### SYLLABUS

#### Course Objectives:

1. **Understand Counselling Principles:** Learn the fundamental principles and ethics of counselling.
2. **Develop Communication Skills:** Acquire effective verbal and non-verbal communication skills necessary for counselling.
3. **Practice Empathy and Active Listening:** Develop skills to empathize with clients and practice active listening.
4. **Apply Counselling Techniques:** Learn and apply basic counselling techniques for problem-solving and intervention.
5. **Reflect on Counselling Practice:** Evaluate personal counselling skills and reflect on areas for improvement.

#### Course Outcomes:

By the end of this course, students will be able to:

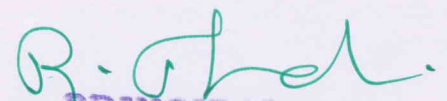
1. **Explain Counselling Principles:** Articulate the core principles and ethical considerations of counselling.
2. **Demonstrate Communication Skills:** Exhibit effective verbal and non-verbal communication skills in counselling scenarios.
3. **Practice Empathy and Listening:** Apply empathy and active listening techniques in client interactions.
4. **Utilize Counselling Techniques:** Implement basic counselling techniques to address client issues.
5. **Reflect and Improve:** Assess and reflect on personal counselling skills and identify areas for development.

---

#### Syllabus Overview:

##### Unit 1: Introduction to Counselling

- **Topics Covered:**
  - Definition and Goals of Counselling
  - Key Theoretical Approaches (e.g., Person-Centered, Cognitive-Behavioural)
  - Ethical and Professional Standards in Counselling

  
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## Unit 2: Effective Communication Skills

- **Topics Covered:**
  - Verbal Communication Techniques (e.g., Open-Ended Questions, Reflective Statements)
  - Non-Verbal Communication (e.g., Body Language, Facial Expressions)
  - Building Rapport and Trust with Clients

## Unit 3: Empathy and Active Listening

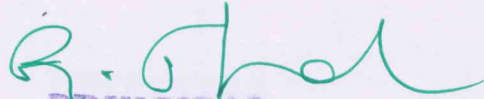
- **Topics Covered:**
  - Principles of Empathy in Counselling
  - Techniques for Active Listening (e.g., Paraphrasing, Summarizing)
  - Responding to Emotional and Cognitive Needs

## Unit 4: Basic Counselling Techniques

- **Topics Covered:**
  - Problem-Solving and Goal Setting
  - Techniques for Managing Anxiety and Stress
  - Developing Action Plans and Interventions

## Unit 5: Self-Reflection and Skill Improvement

- **Topics Covered:**
  - Self-Assessment of Counselling Skills
  - Seeking and Incorporating Feedback
  - Continuous Professional Development in Counselling
- **References:**
  - Kadushin, A., & Harkness, D. (2002). *Supervision in Social Work*.
  - Williams, C., & Davis, S. (2017). *Self-Reflection in Counseling: Building and Improving Skills*.
  - Egan, G. (2014). *The Skilled Helper: A Problem-Management and Opportunity-Development Approach to Helping*.
  - Nelson-Jones, R. (2014). *Theory and Practice of Counseling and Therapy*.
  - Gladding, S. T. (2017). *Counseling: A Comprehensive Profession*.
  - Beck, J. S. (2011). *Cognitive Behavior Therapy: Basics and Beyond*.
  - Teyber, E., & Teyber, F. (2016). *Interpersonal Process in Therapy: An Integrative Model*.
  - Corey, G. (2016). *Theory and Practice of Counseling and Psychotherapy*.
  - American Counseling Association (ACA) Code of Ethics.

  
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## VALUE ADDED COURSES: 2023-24

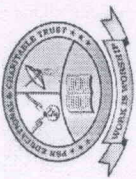
### SCHEDULE

Date: 28.08.2023 to 02.09.2023

Total Hours: 36

S.No.	Course/ Year	Course Code	Title of the Value Added Course	No. of Students	Name of the Co-Ordinator
1	B.Ed. II Year	23B2VAC1	Professional Ethics	25	Dr. S. KOTTURSAMY
2	B.Ed. II Year	23B2VAC2	Basic Counselling Skills	25	
3	B.Ed. II Year	23B2VAC3	Women Rights	25	
4	B.Ed. II Year	23B2VAC4	Quantitative Aptitude & Reasoning Skills	25	
5	M.Ed. II Year	23M2VAC1	Digital Marketing	25	
6	M.Ed. II Year	23M2VAC2	Interpersonal Skills	25	

  
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### VALUE ADDED COURSE: 2023-24

Date: 28.08.2023 to 02.09.2023 (B.Ed. & M.Ed. II Year)

#### TIME TABLE

Day	Time																
	9.30 -10.30 am		10.30-11.30am		11.30 -11.40 am		11.40- 12.40 pm		12.40-1.20 pm		1.20-2.20pm		2.20-3.20pm		3.20 -03.30 pm		3.30 -4.30pm
Day 1	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Break		Session VI					
Day 2	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Break		Session VI					
Day 3	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Break		Session VI					
Day 4	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Break		Session VI					
Day 5	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Break		Session VI					
Day 6	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Break		Session VI					

R. G. Thel.

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**B.ED. SECOND YEAR (2023-24) - VALUE ADDED COURSE**

**COURSE TITLE: BASIC COUNSELLING SKILLS**

**COURSE CODE: 23B2VAC2**

**Name:**

**Reg.No:**

**Time: 30 Minutes**

**Max.Marks: 25**

-----  
**Answer ALL the questions**  
**Each Question carries 1 mark**

- 1. What is the primary goal of counselling?**
  - a) To provide solutions to all problems
  - b) To understand and support clients in resolving their issues
  - c) To give advice and make decisions for clients
  - d) To diagnose mental health disorders
- 2. Which of the following is NOT a type of counselling?**
  - a) Individual counselling
  - b) Group counselling
  - c) Family counselling
  - d) Medical counselling
- 3. What is crucial for establishing trust in a counselling relationship?**
  - a) Offering solutions immediately
  - b) Creating a non-judgmental and empathetic environment
  - c) Being assertive and directive
  - d) Sharing personal experiences
- 4. Which skill involves understanding and accurately reflecting a client's feelings and thoughts?**
  - a) Questioning
  - b) Summarizing
  - c) Active listening
  - d) Advising
- 5. What is the purpose of using open-ended questions in counselling?**
  - a) To obtain brief and specific answers
  - b) To facilitate deeper exploration of the client's issues
  - c) To test the client's knowledge
  - d) To confirm facts and details
- 6. Which technique involves using verbal and non-verbal cues to show understanding?**
  - a) Empathy
  - b) Reflection
  - c) Interpretation
  - d) Diagnosis
- 7. What does empathy in counselling involve?**
  - a) Solving the client's problems
  - b) Feeling sorry for the client
  - c) Understanding & sharing the client's feelings
  - d) Offering advice based on personal experience

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8. **What does a SMART goal stand for in counselling?**
  - a) Simple, Measurable, Achievable, Realistic, Time-bound
  - b) Specific, Measurable, Achievable, Relevant, Time-bound
  - c) Systematic, Measurable, Attainable, Reliable, Timely
  - d) Specific, Manageable, Attainable, Realistic, Targeted
9. **Which assessment tool is used to gather information about a client's needs and concerns?**
  - a) Diagnostic test
  - b) Intake form
  - c) Feedback questionnaire
  - d) Skill inventory
10. **Which technique involves helping clients explore and understand their thoughts and behaviours?**
  - a) Active listening
  - b) Cognitive restructuring
  - c) Solution-focused therapy
  - d) Psychoeducation
11. **In crisis management, what is the primary goal?**
  - a) To explore past issues
  - b) To provide immediate support and stabilization
  - c) To set long-term goals
  - d) To diagnose underlying mental health conditions
12. **What is a counsellor's responsibility regarding client confidentiality?**
  - a) To share information with anyone who asks
  - b) To keep all client information private, with certain legal exceptions
  - c) To discuss client issues with colleagues without consent
  - d) To document every detail of the client's life
13. **Which of the following is considered a dual relationship in counselling?**
  - a) Having a professional relationship with a client
  - b) Being friends with a client outside of counselling
  - c) Referring a client to another professional
  - d) Attending training with a client
14. **In role-play exercises, what is the main purpose?**
  - a) To evaluate the client's progress
  - b) To practice and refine counselling skills
  - c) To perform diagnostic tests
  - d) To provide feedback to clients
15. **When analysing case studies, what should be the primary focus?**
  - a) Understanding the client's history
  - b) Identifying and applying relevant counselling techniques
  - c) Comparing different theoretical approaches
  - d) Evaluating the effectiveness of the counsellor
16. **What is an important component of self-reflection for counsellors?**
  - a) Criticizing client behaviour
  - b) Reviewing and evaluating personal counselling practices
  - c) Ignoring feedback from supervisors
  - d) Focusing solely on client outcomes

  
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17. Which action is crucial for ongoing professional development in counselling?
  - a) Attending workshops and training
  - b) Relying on past experiences only
  - c) Avoiding new counselling techniques
  - d) Focusing only on theoretical knowledge
18. What is the purpose of using paraphrasing in counselling?
  - a) To repeat the client's words exactly
  - b) To summarize the client's statements in the counsellor's own words
  - c) To correct the client's statements
  - d) To ask for more details
19. Which non-verbal communication skill is important in counselling?
  - a) Speaking loudly
  - b) Maintaining eye contact
  - c) Interrupting frequently
  - d) Using complex jargon
20. What is the primary focus of solution-focused therapy?
  - a) Exploring past trauma
  - b) Identifying and achieving solutions to current problems
  - c) Diagnosing mental health conditions
  - d) Understanding underlying psychological issues
21. Which of the following is an example of a cognitive distortion?
  - a) Catastrophizing
  - b) Active listening
  - c) Empathy
  - d) Reflective questioning
22. When should a counsellor consider referring a client to another professional?
  - a) When the client is not following advice
  - b) When the client's issues are beyond the counsellor's expertise
  - c) When the client is difficult to work with
  - d) When the client requests a change in counsellor
23. What is the purpose of setting boundaries in a counselling relationship?
  - a) To limit the client's freedom
  - b) To ensure a professional and ethical interaction
  - c) To avoid building rapport
  - d) To enforce counsellor authority
24. Which of the following is a key element in effective goal setting with clients?
  - a) Setting goals that are too challenging
  - b) Making goals vague and general
  - c) Collaboratively setting clear and achievable goals
  - d) Allowing the counsellor to set goals unilaterally
25. What does self-disclosure refer to in a counselling context?
  - a) The counsellor sharing personal experiences to relate to the client
  - b) The client revealing confidential information to the counsellors
  - c) The counsellor making personal judgments about the client
  - d) The counsellors keeping all client information private

  
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**B.ED. SECOND YEAR (2023-24) - VALUE ADDED COURSE**  
**COURSE TITLE: BASIC COUNSELLING SKILLS**  
**COURSE CODE: 23B2VAC2**

**Answer key**

1. Answer: b) To understand and support clients in resolving their issues
2. Answer: d) Medical counselling
3. Answer: b) Creating a non-judgmental and empathetic environment
4. Answer: c) Active listening
5. Answer: b) To facilitate deeper exploration of the client's issues
6. Answer: b) Reflection
7. Answer: c) Understanding and sharing the client's feelings
8. Answer: b) Specific, Measurable, Achievable, Relevant, Time-bound
9. Answer: b) Intake form
10. Answer: b) Cognitive restructuring
11. Answer: b) To provide immediate support and stabilization
12. Answer: b) To keep all client information private, with certain legal exceptions
13. Answer: b) Being friends with a client outside of counselling
14. Answer: b) To practice and refine counselling skills
15. Answer: b) Identifying and applying relevant counselling techniques
16. Answer: b) Reviewing and evaluating personal counselling practices
17. Answer: a) Attending workshops and training
18. Answer: b) To summarize the client's statements in the counsellor's own words
19. Answer: b) Maintaining eye contact
20. Answer: b) Identifying and achieving solutions to current problems
21. Answer: a) Catastrophizing
22. Answer: b) When the client's issues are beyond the counsellor's expertise
23. Answer: b) To ensure a professional and ethical interaction
24. Answer: c) Collaboratively setting clear and achievable goals
25. Answer: a) The counsellors sharing personal experiences to relate to the client

  
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**B.ED. SECOND YEAR (2023-24) - VALUE ADDED COURSE**

**COURSE TITLE: BASIC COUNSELLING SKILLS**

**COURSE CODE: 23B2VAC2**

Name: P. Kanya  
Time: 30 Minutes

Reg.No: 1280622 BDO 40

Max.Marks: 25

Answer ALL the questions  
Each Question carries 1 mark

1. What is the primary goal of counselling?  
a) To provide solutions to all problems  
b) To understand and support clients in resolving their issues ✓  
c) To give advice and make decisions for clients  
d) To diagnose mental health disorders
2. Which of the following is NOT a type of counselling?  
a) Individual counselling    b) Group counselling ✓  
c) Family counselling    d) Medical counselling ✓
3. What is crucial for establishing trust in a counselling relationship?  
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c) Being assertive and directive ✗  
d) Sharing personal experiences
4. Which skill involves understanding and accurately reflecting a client's feelings and thoughts?  
a) Questioning    b) Summarizing    c) Active listening ✓    d) Advising ✓
5. What is the purpose of using open-ended questions in counselling?  
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6. Which technique involves using verbal and non-verbal cues to show understanding?  
a) Empathy    b) Reflection ✓    c) Interpretation    d) Diagnosis
7. What does empathy in counselling involve?  
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R. Thel

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**B.ED. SECOND YEAR (2023-24) - VALUE ADDED COURSE**

**COURSE TITLE: BASIC COUNSELLING SKILLS**

**COURSE CODE: 23B2VAC2**

Name: L. Latha

Time: 30 Minutes

Reg.No: 1280622BD042

Max.Marks: 25

Answer ALL the questions  
Each Question carries 1 mark

1. What is the primary goal of counselling?  
a) To provide solutions to all problems  
 b) To understand and support clients in resolving their issues  
c) To give advice and make decisions for clients  
d) To diagnose mental health disorders
2. Which of the following is NOT a type of counselling?  
a) Individual counselling    b) Group counselling  
c) Family counselling     d) Medical counselling
3. What is crucial for establishing trust in a counselling relationship?  
a) Offering solutions immediately  
 b) Creating a non-judgmental and empathetic environment  
c) Being assertive and directive  
d) Sharing personal experiences
4. Which skill involves understanding and accurately reflecting a client's feelings and thoughts?  
a) Questioning    b) Summarizing     c) Active listening    d) Advising
5. What is the purpose of using open-ended questions in counselling?  
a) To obtain brief and specific answers  
b) To facilitate deeper exploration of the client's issues  
 c) To test the client's knowledge  
d) To confirm facts and details
6. Which technique involves using verbal and non-verbal cues to show understanding?  
a) Empathy     b) Reflection    c) Interpretation    d) Diagnosis
7. What does empathy in counselling involve?  
a) Solving the client's problems  
b) Feeling sorry for the client  
 c) Understanding & sharing the client's feelings  
d) Offering advice based on personal experience

23  
25  
92%

4

R. Latha  
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Email:psncedu@gmail.com, Website:[www.psnce.co.in](http://www.psnce.co.in)

8. What does a SMART goal stand for in counselling?
  - a) Simple, Measurable, Achievable, Realistic, Time-bound
  - b) Specific, Measurable, Achievable, Relevant, Time-bound
  - c) Systematic, Measurable, Attainable, Reliable, Timely
  - d) Specific, Manageable, Attainable, Realistic, Targeted
9. Which assessment tool is used to gather information about a client's needs and concerns?
  - a) Diagnostic test
  - b) Intake form
  - c) Feedback questionnaire
  - d) Skill inventory
10. Which technique involves helping clients explore and understand their thoughts and behaviours?
  - a) Active listening
  - b) Cognitive restructuring
  - c) Solution-focused therapy
  - d) Psychoeducation
11. In crisis management, what is the primary goal?
  - a) To explore past issues
  - b) To provide immediate support and stabilization
  - c) To set long-term goals
  - d) To diagnose underlying mental health conditions
12. What is a counsellor's responsibility regarding client confidentiality?
  - a) To share information with anyone who asks
  - b) To keep all client information private, with certain legal exceptions
  - c) To discuss client issues with colleagues without consent
  - d) To document every detail of the client's life
13. Which of the following is considered a dual relationship in counselling?
  - a) Having a professional relationship with a client
  - b) Being friends with a client outside of counselling
  - c) Referring a client to another professional
  - d) Attending training with a client
14. In role-play exercises, what is the main purpose?
  - a) To evaluate the client's progress
  - b) To practice and refine counselling skills
  - c) To perform diagnostic tests
  - d) To provide feedback to clients
15. When analysing case studies, what should be the primary focus?
  - a) Understanding the client's history
  - b) Identifying and applying relevant counselling techniques
  - c) Comparing different theoretical approaches
  - d) Evaluating the effectiveness of the counsellor
16. What is an important component of self-reflection for counsellors?
  - a) Criticizing client behaviour
  - b) Reviewing and evaluating personal counselling practices
  - c) Ignoring feedback from supervisors
  - d) Focusing solely on client outcomes

R. S. S. S.

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17. Which action is crucial for ongoing professional development in counselling?  
a) Attending workshops and training    b) Relying on past experiences only  
c) Avoiding new counselling techniques    d) Focusing only on theoretical knowledge
18. What is the purpose of using paraphrasing in counselling?  
a) To repeat the client's words exactly  
b) To summarize the client's statements in the counsellor's own words  
c) To correct the client's statements  
d) To ask for more details
19. Which non-verbal communication skill is important in counselling?  
a) Speaking loudly    b) Maintaining eye contact  
c) Interrupting frequently    d) Using complex jargon
20. What is the primary focus of solution-focused therapy?  
a) Exploring past trauma  
b) Identifying and achieving solutions to current problems  
c) Diagnosing mental health conditions  
d) Understanding underlying psychological issues
21. Which of the following is an example of a cognitive distortion?  
a) Catastrophizing    b) Active listening  
c) Empathy    d) Reflective questioning
22. When should a counsellor consider referring a client to another professional?  
a) When the client is not following advice  
b) When the client's issues are beyond the counsellor's expertise  
c) When the client is difficult to work with  
d) When the client requests a change in counsellor
23. What is the purpose of setting boundaries in a counselling relationship?  
a) To limit the client's freedom    b) To ensure a professional and ethical interaction  
c) To avoid building rapport    d) To enforce counsellor authority
24. Which of the following is a key element in effective goal setting with clients?  
a) Setting goals that are too challenging  
b) Making goals vague and general  
c) Collaboratively setting clear and achievable goals  
d) Allowing the counsellor to set goals unilaterally
25. What does self-disclosure refer to in a counselling context?  
a) The counsellor sharing personal experiences to relate to the client  
b) The client revealing confidential information to the counsellors  
c) The counsellor making personal judgments about the client  
d) The counsellors keeping all client information private

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## B.ED. SECOND YEAR (2023-24) -VALUE ADDED COURSE

COURSE TITLE: WOMEN'S RIGHTS

COURSE CODE: 23B2VAC3

### SYLLABUS

#### Unit 1: Historical Overview of Women's Rights

- **Objective:** Understand the historical development of women's rights, key figures, movements, and milestones.
- **Topics:**
  - Early women's rights movements (Suffrage, Women's Liberation)
  - Key figures (Mary Wollstonecraft, Sojourner Truth, Simone de Beauvoir)
  - Milestones (19th Amendment, UN's Convention on the Elimination of All Forms of Discrimination Against Women - CEDAW)

#### Unit 2: Legal Frameworks and Women's Rights

- **Objective:** Examine the international and national legal frameworks that support women's rights.
- **Topics:**
  - International treaties (CEDAW, Beijing Platform for Action)
  - National laws (Equal Pay Act, Title IX, Domestic Violence Act)
  - Role of organizations (UN Women, Amnesty International)

#### Unit 3: Intersectionality and Women's Rights

- **Objective:** Understand the concept of intersectionality and how it affects women's rights.
- **Topics:**
  - Intersectionality theory (Kimberlé Crenshaw)
  - Women's rights and race, class, sexuality, disability
  - Case studies on intersectional discrimination

#### Unit 4: Global Perspectives on Women's Rights

- **Objective:** Analyze women's rights issues from a global perspective, considering cultural, social, and political differences.
- **Topics:**
  - Women's rights in different regions (Middle East, Africa, Asia, Latin America)
  - Global gender-based violence (FGM, trafficking, honor killings)
  - Comparative analysis of women's political participation and leadership

  
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## Unit 5: Contemporary Issues in Women's Rights

- **Objective:** Explore current issues in women's rights, including social, political, and economic dimensions.
- **Topics:**
  - #MeToo movement and sexual harassment in the workplace
  - Reproductive rights and access to healthcare
  - Gender pay gap and economic inequality

## References and Further Reading:

- United Nations. (1979). *Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW)*. Available at: [UN Women CEDAW page](#).
- Crenshaw, Kimberlé. (1991). "Mapping the Margins: Intersectionality, Identity Politics, and Violence against Women of Color." *Stanford Law Review*.
- Lorde, Audre. (1984). *Sister Outsider: Essays and Speeches*. Crossing Press.
- Kristof, Nicholas D., and WuDunn, Sheryl. (2009). *Half the Sky: Turning Oppression into Opportunity for Women Worldwide*. Vintage.
- Readings:
  - "We Should All Be Feminists" by Chimamanda Ngozi Adichie
  - "The Right to Sex: Feminism in the Twenty-First Century" by Amia Srinivasan
  - Reports from Human Rights Watch on contemporary women's rights issues
  - "Women's Rights and Human Rights: International Historical Perspectives" by Beth A. Simmons
  - CEDAW Text and Commentaries
  - "Gender, Violence, and Human Rights: International Legal Perspectives" by Sally Engle Merry

  
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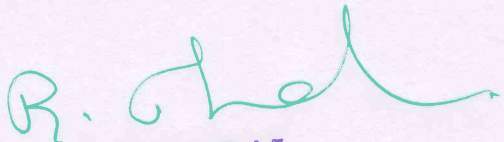
## VALUE ADDED COURSES: 2023-24

### SCHEDULE

Date: 28.08.2023 to 02.09.2023

Total Hours: 36

S.No.	Course/ Year	Course Code	Title of the Value Added Course	No. of Students	Name of the Co-Ordinator
1	B.Ed. II Year	23B2VAC1	Professional Ethics	25	Dr. S. KOTTURSAMY
2	B.Ed. II Year	23B2VAC2	Basic Counselling Skills	25	
3	B.Ed. II Year	23B2VAC3	Women Rights	25	
4	B.Ed. II Year	23B2VAC4	Quantitative Aptitude & Reasoning Skills	25	
5	M.Ed. II Year	23M2VAC1	Digital Marketing	25	
6	M.Ed. II Year	23M2VAC2	Interpersonal Skills	25	

  
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## VALUE ADDED COURSE: 2023-24

Date: 28.08.2023 to 02.09.2023 (B.Ed. & M.Ed. II Year)

### TIME TABLE

Day	Time						
		9.30 - 10.30 am	10.30 - 11.30 am	11.30 - 11.40 am	11.40 - 12.40 pm	12.40 - 1.20 pm	1.20 - 2.20 pm
Day 1	Session I	Session II	Break		Session III	Session IV	Session V
Day 2	Session I	Session II	Break		Session III	Session IV	Session V
Day 3	Session I	Session II	Break		Session III	Session IV	Session V
Day 4	Session I	Session II	Break		Session III	Session IV	Session V
Day 5	Session I	Session II	Break		Session III	Session IV	Session V
Day 6	Session I	Session II	Break		Session III	Session IV	Session V
					LUNCH		
							03.20 - 03.30 pm
							2.20 - 3.20 pm
							3.30 - 4.30 pm
							Session VI
							Session VI
							Session VI
							Session VI
							Session VI
							Session VI

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**B.ED. SECOND YEAR (2023-24) -VALUE ADDED COURSE**

**COURSE TITLE: WOMEN'S RIGHTS**

**COURSE CODE: 23B2VAC3**

**Name:**

**Reg.No:**

**Time: 30 Minutes**

**Max.Marks: 25**

-----  
**Answer ALL the questions**  
**Each Question carries 1 mark**

1. Which year did women in the United States gain the right to vote?  
 A) 1900     B) 1920     C) 1945     D) 1955
2. What is the main focus of the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW)?  
 A) To provide women with free education  
 B) To promote women's political participation  
 C) To end discrimination against women in all areas  
 D) To improve women's health globally
3. Which amendment to the U.S. Constitution granted women the right to vote?  
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 C) 19th Amendment     D) 21st Amendment
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6. Which country was the first to grant women the right to vote in 1893?  
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 C) Canada     D) Sweden
7. What is the main aim of the "Equal Pay Act of 1963" in the U.S.?  
 A) To guarantee voting rights for women  
 B) To prohibit wage discrimination based on gender  
 C) To improve access to healthcare for women  
 D) To eliminate workplace harassment

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  - A) Ruth Bader Ginsburg
  - B) Sonia Sotomayor
  - C) Sandra Day O'Connor
  - D) Elena Kagan
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  - A) Angela Davis
  - B) Audre Lorde
  - C) Kimberlé Crenshaw
  - D) Gloria Steinem
11. Which country passed the Maternity Benefits Act to protect women's rights during pregnancy and childbirth?
  - A) United States
  - B) United Kingdom
  - C) India
  - D) Australia
12. The feminist slogan "The personal is political" became popular during which wave of feminism?
  - A) First wave
  - B) Second wave
  - C) Third wave
  - D) Fourth wave
13. What is the central focus of the global "HeForShe" campaign?
  - A) Promoting women in politics
  - B) Encouraging men to support gender equality
  - C) Providing educational opportunities for girls
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  - A) Paris Agreement
  - B) Istanbul Convention
  - C) Kyoto Protocol
  - D) CEDAW
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  - A) Pay gap
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  - C) Gender disparity
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17. Which of the following is a key aim of the "UN Women" organization?
- A) Reducing global poverty
  - B) Promoting gender equality and empowering women
  - C) Increasing access to education for boys
  - D) Facilitating international trade
18. Who was the first woman to win a Nobel Prize?
- A) Jane Addams
  - B) Malala Yousafzai
  - C) Marie Curie
  - D) Shirin Ebadi
19. The term "glass ceiling" refers to:
- A) A type of building material
  - B) An invisible barrier preventing women from advancing in their careers
  - C) A popular feminist slogan
  - D) A political movement
20. Which legal case in the U.S. secured a woman's right to have an abortion in 1973?
- A) Roe v. Wade
  - B) Brown v. Board of Education
  - C) Plessy v. Ferguson
  - D) Marbury v. Madison
21. Which U.N. day is celebrated annually as International Women's Day?
- A) February 10
  - B) March 8
  - C) May 15
  - D) July 20
22. Which document famously begins with "We hold these truths to be self-evident, that all men and women are created equal"?
- A) The U.S. Declaration of Independence
  - B) The Universal Declaration of Human Rights
  - C) The Declaration of Sentiments
  - D) Magna Carta
23. Which of the following is a key focus of the #Me-too movement?
- A) Sexual harassment and assault
  - B) Wage disparity
  - C) Political participation
  - D) Maternity leave rights
24. Which African country was one of the first to adopt a gender quota system for parliamentary seats?
- A) Nigeria
  - B) Kenya
  - C) Rwanda
  - D) South Africa
25. What percentage of seats does the United Nations recommend should be reserved for women in government bodies to ensure fair representation?
- A) 10%
  - B) 20%
  - C) 30%
  - D) 50%

*R. Thel*  
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**B.ED. SECOND YEAR (2023-24) -VALUE ADDED COURSE**

**COURSE TITLE: WOMEN'S RIGHTS**

**COURSE CODE: 23B2VAC3**

## Answer Key

1. B) 1920
2. C) To end discrimination against women in all areas
3. C) 19th Amendment
4. C) Mary Wollstonecraft
5. C) Chimamanda Ngozi Adichie
6. B) New Zealand
7. B) To prohibit wage discrimination based on gender
8. A) United Nation
9. C) Sandra Day O'Connor
10. C) Kimberlé Crenshaw
11. C) India
12. B) Second wave
13. B) Encouraging men to support gender equality
14. C) Susan B. Anthony
15. B) Istanbul Convention
16. A) Pay gap
17. B) Promoting gender equality and empowering women
18. C) Marie Curie
19. B) An invisible barrier preventing women from advancing in their careers
20. ) Roe v. Wade
21. B) March 8
22. C) The Declaration of Sentiments
23. A) Sexual harassment and assault
24. C) Rwanda
25. C) 30%

  
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## B.ED. SECOND YEAR (2023-24) -VALUE ADDED COURSE

### COURSE TITLE: WOMEN'S RIGHTS

COURSE CODE: 23B2VAC3

Name: S. Nivetha.

Reg.No: 1280622BD059

Time: 30 Minutes

Max.Marks: 25

Answer ALL the questions  
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  - C) Increasing access to education for boys
  - D) Facilitating international trade
18. Who was the first woman to win a Nobel Prize?
- A) Jane Addams
  - B) Malala Yousafzai
  - C) Marie Curie
  - D) Shirin Ebadi
19. The term "glass ceiling" refers to:
- A) A type of building material
  - B) An invisible barrier preventing women from advancing in their careers
  - C) A popular feminist slogan
  - D) A political movement
20. Which legal case in the U.S. secured a woman's right to have an abortion in 1973?
- A) Roe v. Wade
  - B) Brown v. Board of Education
  - C) Plessy v. Ferguson
  - D) Marbury v. Madison
21. Which U.N. day is celebrated annually as International Women's Day?
- A) February 10
  - B) March 8
  - C) May 15
  - D) July 20
22. Which document famously begins with "We hold these truths to be self-evident, that all men and women are created equal"?
- A) The U.S. Declaration of Independence
  - B) The Universal Declaration of Human Rights
  - C) The Declaration of Sentiments
  - D) Magna Carta
23. Which of the following is a key focus of the #Me-too movement?
- A) Sexual harassment and assault
  - B) Wage disparity
  - C) Political participation
  - D) Maternity leave rights
24. Which African country was one of the first to adopt a gender quota system for parliamentary seats?
- A) Nigeria
  - B) Kenya
  - C) Rwanda
  - D) South Africa
25. What percentage of seats does the United Nations recommend should be reserved for women in government bodies to ensure fair representation?
- A) 10%
  - B) 20%
  - C) 30%
  - D) 50%

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Email:psncedu@gmail.com, Website:www.psnce.co.in

**B.ED. SECOND YEAR (2023-24) -VALUE ADDED COURSE**

**COURSE TITLE: WOMEN'S RIGHTS**

**COURSE CODE: 23B2VAC3**

Name: C. Reka

Reg.No: 1280622BD072

Time: 30 Minutes

Max.Marks: 25

Answer ALL the questions  
Each Question carries 1 mark

1. Which year did women in the United States gain the right to vote?  
 A) 1900  B) 1920  C) 1945  D) 1955
2. What is the main focus of the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW)?  
 A) To provide women with free education  
 B) To promote women's political participation  
 C) To end discrimination against women in all areas  
 D) To improve women's health globally
3. Which amendment to the U.S. Constitution granted women the right to vote?  
 A) 13th Amendment  B) 15th Amendment  
 C) 19th Amendment  D) 21st Amendment
4. Who wrote the book "A Vindication of the Rights of Woman" (1792)?  
 A) Simone de Beauvoir  B) Virginia Woolf  
 C) Mary Wollstonecraft  D) Betty Friedan
5. The phrase "We Should All Be Feminists" is associated with which feminist author?  
 A) Gloria Steinem  B) Audre Lorde  
 C) Chimamanda Ngozi Adichie  D) Angela Davis
6. Which country was the first to grant women the right to vote in 1893?  
 A) United Kingdom  B) New Zealand  
 C) Canada  D) Sweden
7. What is the main aim of the "Equal Pay Act of 1963" in the U.S.?  
 A) To guarantee voting rights for women  
 B) To prohibit wage discrimination based on gender  
 C) To improve access to healthcare for women  
 D) To eliminate workplace harassment

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8. Which international organization introduced the "Beijing Declaration and Platform for Action" on women's rights?
  - A) United Nations
  - B) International Monetary Fund
  - C) World Health Organization
  - D) World Trade Organization
9. Who was the first woman to serve as a U.S. Supreme Court Justice?
  - A) Ruth Bader Ginsburg
  - B) Sonia Sotomayor
  - C) Sandra Day O'Connor
  - D) Elena Kagan
10. The term "intersectionality," which describes how race, class, and gender intersect, was coined by:
  - A) Angela Davis
  - B) Audre Lorde
  - C) Kimberlé Crenshaw
  - D) Gloria Steinem
11. Which country passed the Maternity Benefits Act to protect women's rights during pregnancy and childbirth?
  - A) United States
  - B) United Kingdom
  - C) India
  - D) Australia
12. The feminist slogan "The personal is political" became popular during which wave of feminism?
  - A) First wave
  - B) Second wave
  - C) Third wave
  - D) Fourth wave
13. What is the central focus of the global "HeForShe" campaign?
  - A) Promoting women in politics
  - B) Encouraging men to support gender equality
  - C) Providing educational opportunities for girls
  - D) Eliminating violence against women
14. Who is considered one of the pioneers of women's suffrage in the United States?
  - A) Harriet Tubman
  - B) Sojourner Truth
  - C) Susan B. Anthony
  - D) Rosa Parks
15. Which international treaty focuses specifically on gender-based violence?
  - A) Paris Agreement
  - B) Istanbul Convention
  - C) Kyoto Protocol
  - D) CEDAW
16. What is the term for the practice of paying women less than men for the same work?
  - A) Pay gap
  - B) Wage stagnation
  - C) Gender disparity
  - D) Wage theft

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17. Which of the following is a key aim of the "UN Women" organization?
- A) Reducing global poverty
  - B) Promoting gender equality and empowering women
  - C) Increasing access to education for boys
  - D) Facilitating international trade
18. Who was the first woman to win a Nobel Prize?
- A) Jane Addams
  - B) Malala Yousafzai
  - C) Marie Curie
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**B.ED. (SECOND YEAR) – 2023-24 - VALUE ADDED COURSE**

**COURSE TITLE: QUANTITATIVE APTITUDE AND REASONING SKILLS**

**COURSE CODE: 23B2VAC4**

## SYLLABUS

### Course Description:

This course focuses on developing students' aptitude and reasoning abilities, which are essential for problem-solving and logical analysis. It covers a range of topics including quantitative aptitude, verbal reasoning, and critical thinking.


### Course Objectives:

1. **Master Quantitative Aptitude:** Develop skills in basic arithmetic, algebra, and data interpretation.
2. **Enhance Verbal Reasoning:** Improve abilities in understanding and analyzing verbal information.
3. **Develop Logical Reasoning Skills:** Cultivate skills in logical deduction, pattern recognition, and problem-solving.
4. **Apply Reasoning Techniques:** Learn to apply various reasoning techniques to solve complex problems.
5. **Prepare for Assessments:** Equip students with strategies and practice for competitive exams and aptitude tests.

### Course Outcomes:

By the end of this course, students will be able to:

1. **Solve Quantitative Problems:** Demonstrate proficiency in solving problems involving arithmetic, algebra, and data interpretation.
2. **Analyze Verbal Information:** Effectively analyze and interpret verbal reasoning questions.
3. **Apply Logical Reasoning:** Utilize logical reasoning techniques to solve various types of problems.
4. **Implement Reasoning Strategies:** Apply learned strategies to solve complex reasoning problems.
5. **Prepare for Tests:** Prepare effectively for aptitude and reasoning assessments through practice and strategy.

  
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## Syllabus Overview:

### Unit 1: Quantitative Aptitude

- **Topics Covered:**
  - Number Systems and Operations
  - Algebraic Expressions and Equations
  - Percentage, Ratio, and Proportion
  - Data Interpretation (Tables, Graphs, Charts)

### Unit 2: Verbal Reasoning

- **Topics Covered:**
  - Reading Comprehension and Analysis
  - Sentence Completion and Error Detection
  - Analogies and Antonyms/Synonyms
  - Logical Deduction and Inferences

### Unit 3: Logical Reasoning

- **Topics Covered:**
  - Patterns and Sequences
  - Syllogisms and Logical Conclusions
  - Puzzles and Analytical Reasoning
  - Coding-Decoding and Blood Relations

### Unit 4: Advanced Reasoning Techniques

- **Topics Covered:**
  - Advanced Data Interpretation (Advanced Graphs and Tables)
  - Complex Problem Solving and Strategy
  - Advanced Logical Puzzles and Critical Thinking
  - Decision-Making and Problem-Solving Techniques

### Unit 5: Test Preparation and Practice

- **Topics Covered:**
  - Mock Tests and Practice Papers
  - Time Management and Test-Taking Strategies
  - Review of Common Mistakes and Tips for Improvement
  - Analyzing Performance and Identifying Weak Areas
- **References:**
  - R.S. Agarwal (2018). *Quantitative Aptitude for Competitive Examinations*.
  - Norman Lewis (2015). *Word Power Made Easy*.
  - M.K. Pandey (2015). *Verbal Reasoning for Competitive Examinations*.
  - R.S. Agarwal (2018). *A Modern Approach to Logical Reasoning*.
  - M.K. Pandey (2015). *Logical Reasoning for Competitive Examinations*.
  - References:
  - R.S. Agarwal (2018). *Quantitative Aptitude for Competitive Examinations*.

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## VALUE ADDED COURSES: 2023-24

### SCHEDULE

Date: 28.08.2023 to 02.09.2023

Total Hours: 36

S.No.	Course/ Year	Course Code	Title of the Value Added Course	No. of Students	Name of the Co-Ordinator
1	B.Ed. II Year	23B2VAC1	Professional Ethics	25	Dr. S. KOTTURSAMY
2	B.Ed. II Year	23B2VAC2	Basic Counselling Skills	25	
3	B.Ed. II Year	23B2VAC3	Women Rights	25	
4	B.Ed. II Year	23B2VAC4	Quantitative Aptitude & Reasoning Skills	25	
5	M.Ed. II Year	23M2VAC1	Digital Marketing	25	
6	M.Ed. II Year	23M2VAC2	Interpersonal Skills	25	

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## VALUE ADDED COURSE: 2023-24

Date: 28.08.2023 to 02.09.2023 (B.Ed. & M.Ed. II Year)

### TIME TABLE

Day	Time									
	9.30 - 10.30 am	10.30 - 11.30 am	11.30 - 11.40 am	11.40 - 12.40 pm	12.40 - 1.20 pm	1.20 - 2.20 pm	2.20 - 3.20 pm	3.20 - 03.30 pm	3.30 - 4.30 pm	
Day 1	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Session VI
Day 2	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Session VI
Day 3	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Session VI
Day 4	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Session VI
Day 5	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Session VI
Day 6	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Session VI

  
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**B.ED. (SECOND YEAR) – 2023-24 - VALUE ADDED COURSE**

**COURSE TITLE: QUANTITATIVE APTITUDE AND REASONING SKILLS**

**COURSE CODE: 23B2VAC4**

**Name:**  
**Time: 45 Minutes**

**Reg.No:**  
**Max.Marks: 25**

-----  
**Answer ALL the questions**  
**Each Question carries 1 mark**

1. What is the LCM of 12 and 18?  
a) 36    b) 72    c) 24    d) 54
2. A man bought a book for \$80 and sold it for \$100. What is the profit percentage?  
a) 20%    b) 25%    c) 15%    d) 30%
3. If the ratio of ages of two friends is 4:5 and their total age is 36 years, what is the age of the older friend?  
a) 20 years    b) 24 years    c) 28 years    d) 30 years
4. What is the area of a rectangle with length 8 cm and width 5 cm?  
a) 30 cm<sup>2</sup>    b) 40 cm<sup>2</sup>    c) 50 cm<sup>2</sup>    d) 60 cm<sup>2</sup>
5. The simple interest on a sum of \$2000 at a rate of 5% per annum for 2 years is:  
a) \$200    b) \$100    c) \$150    d) \$250
6. If the sequence is 2, 6, 12, 20, what is the next number?  
a) 30    b) 28    c) 24    d) 36
7. Which of the following is a synonym for "abundant"?  
a) Scarce    b) Limited    c) Plentiful    d) Rare
8. If all roses are flowers and some flowers fade quickly, which of the following is definitely true?  
a) Some roses fade quickly    b) No roses fade quickly  
c) All flowers fade quickly    d) No flowers fade quickly

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9. A man is looking at a photograph of someone. His friend asks, "Who is it you are looking at?" The man replies, "Brothers and sisters, I have none. But that person's father is my father's son." Who is the person in the photograph?
- a) His son                      b) His brother    c) Himself                      d) His nephew
10. If "CAT" is coded as "DBU", what is the code for "DOG"?
- a) EPH                      b) EPJ                      c) DPH                      d) DQH
11. If all Bats are Cats and some Cats are Dogs, then which of the following is true?
- a) Some Bats are Dogs                      b) All Bats are Dogs  
c) Some Cats are Bats                      d) Some Dogs are Bats
12. Find the next number in the series: 3, 9, 27, 81, ?
- a) 243                      b) 162                      c) 324                      d) 216
13. In a certain code language, if "STUDIO" is written as "RVJUPN", how is "COMPUTER" written in that code?
- a) BNLTDSQF                      b) DPNVQWFS                      c) DPNVQWFS                      d) BNMVQSFQ
14. If it is possible to make a meaningful word from the letters C, E, G, H, and I, using each letter exactly once, which of the following will be the third letter of the word?
- a) C                      b) E                      c) G                      d) I
15. In a family of six members A, B, C, D, E, and F, there are two married couples. A is the father of B and is married to C. D is the mother of E and is married to F. How is B related to D?
- a) Daughter                      b) Son                      c) Nephew                      d) Niece
16. Which word is the odd one out?
- a) Apple                      b) Banana                      c) Carrot                      d) Mango
17. Choose the word that best fits the sentence: "Her explanation was very \_\_\_\_, making it easy to understand the complex topic."
- a) Ambiguous                      b) Clear                      c) Confusing                      d) Obscure
18. Complete the analogy: "Bird is to Fly as Fish is to \_\_\_\_."
- a) Swim                      b) Walk                      c) Dive                      d) Run
19. Which of the following is a synonym for "turbulent"?
- a) Calm                      b) Peaceful                      c) Unsettled                      d) Quiet

  
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20. Find the missing letter in the series: A, C, F, J, O, ?  
a) R    b) S    c) P    d) Q
21. If a pie chart shows that 40% of the chart represents the number of males, what fraction of the chart is occupied by females?  
a)  $\frac{1}{2}$     b)  $\frac{3}{5}$     c)  $\frac{3}{4}$     d)  $\frac{2}{5}$
22. A bar graph shows that a company sold 300 units in January, 450 units in February, and 200 units in March. What is the average number of units sold per month?  
a) 250    b) 300    c) 350    d) 400
23. If a line graph shows a decrease from 80 to 60 over 4 months, what is the average monthly decrease?  
a) 5    b) 10    c) 15    d) 20
24. A table shows the number of books sold in different genres: Fiction (120), Non-Fiction (80), Science (60). What percentage of books sold were Science books?  
a) 20%    b) 25%    c) 30%    d) 40%
25. If a person saves 15% of their income and their total savings amount to \$1500, what is their total income?  
a) \$5000    b) \$6000    c) \$7500    d) \$10000
- 

  
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ED. (SECOND YEAR) – 2023-24 - VALUE ADDED COURSE

COURSE TITLE: QUANTITATIVE APTITUDE AND REASONING SKILLS

COURSE CODE: 23B2VAC4

## ANSWER KEY

1. Answer: a) 36
2. Answer: b) 25%
3. Answer: b) 24 years
4. Answer: b) 40 cm<sup>2</sup>
5. Answer: a) \$200
6. Answer: a) 30
7. Answer: c) Plentiful
8. Answer: a) Some roses fade quickly
9. Answer: a) His son
10. Answer: a) EPH
11. Answer: c) Some Cats are Bats
12. Answer: a) 243
13. Answer: b) DPNVQWFS
14. Answer: c) G
15. Answer: d) Niece
16. Answer: c) Carrot
17. Answer: b) Clear
18. Answer: a) Swim
19. Answer: c) Unsettled
20. Answer: a) R
21. Answer: d) 2/5
22. Answer: b) 300
23. Answer: b) 5
24. Answer: a) 20%
25. Answer: b) \$10000

  
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COURSE TITLE: QUANTITATIVE APTITUDE AND REASONING SKILLS

COURSE CODE: 23B2VAC4

Name: *A. Santhi*  
Time: 45 Minutes

Reg.No: *1280622BD077*  
Max.Marks: 25

Answer ALL the questions  
Each Question carries 1 mark

1. What is the LCM of 12 and 18?  
a) 36 b) 72 c) 24 d) 54
2. A man bought a book for \$80 and sold it for \$100. What is the profit percentage?  
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a) Scarce b) Limited c) Plentiful d) Rare
8. If all roses are flowers and some flowers fade quickly, which of the following is definitely true?  
a) Some roses fade quickly b) No roses fade quickly  
c) All flowers fade quickly d) No flowers fade quickly

*22/25* *88%*

*R. Chel*  
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10. If "CAT" is coded as "DBU", what is the code for "DOG"?  
a) EPH      b) EPJ      c) DPH      d) DQH
11. If all Bats are Cats and some Cats are Dogs, then which of the following is true?  
a) Some Bats are Dogs      b) All Bats are Dogs  
c) Some Cats are Bats      d) Some Dogs are Bats
12. Find the next number in the series: 3, 9, 27, 81, ?  
a) 243      b) 162      c) 324      d) 216
13. In a certain code language, if "STUDIO" is written as "RVJUPN", how is "COMPUTER" written in that code?  
a) BNLTDSQF      b) DPNVQWFS      c) DPNVQWFS      d) BNMVQSFQ
14. If it is possible to make a meaningful word from the letters C, E, G, H, and I, using each letter exactly once, which of the following will be the third letter of the word?  
a) C      b) E      c) G      d) I
15. In a family of six members A, B, C, D, E, and F, there are two married couples. A is the father of B and is married to C. D is the mother of E and is married to F. How is B related to D?  
a) Daughter      b) Son      c) Nephew      d) Niece
16. Which word is the odd one out?  
a) Apple      b) Banana      c) Carrot      d) Mango
17. Choose the word that best fits the sentence: "Her explanation was very \_\_\_\_, making it easy to understand the complex topic."  
a) Ambiguous      b) Clear      c) Confusing      d) Obscure
18. Complete the analogy: "Bird is to Fly as Fish is to \_\_\_\_."  
a) Swim      b) Walk      c) Dive      d) Run
19. Which of the following is a synonym for "turbulent"?  
a) Calm      b) Peaceful      c) Unsettled      d) Quiet

*R. G. H.*  
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20. Find the missing letter in the series: A, C, F, J, O, ?

- a) R   b) S   c) P   d) Q

21. If a pie chart shows that 40% of the chart represents the number of males, what fraction of the chart is occupied by females?

- a)  $\frac{1}{2}$    b)  $\frac{3}{5}$    c)  $\frac{3}{4}$    d)  $\frac{2}{5}$

22. A bar graph shows that a company sold 300 units in January, 450 units in February, and 200 units in March. What is the average number of units sold per month?

- a) 250   b) 300   c) 350   d) 400

23. If a line graph shows a decrease from 80 to 60 over 4 months, what is the average monthly decrease?

- a) 5   b) 10   c) 15   d) 20

24. A table shows the number of books sold in different genres: Fiction (120), Non-Fiction (80), Science (60). What percentage of books sold were Science books?

- a) 20%   b) 25%   c) 30%   d) 40%

25. If a person saves 15% of their income and their total savings amount to \$1500, what is their total income?

- a) \$5000   b) \$6000   c) \$7500   d) \$10000

  
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B.ED. (SECOND YEAR) – 2023-24 - VALUE ADDED COURSE

COURSE TITLE: QUANTITATIVE APTITUDE AND REASONING SKILLS

COURSE CODE: 23B2VAC4

Name: G. Varsha  
Time: 45 Minutes

Reg.No: 1280622BD095  
Max.Marks: 25

Answer ALL the questions  
Each Question carries 1 mark

1. What is the LCM of 12 and 18?  
a) 36 b) 72 c) 24 d) 54 ✓
2. A man bought a book for \$80 and sold it for \$100. What is the profit percentage?  
a) 20% b) 25% c) 15% d) 30% ✓
3. If the ratio of ages of two friends is 4:5 and their total age is 36 years, what is the age of the older friend?  
a) 20 years b) 24 years c) 28 years d) 30 years ✓
4. What is the area of a rectangle with length 8 cm and width 5 cm?  
a) 30 cm<sup>2</sup> b) 40 cm<sup>2</sup> c) 50 cm<sup>2</sup> d) 60 cm<sup>2</sup> ✓
5. The simple interest on a sum of \$2000 at a rate of 5% per annum for 2 years is:  
a) \$200 b) \$100 c) \$150 d) \$250 ✓
6. If the sequence is 2, 6, 12, 20, what is the next number?  
a) 30 b) 28 c) 24 d) 36 ✓
7. Which of the following is a synonym for "abundant"?  
a) Scarce b) Limited c) Plentiful d) Rare ✓
8. If all roses are flowers and some flowers fade quickly, which of the following is definitely true?  
a) Some roses fade quickly b) No roses fade quickly  
c) All flowers fade quickly d) No flowers fade quickly ✓

22/25 88%

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9. A man is looking at a photograph of someone. His friend asks, "Who is it you are looking at?" The man replies, "Brothers and sisters, I have none. But that person's father is my father's son." Who is the person in the photograph?  
 a) His son      b) His brother      c) Himself      d) His nephew
10. If "CAT" is coded as "DBU", what is the code for "DOG"?  
 a) EPH      b) EPJ      c) DPH      d) DQH
11. If all Bats are Cats and some Cats are Dogs, then which of the following is true?  
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20. Find the missing letter in the series: A, C, F, J, O, ?  
a) R    b) S    **c) P**    d) Q
21. If a pie chart shows that 40% of the chart represents the number of males, what fraction of the chart is occupied by females?  
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**a) 5**    b) 10    c) 15    d) 20
24. A table shows the number of books sold in different genres: Fiction (120), Non-Fiction (80), Science (60). What percentage of books sold were Science books?  
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25. If a person saves 15% of their income and their total savings amount to \$1500, what is their total income?  
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**PSN COLLEGE OF EDUCATION, TIRUNELVELI****Value Added Course - B.Ed.II YEAR (2023-2024) - Score Card**

Course Title: 1. Professional Ethics Course Code: 23B2VAC1

Course Title: 2. Basic Counselling Skills Course Code: 23B2VAC2

Course Title: 3. Women Rights Course Code: 23B2VAC3

Course Title: 4. Quantitative Aptitude &amp; Reasoning Course Code: 23B2VAC4

**Date of Examination: 02.09.2023**

S.No.	Student name	Register No.	Course Code	Score
				Max. 100
1	AABITHA BEGUM A	1280622BD001	23B2VAC1	80
2	AAFRIN A	1280622BD002	23B2VAC1	84
3	ABDUL KATHER S	1280622BD003	23B2VAC1	76
4	AJITHA BEGUM K	1280622BD004	23B2VAC1	72
5	ANANTH KUMAR M	1280622BD005	23B2VAC1	84
6	ANANTHA KUMAR S	1280622BD006	23B2VAC1	88
7	ANCY A	1280622BD007	23B2VAC1	84
8	ANTO VINFRAY JOSHUA A	1280622BD008	23B2VAC1	84
9	ARUL JOTHI S	1280622BD009	23B2VAC1	88
10	BASITHA BANU A	1280622BD010	23B2VAC1	80
11	CHINNADURAI B	1280622BD011	23B2VAC1	76
12	CHRISTIAN SCHWARDTZ JASPAS J	1280622BD012	23B2VAC1	72
13	CHRISTOPHER J	1280622BD013	23B2VAC1	84
14	CHRISTY S	1280622BD014	23B2VAC1	88
15	DAFNY SANTHIYA CHRISTHURAJAN	1280622BD015	23B2VAC1	84
16	DURGA K S	1280622BD016	23B2VAC1	88
17	ESAKKI DHANA LAKSHMI E	1280622BD017	23B2VAC1	88
18	ESAKKIAMMAL M	1280622BD018	23B2VAC1	76
19	ESAKKIRAJATHI N	1280622BD019	23B2VAC1	80
20	EVANGELIN PUSHPAM E S R	1280622BD020	23B2VAC1	84
21	FATHIMA BENAZIR M	1280622BD021	23B2VAC1	88
22	FATHIMA JASMINE G	1280622BD022	23B2VAC1	84
23	FATHIMA PARWIN K A	1280622BD023	23B2VAC1	80
24	FAUSTINA N	1280622BD024	23B2VAC1	84
25	GOLDA WHITLIN JEBASELVI R	1280622BD025	23B2VAC1	80
26	HENCY D	1280622BD026	23B2VAC2	84
27	HEPSIBAI G	1280622BD027	23B2VAC2	76
28	IRUDAYA THANGAM M	1280622BD028	23B2VAC2	72
29	IYNUL JARIYA O M	1280622BD029	23B2VAC2	84
30	JAYALAKSHMI R	1280622BD030	23B2VAC2	88
31	JEFFRIN DAISY A	1280622BD031	23B2VAC2	92
32	JELSIA JEBA R	1280622BD032	23B2VAC2	84
33	JENIFA M P	1280622BD033	23B2VAC2	88
34	JERIN SHILFA A	1280622BD034	23B2VAC2	80
35	JERRY SHEBA R	1280622BD035	23B2VAC2	76
36	JOHNSON PAUL J	1280622BD036	23B2VAC2	72
37	JOTHI LAKSHMI M	1280622BD037	23B2VAC2	76
38	KANAHA VAISHALI A	1280622BD038	23B2VAC2	80
39	KAVITHA P	1280622BD039	23B2VAC2	76

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40	KAVYA P	1280622BD040	23B2VAC2	92
41	LANCE JOYCE R	1280622BD041	23B2VAC2	92
42	LATHA L	1280622BD042	23B2VAC2	92
43	MADHUBALA N	1280622BD043	23B2VAC2	80
44	MAHESWARI S	1280622BD044	23B2VAC2	84
45	MALARVIZHI K	1280622BD045	23B2VAC2	88
46	MALAVIKA M	1280622BD046	23B2VAC2	84
47	MARIA PONMANI R S D	1280622BD047	23B2VAC2	88
48	MARIA ROSHMA JOSHIBA R	1280622BD048	23B2VAC2	80
49	MARIAMMAL B	1280622BD049	23B2VAC2	80
50	MARY BELINA V R	1280622BD050	23B2VAC2	76
51	MATHANKI M	1280622BD051	23B2VAC3	92
52	MOHAMED SUBAITHA M A	1280622BD052	23B2VAC3	84
53	MOHAN ANTONY A	1280622BD053	23B2VAC3	88
54	MURUGA PADMA K	1280622BD054	23B2VAC3	80
55	MURUGANANTHI SUGUNA S	1280622BD055	23B2VAC3	76
56	MURUGESWARI R	1280622BD056	23B2VAC3	80
57	MUTHULAKSHMI M	1280622BD057	23B2VAC3	80
58	MUTHULAKSHMI R	1280622BD058	23B2VAC3	84
59	NIVETHA S	1280622BD059	23B2VAC3	92
60	NOORUL AMEEN S	1280622BD060	23B2VAC3	84
61	PARAMESWARI C	1280622BD061	23B2VAC3	76
62	PERATCHISELVI A	1280622BD062	23B2VAC3	72
63	PETCHIAMMAL G	1280622BD063	23B2VAC3	84
64	PETCHIAMMAL S (20.05.1998)	1280622BD064	23B2VAC3	88
65	PETCHIAMMAL S (29.05.1997)	1280622BD065	23B2VAC3	92
66	PRAVEEN KUMAR R	1280622BD066	23B2VAC3	84
67	PRICILLA C	1280622BD067	23B2VAC3	88
68	PRISKILLA J	1280622BD068	23B2VAC3	80
69	RADHIKA P	1280622BD069	23B2VAC3	76
70	RAJALAKSHMI G	1280622BD070	23B2VAC3	72
71	RAMALAKSHMI P	1280622BD071	23B2VAC3	84
72	REKA C	1280622BD072	23B2VAC3	88
73	REVATHI S	1280622BD073	23B2VAC3	84
74	SAKTHI DEVI Y	1280622BD074	23B2VAC3	92
75	SANGEETHA P	1280622BD075	23B2VAC3	96
76	SANGEETHA S V	1280622BD076	23B2VAC4	82
77	SANTHI A	1280622BD077	23B2VAC4	88
78	SANTHIYA S	1280622BD078	23B2VAC4	80
79	SEETHA LAKSHMI S	1280622BD079	23B2VAC4	88
80	SHABENA FATHIMA M	1280622BD080	23B2VAC4	80
81	SHEEBA S	1280622BD081	23B2VAC4	84
82	SINTHIYA R	1280622BD082	23B2VAC4	76
83	SIVARAMAKRISHNAN T S	1280622BD083	23B2VAC4	72
84	SIVASANKARI S	1280622BD084	23B2VAC4	84
85	SREEJA S	1280622BD085	23B2VAC4	88
86	SUBRAMANIAN K	1280622BD086	23B2VAC4	92
87	SUJA@RAMANI K	1280622BD087	23B2VAC4	84

88	SUNDARA RAJ J	1280622BD088	23B2VAC4	88
89	SWETHA S	1280622BD089	23B2VAC4	80
90	THEVAR AMBIKA ESSAKI	1280622BD090	23B2VAC4	76
91	THOWFIC FATHIMA S	1280622BD091	23B2VAC4	72
92	TRYPHENA DULSY A	1280622BD092	23B2VAC4	84
93	ULAGAMMAL S	1280622BD093	23B2VAC4	88
94	VALARMATHI M	1280622BD094	23B2VAC4	84
95	VARSHA G	1280622BD095	23B2VAC4	88
96	VENNILA S	1280622BD096	23B2VAC4	96
97	VIDHYA A	1280622BD097	23B2VAC4	88
98	ARTI JENA	1280622BD098	23B2VAC4	84
99	VISWA SUNDARI P	1280622BD099	23B2VAC4	82
100	YASEER NAVEETH S	1280622BD100	23B2VAC4	80

*R. Ohal*  
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**M.ED. SECOND YEAR (2023-24) - VALUE ADDED COURSE**

**COURSE TITLE: DIGITAL MARKETING**

**COURSE CODE: 23M2VAC1**

**SYLLABUS**

## **Unit 1: Introduction to Digital Marketing**


- **Overview of Digital Marketing**
  - Definition and scope
  - Evolution of digital marketing
  - Comparison with traditional marketing
- **Digital Marketing Strategy**
  - Developing a digital marketing strategy
  - Setting objectives and goals
  - Understanding the digital marketing funnel
- **Key Digital Marketing Channels**
  - Overview of channels: SEO, SEM, social media, content marketing, email marketing
  - Integrating channels into a cohesive strategy

## **Unit 2: Search Engine Optimization (SEO)**

- **Introduction to SEO**
  - What is SEO and why it matters
  - How search engines work
  - Key SEO terminology and concepts
- **On-Page SEO**
  - Keyword research and analysis
  - Optimizing content for search engines
  - Meta tags, headings, and URL structure
- **Off-Page SEO**
  - Social signals and their impact on SEO
  - Local SEO strategies

## **Unit 3: Social Media Marketing**

- **Introduction to Social Media Marketing**
  - Importance of social media in digital marketing
  - Overview of major social media platforms (Facebook, Twitter, Instagram, LinkedIn, etc.)
  - Creating a social media strategy
- **Content Creation and Management**
  - Developing engaging content for different platforms
  - Social media content calendar

  
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- Tools for content creation and management
- **Social Media Advertising**
  - Types of social media ads
  - Measuring and optimizing social media ad performance

## Unit 4: Content Marketing

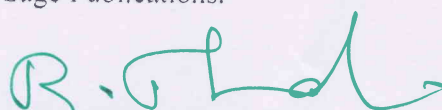
- **Introduction to Content Marketing**
  - What is content marketing?
  - Importance of content marketing in digital strategies
  - Types of content: Blogs, videos, infographics, eBooks
- **Content Creation and Strategy**
  - Developing a content marketing strategy
  - Creating valuable and relevant content
  - Content distribution channels
- **Measuring Content Marketing Success**
  - Key metrics and KPIs for content marketing
  - Tools for tracking and analysing content performance

## Unit 5: Analytics and Performance Measurement

- **Introduction to Digital Analytics**
  - Importance of analytics in digital marketing
  - Overview of digital analytics tools (Google Analytics, SEMrush, etc.)
  - Key performance indicators (KPIs) for digital marketing
- **Data Collection and Analysis**
  - Methods for collecting data
  - Analysing data to derive actionable insights
  - Creating and interpreting reports
- **Optimizing Marketing Performance**
  - Using data to improve digital marketing strategies
  - Best practices for ongoing performance measurement

### References:

- Clifton, B. (2020). *Advanced Web Metrics with Google Analytics*. Wiley.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation, and Practice*. Pearson.
- Ryan, D. (2016). *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*. Kogan Page.
- Fishkin, R., & Høgenhaven, T. (2015). *The Art of SEO: Mastering Search Engine Optimization*. O'Reilly Media.
- Qualman, E. (2020). *Socialnomics: How Social Media Transforms the Way We Live and Do Business*. Wiley.
- Tuten, T. L., & Solomon, M. R. (2017). *Social Media Marketing*. Sage Publications.

  
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## VALUE ADDED COURSES: 2023-24

### SCHEDULE

Date: 28.08.2023 to 02.09.2023

Total Hours: 36

S.No.	Course/ Year	Course Code	Title of the Value Added Course	No. of Students	Name of the Co-Ordinator
1	B.Ed. II Year	23B2VAC1	Professional Ethics	25	Dr. S. KOTTURSAMY
2	B.Ed. II Year	23B2VAC2	Basic Counselling Skills	25	
3	B.Ed. II Year	23B2VAC3	Women Rights	25	
4	B.Ed. II Year	23B2VAC4	Quantitative Aptitude & Reasoning Skills	25	
5	M.Ed. II Year	23M2VAC1	Digital Marketing	25	
6	M.Ed. II Year	23M2VAC2	Interpersonal Skills	25	

  
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## VALUE ADDED COURSE: 2023-24

Date: 28.08.2023 to 02.09.2023 (B.Ed. & M.Ed. II Year)

### TIME TABLE

Day	Time					
	9.30 - 10.30 am	10.30 - 11.30 am	11.30 - 11.40 am	11.40 - 12.40 pm	12.40 - 1.20 pm	1.20 - 2.20 pm
Day 1	Session I	Session II	Break		Session III	Session IV
Day 2	Session I	Session II	Break		Session III	Session IV
Day 3	Session I	Session II	Break		Session III	Session IV
Day 4	Session I	Session II	Break		Session III	Session IV
Day 5	Session I	Session II	Break		Session III	Session IV
Day 6	Session I	Session II	Break		Session III	Session IV
			LUNCH			
			Break			
					2.20 - 3.20 pm	3.30 - 4.30 pm
					Session V	Session VI
					Session V	Session VI
					Session V	Session VI
					Session V	Session VI
					Session V	Session VI
					Session V	Session VI

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**TIRUNELVELI - 627 152.**



# PSN COLLEGE OF EDUCATION

(Approved by NCTE and Affiliated to Tamilnadu Teachers Education University,

Accredited with 'B' Grade by NAAC)

Melathediyoor, Palayamkottai Taluk, Tirunelveli District-627152. Phone: 04634 - 279082

Email:psncedu@gmail.com, Website:www.psnce.co.in

**M.ED. SECOND YEAR (2023-24) - VALUE ADDED COURSE**

**COURSE TITLE: DIGITAL MARKETING**

**COURSE CODE: 23M2VAC1**

Name:  
Time : 30 Minutes

Reg.No:  
Max.Marks: 25

-----  
**Answer ALL the question**  
**Each Questions carries 1 marks**  
-----

- 1. What is the primary goal of digital marketing?**
  - A) To create offline advertisements
  - B) To increase brand awareness and drive online sales
  - C) To produce TV commercials
  - D) To distribute print flyers
- 2. Which of the following is a key component of SEO?**
  - A) Paid search ads
  - B) Social media engagement
  - C) Keyword research
  - D) Email marketing
- 3. What does PPC stand for in digital marketing?**
  - A) Pay Per Click
  - B) Pay Per Conversion
  - C) Pay Per Content
  - D) Pay Per Customer
- 4. Which platform is known for its business-oriented social networking?**
  - A) Facebook
  - B) Instagram
  - C) LinkedIn
  - D) Twitter
- 5. What is the purpose of a landing page in digital marketing?**
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- 6. Which metric measures the percentage of visitors who leave a website after viewing only one page?**
  - A) Bounce Rate
  - B) Click-Through Rate
  - C) Conversion Rate
  - D) Engagement Rate
- 7. What is an example of off-page SEO?**
  - A) Optimizing meta tags
  - B) Building backlinks
  - C) Writing blog posts
  - D) Updating site content
- 8. Which of the following is a common social media platform for visual content?**
  - A) Twitter
  - B) LinkedIn
  - C) Pinterest
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  - B) Customizing email content for each recipient
  - C) Tracking user behavior manually
  - D) Scheduling and sending personalized emails automatically
24. Which of the following is a common KPI for measuring social media performance?
  - A) Page Load Time
  - B) Click-Through Rate (CTR)
  - C) Bounce Rate
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25. What does ROI stand for in digital marketing?
  - A) Return on Investment
  - B) Rate of Interest
  - C) Return on Income
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**M.ED. SECOND YEAR (2023-24) - VALUE ADDED COURSE**

**COURSE TITLE: DIGITAL MARKETING**

**COURSE CODE: 23M2VAC1**

## Answer Key

1. Answer: B) To increase brand awareness and drive online sales.
2. Answer: C) Keyword research
3. Answer: A) Pay Per Click.
4. Answer: C) LinkedIn
5. Answer: B) To capture leads or conversions from a specific campaign
6. Answer: A) Bounce Rate.
7. Answer: B) Building backlinks.
8. Answer: C) Pinterest.
9. Answer: A) Customer Relationship Management.
10. Answer: B) Google Analytics.
11. Answer: C) Email Marketing.
12. Answer: B) Content Marketing.
13. Answer: B) SEO.
14. Answer: D) Conversion Rate.
15. Answer: A) To compare two versions of a webpage or ad to see which performs better.
16. Answer: B) Snapchat.
17. Answer: A) Cost Per Click.
18. Answer: B) Industry insights and thought leadership.
19. Answer: C) When a user completes a desired action, such as making a purchase.
20. Answer: C) Cost Per Acquisition (CPA).
21. Answer: C) To re-engage users who have previously interacted with your brand.
22. Answer: B) Social Proof Marketing.
23. Answer: D) Scheduling and sending personalized emails automatically.
24. Answer: D) Engagement Rate.
25. Answer: A) Return on Investment.

  
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M.ED. SECOND YEAR (2023-24) - VALUE ADDED COURSE

COURSE TITLE: DIGITAL MARKETING

COURSE CODE: 23M2VAC1

Name: Esavani, K  
Time : 30 Minutes

Reg.No: 1280622MD010  
Max.Marks: 25

Answer ALL the question  
Each Questions carries 1 marks

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  - A) Twitter
  - B) LinkedIn
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  - D) Reddit

20  
25

80%

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*R. S. S.*  
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M.ED. SECOND YEAR (2023-24) - VALUE ADDED COURSE

COURSE TITLE: DIGITAL MARKETING

COURSE CODE: 23M2VAC1

Name: *N. Mariammal*  
Time : 30 Minufes

Reg.No: *1280622M2021*  
Max.Marks: 25

Answer ALL the questions  
Each Question carries 1 marks

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*81/25*  
*84%*  
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*R. Thel*  
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## VALUE ADDED COURSES: 2023-24

### SCHEDULE

Date: 28.08.2023 to 02.09.2023

Total Hours: 36

S.No.	Course/ Year	Course Code	Title of the Value Added Course	No. of Students	Name of the Co-Ordinator
1	B.Ed. II Year	23B2VAC1	Professional Ethics	25	Dr. S. KOTTURSAMY
2	B.Ed. II Year	23B2VAC2	Basic Counselling Skills	25	
3	B.Ed. II Year	23B2VAC3	Women Rights	25	
4	B.Ed. II Year	23B2VAC4	Quantitative Aptitude & Reasoning Skills	25	
5	M.Ed. II Year	23M2VAC1	Digital Marketing	25	
6	M.Ed. II Year	23M2VAC2	Interpersonal Skills	25	

  
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**M.ED. SECOND YEAR (2023-24) -VALUE ADDED COURSE**

**COURSE TITLE: INTERPERSONAL SKILLS COURSE CODE: 23M2VAC2**

## SYLLABUS

### Unit 1: Foundations of Interpersonal Skills

- **Objective:** Understand the importance of interpersonal skills in personal and professional settings.
- **Topics:**
  - Definition and types of interpersonal skills (communication, empathy, active listening)
  - The role of interpersonal skills in building relationships and career success
  - Self-awareness and its impact on interpersonal skills

### Unit 2: Effective Communication Techniques

- **Objective:** Learn and practice effective communication techniques to enhance interpersonal interactions.
- **Topics:**
  - Verbal and non-verbal communication
  - Active listening, questioning, and feedback skills
  - Communication barriers and overcoming them

### Unit 3: Emotional Intelligence and Interpersonal Skills

- **Objective:** Understand the concept of emotional intelligence (EQ) and its relevance to interpersonal skills.
- **Topics:**
  - Components of emotional intelligence: self-awareness, self-regulation, motivation, empathy, and social skills
  - Applying emotional intelligence to enhance interpersonal skills
  - Developing empathy and managing emotions in interpersonal contexts

### Unit 4: Conflict Resolution and Negotiation

- **Objective:** Learn techniques for resolving conflicts and negotiating effectively in various interpersonal scenarios.
- **Topics:**
  - Types of conflicts and their causes
  - Conflict resolution styles (competing, avoiding, accommodating, collaborating, compromising)
  - Negotiation techniques and strategies

  
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## Unit 5: Teamwork and Collaboration

- **Objective:** Develop skills for effective teamwork and collaboration in diverse environments.
- **Topics:**
  - Dynamics of team behaviour and roles
  - Building trust and fostering a collaborative environment
  - Strategies for effective team communication and decision-making.

## References and Further Reading:

- "Interpersonal Skills in Organizations" by Suzanne de Janasz, Karen Dowd, and Beth Schneider
- "Emotional Intelligence 2.0" by Travis Bradberry and Jean Greaves
- "People Skills: How to Assert Yourself, Listen to Others, and Resolve Conflicts" by Robert Bolton
- Goleman, D. (1995). Emotional Intelligence: Why It Can Matter More Than IQ. Bantam Books.
- Fisher, R., Ury, W., & Patton, B. (1991). Getting to Yes: Negotiating Agreement Without Giving In. Penguin Books.
- Lencioni, P. (2002). The Five Dysfunctions of a Team: A Leadership Fable. Jossey-Bass.
- Patterson, K., Grenny, J., McMillan, R., & Switzler, A. (2011). Crucial Conversations: Tools for Talking When Stakes Are High. McGraw-Hill.

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Email: psncedu@gmail.com, Website: [www.psnce.co.in](http://www.psnce.co.in)

## VALUE ADDED COURSES: 2023-24

### SCHEDULE

Date: 28.08.2023 to 02.09.2023

Total Hours: 36

S.No.	Course/ Year	Course Code	Title of the Value Added Course	No. of Students	Name of the Co-Ordinator
1	B.Ed. II Year	23B2VAC1	Professional Ethics	25	Dr.S.KOTTURSAMY
2	B.Ed. II Year	23B2VAC2	Basic Counselling Skills	25	
3	B.Ed. II Year	23B2VAC3	Women Rights	25	
4	B.Ed. II Year	23B2VAC4	Quantitative Aptitude & Reasoning Skills	25	
5	M.Ed. II Year	23M2VAC1	Digital Marketing	25	
6	M.Ed. II Year	23M2VAC2	Interpersonal Skills	25	

*R. G. Chel*

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Melathediyoor, Palayamkottai Taluk, Tirunelveli District-627152. Phone: 04634-279082 Email: psnccedu@gmail.com, Website: www.psncc.edu.co.in

## VALUE ADDED COURSE: 2023-24

Date: 28.08.2023 to 02.09.2023 (B.Ed. & M.Ed. II Year)

### TIME TABLE

Day	Time												
	9.30 - 10.30 am	10.30-11.30am	11.30 -11.40 am	11.40- 12.40 pm	12.40-1.20 pm	1.20-2.20pm	2.20-3.20pm	03.20 -03.30 pm	3.30 -4.30pm				
Day 1	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Break			Session VI
Day 2	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Break			Session VI
Day 3	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Break			Session VI
Day 4	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Break			Session VI
Day 5	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Break			Session VI
Day 6	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Break			Session VI

*R. S. Reddy*

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M.ED. SECOND YEAR (2023-24) -VALUE ADDED COURSE

COURSE TITLE: INTERPERSONAL SKILLS

COURSE CODE: 23M2VAC2

Name:  
Time: 30 Minutes

Reg.No:  
Max.Marks: 25

Answer ALL the questions  
Each Question carries 1 mark

1. What is the primary component of effective communication?  
 a) Speaking loudly       b) Active listening  
 c) Multitasking       d) Dominating the conversation
2. Which of the following is NOT a type of non-verbal communication?  
 a) Facial expressions       b) Tone of voice  
 c) Written emails       d) Body language
3. What is the term for understanding another person's feelings or perspectives?  
 a) Sympathy       b) Empathy       c) Apathy       d) Criticism
4. Which of the following is a barrier to effective communication?  
 a) Active listening       b) Clear messaging  
 c) Noise and distractions       d) Eye contact
5. Emotional intelligence is primarily about managing which of the following?  
 a) Money       b) Emotions       c) Time       d) Resources
6. Which of the following is a sign of good teamwork?  
 a) Frequent conflicts       b) Clear communication  
 c) Unilateral decision-making       d) Lack of accountability
7. What does 'assertive communication' mean?  
 a) Being aggressive to make a point  
 b) Expressing your views respectfully and confidently  
 c) Avoiding conflicts at all costs  
 d) Staying silent to avoid confrontation

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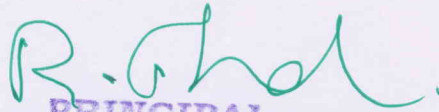
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8. Which of the following is a key element of conflict resolution?
  - a) Ignoring the issue
  - b) Blaming others
  - c) Finding a mutually acceptable solution
  - d) Avoiding discussion
9. What is the purpose of active listening?
  - a) To prepare your response
  - b) To truly understand the speaker's message
  - c) To dominate the conversation
  - d) To criticize the speaker
10. Which term describes the ability to work well with others toward a common goal?
  - a) Independence
  - b) Teamwork
  - c) Isolation
  - d) Self-reliance
11. Which of these behaviors is essential for building trust in relationships?
  - a) Gossiping
  - b) Being honest and transparent
  - c) Ignoring feedback
  - d) Withholding information
12. What is meant by 'feedback' in interpersonal communication?
  - a) Criticism only
  - b) A response to a message
  - c) Ignoring what was said
  - d) Avoiding interaction
13. What is a benefit of good interpersonal skills in the workplace?
  - a) Increased conflicts
  - b) Poor teamwork
  - c) Enhanced collaboration and productivity
  - d) Reduced morale
14. Which interpersonal skill involves understanding and managing one's own emotions and those of others?
  - a) Technical skills
  - b) Emotional intelligence
  - c) Negotiation
  - d) Decision-making
15. Which of these is NOT a part of emotional intelligence?
  - a) Self-awareness
  - b) Self-regulation
  - c) Physical fitness
  - d) Empathy
16. What is 'active listening'?
  - a) Interrupting to make your point
  - b) Nodding without understanding
  - c) Fully concentrating, understanding, responding, and remembering what is being said
  - d) Looking around while someone speaks

  
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17. Which style of communication is considered most effective for maintaining healthy relationships?
  - a) Aggressive
  - b) Passive
  - c) Assertive
  - d) Passive-aggressive
18. Which of the following is an example of effective feedback?
  - a) "You always do it wrong."
  - b) "I noticed that the report was late; let's work on a plan to ensure it's on time next week."
  - c) "You're hopeless at this."
  - d) "I don't care about your work."
19. Which communication method is most effective for building trust?
  - a) Being defensive
  - b) Avoiding eye contact
  - c) Being open and transparent
  - d) Criticizing others publicly
20. What is a key skill for effective negotiation?
  - a) Insisting on your point only
  - b) Finding win-win solutions
  - c) Ignoring the other party's concerns
  - d) Raising your voice
21. Which of these is a benefit of maintaining eye contact during communication?
  - a) Shows disinterest
  - b) Demonstrates confidence and attentiveness
  - c) Indicates dominance
  - d) Creates discomfort
22. What does 'body language' communicate in interpersonal interactions?
  - a) Only nervousness
  - b) Feelings, attitudes, and intentions
  - c) Strictly professionalism
  - d) Nothing significant
23. Which of the following practices can help in managing conflicts?
  - a) Listening actively and empathizing
  - b) Ignoring the other person
  - c) Escalating the situation
  - d) Blaming the other person
24. Which component of emotional intelligence involves recognizing one's own emotions?
  - a) Self-regulation
  - b) Empathy
  - c) Self-awareness
  - d) Motivation
25. What does 'rapport building' mean in interpersonal communication?
  - a) Creating barriers
  - b) Building a friendly and trusting relationship
  - c) Avoiding conversations
  - d) Forcing opinions

  
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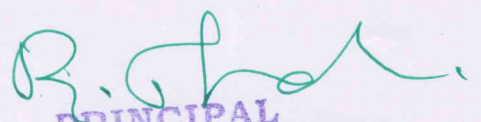
**M.ED. SECOND YEAR (2023-24) -VALUE ADDED COURSE**

**COURSE TITLE: INTERPERSONAL SKILLS**

**COURSE CODE: 23M2VAC2**

## Answer Key

1. Answer: b) Active listening
2. Answer: c) Written emails
3. Answer: b) Empathy
4. Answer: c) Noise and distractions
5. Answer: b) Emotions
6. Answer: b) Clear communication
7. Answer: b) Expressing your views respectfully and confidently
8. Answer: c) Finding a mutually acceptable solution
9. Answer: b) To truly understand the speaker's message
10. Answer: b) Teamwork
11. Answer: b) Being honest and transparent
12. Answer: b) A response to a message
13. Answer: c) Enhanced collaboration and productivity
14. Answer: b) Emotional intelligence
15. Answer: c) Physical fitness
16. Answer: c) Fully concentrating, understanding, responding, and remembering what is being said
17. Answer: c) Assertive
18. Answer: b) "I noticed that the report was late; let's work on a plan to ensure it's on time next week."
19. Answer: c) Being open and transparent
20. Answer: b) Finding win-win solutions
21. Answer: b) Demonstrates confidence and attentiveness
22. Answer: b) Feelings, attitudes, and intentions
23. Answer: a) Listening actively and empathizing
24. Answer: c) Self-awareness
25. Answer: b) Building a friendly and trusting relationship

  
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**M.ED. SECOND YEAR (2023-24) -VALUE ADDED COURSE**

**COURSE TITLE: INTERPERSONAL SKILLS**

**COURSE CODE: 23M2VAC2**

Name: Priyanka.s  
Time: 30 Minutes

Reg.No: 1280622MD031  
Max.Marks: 25

Answer ALL the questions  
Each Question carries 1 mark

1. What is the primary component of effective communication?  
 a) Speaking loudly  b) Active listening  
 c) Multitasking  d) Dominating the conversation
2. Which of the following is NOT a type of non-verbal communication?  
 a) Facial expressions  b) Tone of voice  
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3. What is the term for understanding another person's feelings or perspectives?  
 a) Sympathy  b) Empathy  c) Apathy  d) Criticism
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5. Emotional intelligence is primarily about managing which of the following?  
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 a) Frequent conflicts  b) Clear communication  
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7. What does 'assertive communication' mean?  
 a) Being aggressive to make a point  
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 c) Avoiding conflicts at all costs  
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23/25 92%

R. Ahad  
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9. What is the purpose of active listening?
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M.ED. SECOND YEAR (2023-24) -VALUE ADDED COURSE

COURSE TITLE: INTERPERSONAL SKILLS

COURSE CODE: 23M2VAC2

Name: *Solva Bharathiy.s*  
Time: 30 Minutes

Reg.No: *1280622MD036*  
Max.Marks: 25

Answer ALL the questions  
Each Question carries 1 mark

1. What is the primary component of effective communication?  
 a) Speaking loudly  b) Active listening  
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*92%*  
*23*  
*25*

*R. S. S.*  
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19. Which communication method is most effective for building trust?

- a) Being defensive     b) Avoiding eye contact  
 c) Being open and transparent     d) Criticizing others publicly

20. What is a key skill for effective negotiation?

- a) Insisting on your point only     b) Finding win-win solutions  
 c) Ignoring the other party's concerns     d) Raising your voice

21. Which of these is a benefit of maintaining eye contact during communication?

- a) Shows disinterest     b) Demonstrates confidence and attentiveness  
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22. What does 'body language' communicate in interpersonal interactions?

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23. Which of the following practices can help in managing conflicts?

- a) Listening actively and empathizing     b) Ignoring the other person  
 c) Escalating the situation     d) Blaming the other person

24. Which component of emotional intelligence involves recognizing one's own emotions?

- a) Self-regulation     b) Empathy     c) Self-awareness     d) Motivation

25. What does 'rapport building' mean in interpersonal communication?

- a) Creating barriers     b) Building a friendly and trusting relationship  
 c) Avoiding conversations     d) Forcing opinions

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## PSN COLLEGE OF EDUCATION, TIRUNELVELI

Value Added Course - M.Ed.II YEAR (2023-2024) - Score Card

Course Title: 1. Digital Marketing - 23M2VAC1

Course Title: 2. Interpersonal skills - 23M2VAC2

Date of Examination: 02.09.2023

S.No.	Student name	Register No.	Course Code	Score
				Max: 100
1	AISWARYA	1280622MD001	23M2VAC1	88
2	ALPHONSA A	1280622MD002	23M2VAC1	84
3	AMATHUL MALIK A	1280622MD003	23M2VAC1	92
4	AROCKIA SELVA MARY S M	1280622MD004	23M2VAC1	96
5	ARUNKUMAR J	1280622MD005	23M2VAC1	88
6	BHUVANESWARI P S	1280622MD006	23M2VAC1	80
7	BLESSY INBA S	1280622MD007	23M2VAC1	84
8	BLESSY ROSE REGINA T	1280622MD008	23M2VAC1	88
9	ELCI B	1280622MD009	23M2VAC1	76
10	ESAIVANI K	1280622MD010	23M2VAC1	80
11	HELEN PRINCESS S	1280622MD011	23M2VAC1	84
12	JEBAGOLDA A	1280622MD012	23M2VAC1	88
13	JEBAMALAI SELVAN S	1280622MD013	23M2VAC1	84
14	JEEVA JAYASEELAN J	1280622MD014	23M2VAC1	88
15	JENIFER F	1280622MD015	23M2VAC1	84
16	JESSI A	1280622MD016	23M2VAC1	92
17	JEYA CHITRA S	1280622MD017	23M2VAC1	88
18	JEYANTHI S	1280622MD018	23M2VAC1	88
19	KAVIN P	1280622MD019	23M2VAC1	76
20	KAVITHA M	1280622MD020	23M2VAC1	80
21	MARIAMMAL N	1280622MD021	23M2VAC1	84
22	MARY PRIYA X	1280622MD022	23M2VAC1	88
23	MENAKA J M	1280622MD023	23M2VAC1	84
24	NAVEETHA K V	1280622MD024	23M2VAC1	80
25	NISHA P	1280622MD025	23M2VAC1	84
26	NITHYA P	1280622MD026	23M2VAC2	80
27	PARVATHY L	1280622MD027	23M2VAC2	84
28	PREETHY J	1280622MD028	23M2VAC2	88
29	PRISKILLA THEBORAL J	1280622MD029	23M2VAC2	76
30	PRIYA S	1280622MD030	23M2VAC2	80
31	PRIYANKA S	1280622MD031	23M2VAC2	92
32	RACHEL PUSHPA REXY M	1280622MD032	23M2VAC2	88

33	RAMAN K	1280622MD033	23M2VAC2	84
34	SABARI VALLIAMMAL B	1280622MD034	23M2VAC2	88
35	SANGARI A	1280622MD035	23M2VAC2	84
36	SELVA BHARATHY S	1280622MD036	23M2VAC2	92
37	SELVA SWEETY P	1280622MD037	23M2VAC2	88
38	SHAJITHA BEGAM A	1280622MD038	23M2VAC2	84
39	SHARMILA SOUNDREBAI J	1280622MD039	23M2VAC2	80
40	SIRIAPUSHPAM M	1280622MD040	23M2VAC2	84
41	SUDHA P	1280622MD041	23M2VAC2	80
42	SUGITHA M	1280622MD042	23M2VAC2	84
43	SUHITHA S	1280622MD043	23M2VAC2	88
44	SURYA B	1280622MD044	23M2VAC2	76
45	SWETHA S	1280622MD045	23M2VAC2	80
46	VALARMATHI G	1280622MD046	23M2VAC2	84
47	VALLI S	1280622MD047	23M2VAC2	88
48	VALLI T	1280622MD048	23M2VAC2	84
49	VENUGA @ SIMPOSEMUKILA A	1280622MD049	23M2VAC2	88
50	VIJAYAN B	1280622MD050	23M2VAC2	84

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Email:psncedu@gmail.com, Website:www.psnce.co.in

## B.ED. FIRST YEAR (2023-24)-VALUE ADDED COURSE

COURSE TITLE: GENDER SENSITIVITY

COURSE CODE: 23B1VAC1

### SYLLABUS

#### Course Objectives:

By the end of this course, students should be able to:

1. Understand and articulate the fundamental concepts and theories related to gender sensitivity.
2. Analyse the impact of gender norms and stereotypes on individuals and communities.
3. Recognize and address gender-based discrimination and violence.
4. Apply gender-sensitive approaches in diverse social and professional settings.
5. Advocate for gender equality and promote inclusive practices within organizations and communities.

#### Course Outcomes:

Upon successful completion of the course, students will be able to:

1. Define key concepts related to gender sensitivity and gender equality.
2. Evaluate the influence of gender norms and stereotypes on various aspects of society.
3. Identify and challenge instances of gender-based discrimination and violence.
4. Implement gender-sensitive strategies and practices in personal and professional contexts.
5. Develop and present initiatives aimed at promoting gender equality and inclusivity.

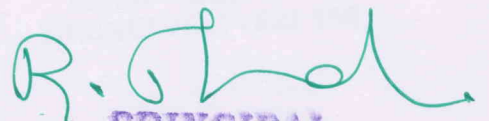
#### Course Outline:

##### Unit 1: Introduction to Gender Sensitivity

- **Concepts and Definitions:** Gender, gender sensitivity, and gender equality.
- **Historical Perspectives:** Evolution of gender roles and norms.
- **Gender Theories:** Key theories and frameworks (e.g., Social Constructionism, Feminist Theories).

##### Unit 2: Gender Norms and Stereotypes

- **Understanding Gender Norms:** How norms shape behaviors and expectations.
- **Gender Stereotypes:** Impact on individuals and society.
- **Case Studies:** Examples of gender norms and stereotypes in different cultures and contexts.

  
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## Unit 3: Intersectionality and Diversity

- **Intersectionality:** Understanding how gender intersects with race, class, sexuality, and other identities.
- **Diverse Perspectives:** The impact of intersectional identities on experiences of discrimination and privilege.
- **Inclusive Practices:** Strategies for promoting inclusivity in diverse settings.

## Unit 4: Gender-Based Discrimination and Violence

- **Types of Discrimination:** Gender-based discrimination in various spheres (e.g., workplace, education, healthcare).
- **Gender-Based Violence:** Forms of violence (e.g., domestic violence, sexual harassment, trafficking).
- **Legal and Policy Frameworks:** Laws and policies addressing gender-based violence and discrimination.

## Unit 5: Promoting Gender Equality

- **Gender-Sensitive Approaches:** Best practices for integrating gender sensitivity in programs and policies.
- **Advocacy and Activism:** Strategies for advocating gender equality and challenging gender biases.
- **Case Studies and Projects:** Analysing successful initiatives and developing personal action plans.

## References:

### Core Textbooks:

1. **Tong, R.** (2009). *Feminist Thought: A More Comprehensive Introduction* (2nd ed.). Routledge.
2. **Butler, J.** (2006). *Gender Trouble: Feminism and the Subversion of Identity* (10th Anniversary ed.). Routledge.
3. **Riley, D.** (2017). *The Gendered Society* (6th ed.). Oxford University Press.
4. **Social Problems** (2022). *Articles on Gender Inequality and Intersectionality*. Oxford University Press.

  
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## VALUE ADDED COURSES: 2023-24

### SCHEDULE

Date: 04.12.2023 to 09.12.2023

Total Hours: 36 Hrs

S.No.	Course/ Year	Course Code	Title of the Value Added Course	No. of Students	Name of the Co-ordinator
1	B.Ed. I Year	23B1VAC1	Gender Sensitivity	25	Mrs. A. ANITHA
2	B.Ed. I Year	23B1VAC2	Skill Development	25	
3	B.Ed. I Year	23B1VAC3	Educational Administration	25	
4	B.Ed. I Year	23B1VAC4	Effective Communication	25	
5	M.Ed. I Year	23M1VAC1	Commercial Mathematics	25	
6	M.Ed. I Year	23M1VAC2	E-Business	25	

  
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### VALUE ADDED COURSE: 2023-24

Date: 04.12.2023 to 09.12.2023 (B.Ed. & M.Ed. I Year)

#### TIME TABLE

Day	Time									
	9.30 - 10.30 am	10.30-11.30am	11.30 - 11.40 am	11.40- 12.40 pm	12.40-1.20 pm	1.20-2.20pm	2.20-3.20pm	3.30 -4.30pm		
Day 1	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Session VI
Day 2	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Session VI
Day 3	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Session VI
Day 4	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Session VI
Day 5	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Session VI
Day 6	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Session VI

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## B.ED. FIRST YEAR (2023-24) -VALUE ADDED COURSE

COURSE TITLE: GENDER SENSITIVITY

COURSE CODE: 23B1VAC1

Name:

Time: 30 Minutes

Reg.No:

Max.Marks: 25

Answer ALL the questions

Each Question carries 1 mark

1. What does the term "gender sensitivity" refer to?

- a) Awareness of gender-based issues & promoting gender equality
- b) Avoiding gender-related topics
- c) Emphasizing traditional gender roles
- d) ignoring gender differences

2. Which theory focuses on the social construction of gender roles?

- a) Biological Theory
- b) Feminist Theory
- c) Social Constructionism
- d) Evolutionary Theory

3. What is a common impact of gender stereotypes on individuals?

- a) Enhanced self-esteem
- b) Greater career opportunities
- c) Limitation of potential and opportunities
- d) Improved interpersonal relationships

4. The concept of "intersectionality" helps us understand how different forms of identity:

- a) Are unrelated and separate
- b) Combine to create unique experiences of privilege and oppression
- c) Are universally the same
- d) Only affect gender, not other identities

5. What type of gender-based violence includes harassment or assault in the workplace?


- a) Domestic Violence
- b) Sexual Harassment
- c) Human Trafficking
- d) Intimate Partner Violence

6. Which of the following is NOT a characteristic of gender norms?

- a) Socially constructed expectations
- b) Consistent across all cultures
- c) Influences behaviour and roles
- d) Reinforced through various social institutions

7. What does "gender equality" aim to achieve?

- a) Equal representation in traditional gender roles
- b) Equal opportunities and rights regardless of gender
- c) Same job roles for all genders
- d) Equal pay for all professions

  
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**8. Which approach focuses on integrating gender sensitivity into programs and policies?**

- a) Gender-Blind Approach                      b) Gender-Sensitive Approach  
c) Gender-Neutral Approach                d) Gender-Specific Approach

**9. What is an example of an intersectional identity?**

- a) Being only female                              b) Being a woman and a person of color  
c) Being only a student                         d) Being only a parent

**10. Which term describes the unequal treatment of individuals based on gender?**

- a) Gender Bias            b) Gender Sensitivity            c) Gender Parity                      d) Gender Equity

**11. What is the primary goal of gender-based policies?**

- a) To reinforce traditional gender roles  
b) To ensure equal opportunities and address gender disparities  
c) To promote gender-specific job roles      d) To avoid addressing gender issues

**12. What is a common barrier to achieving gender equality?**

- a) Supportive policies                              b) Gender stereotypes and biases  
c) Inclusive practices                              d) Equal pay laws

**13. Which type of gender-based violence involves exploitation for commercial purposes?**

- a) Domestic Violence                              b) Sexual Harassment  
c) Human Trafficking                              d) Intimate Partner Violence

**14. What is the aim of gender-sensitive education?**

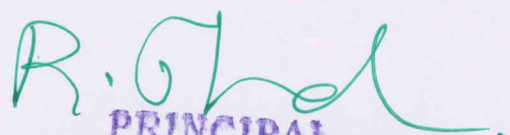
- a) To focus solely on traditional gender roles  
b) To promote understanding and respect for all gender identities  
c) To avoid discussing gender issues              d) To reinforce stereotypes

**15. Which of the following is NOT a strategy for promoting gender equality?**

- a) Implementing inclusive policies      b) Addressing and challenging gender biases  
c) Ignoring gender issues in decision-making      d) Educating about gender diversity

**16. What is the primary focus of feminist theories in gender studies?**

- a) Reaffirming traditional gender roles      b) Analysing and challenging power structures related to gender  
c) Promoting gender stereotypes      d) Maintaining gender inequalities

  
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## 17. How can organizations promote gender inclusivity?

- a) By ignoring gender differences
- b) By implementing gender-blind policies
- c) By developing gender-sensitive practices and training
- d) By reinforcing traditional gender roles

## 18. What does "gender-blind" mean in the context of policies?

- a) Acknowledging and addressing gender differences
- b) Ignoring gender differences and treating everyone the same
- c) Emphasizing gender-specific roles
- d) Designing policies based on gender stereotypes

## 19. What role does advocacy play in promoting gender equality?

- a) Limiting awareness about gender issues
- b) Promoting gender-specific policies
- c) Raising awareness and pushing for systemic change
- d) Reinforcing gender inequalities

## 20. Which document is commonly used to address gender equality globally?

- a) The Paris Agreement
- b) The Geneva Convention
- c) The Kyoto Protocol
- d) The Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW)

## 21. What does "gender parity" refer to?

- a) Equality in pay for different genders
- b) Equal representation of genders in various spheres
- c) Equal number of men and women in all professions
- d) Gender equality in terms of opportunities and rights

## 22. What type of research focuses on understanding and addressing gender-related issues in different cultures?

- a) Comparative Gender Studies
- b) Gender-Specific Research
- c) Cross-Cultural Gender Research
- d) Experimental Gender Research

## 23. Which is an example of a gender-sensitive practice in the workplace?


- a) Ignoring gender disparities in promotion
- b) Implementing policies for equal pay and opportunities
- c) Enforcing traditional gender roles
- d) Avoiding discussions about gender issues

## 24. What does "gender equity" focus on?

- a) Treating everyone exactly the same
- b) Ensuring fair treatment and addressing imbalances
- c) Reinforcing traditional gender roles
- d) Avoiding gender-related discussions

## 25. What is the role of gender-sensitive language?

- a) To reinforce gender stereotypes
- b) To avoid using inclusive terms
- c) To promote respect and inclusivity in communication
- d) To exclude non-binary and gender-diverse individuals

  
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## B.ED. FIRST YEAR (2023-24)-VALUE ADDED COURSE

COURSE TITLE: GENDER SENSITIVITY

COURSE CODE: 23B1VAC1

### Answer Key

1. Answer: a) Awareness of gender-based issues and promoting gender equality
2. Answer: c) Social Constructionism
3. Answer: c) Limitation of potential and opportunities
4. Answer: b) Combine to create unique experiences of privilege and oppression
5. Answer: b) Sexual Harassment
6. Answer: b) Consistent across all cultures
7. Answer: b) Equal opportunities and rights regardless of gender
8. Answer: b) Gender-Sensitive Approach
9. Answer: b) Being a woman and a person of color
10. Answer: a) Gender Bias
11. Answer: b) To ensure equal opportunities and address gender disparities
12. Answer: b) Gender stereotypes and biases
13. Answer: c) Human Trafficking
14. Answer: b) To promote understanding and respect for all gender identities
15. Answer: c) Ignoring gender issues in decision-making
16. Answer: b) Analyzing and challenging power structures related to gender
17. Answer: c) By developing gender-sensitive practices and training
18. Answer: b) Ignoring gender differences and treating everyone the same
19. Answer: c) Raising awareness and pushing for systemic change
20. Answer: d) The Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW)
21. Answer: b) Equal representation of genders in various spheres
22. Answer: c) Cross-Cultural Gender Research
23. Answer: b) Implementing policies for equal pay and opportunities
24. Answer: b) Ensuring fair treatment and addressing imbalances
25. Answer: c) To promote respect and inclusivity in communication

  
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## B.ED. FIRST YEAR (2023-24) -VALUE ADDED COURSE

COURSE TITLE: GENDER SENSITIVITY

COURSE CODE: 23B1VAC1

Name: S. Divya.  
Time: 30 Minutes

Reg.No: 1280623BD014  
Max.Marks: 25

Answer ALL the questions

Each Question carries 1 mark

1. What does the term "gender sensitivity" refer to?

- (a) Awareness of gender-based issues & promoting gender equality  
b) Avoiding gender-related topics  
c) Emphasizing traditional gender roles d) ignoring gender differences

2. Which theory focuses on the social construction of gender roles?

- a) Biological Theory b) Feminist Theory  
 (c) Social Constructionism d) Evolutionary Theory

3. What is a common impact of gender stereotypes on individuals?

- a) Enhanced self-esteem b) Greater career opportunities  
 (c) Limitation of potential and opportunities d) Improved interpersonal relationships

4. The concept of "intersectionality" helps us understand how different forms of identity:

- a) Are unrelated and separate  
b) Combine to create unique experiences of privilege and oppression  
c) Are universally the same  
 (d) Only affect gender, not other identities

5. What type of gender-based violence includes harassment or assault in the workplace?

- a) Domestic Violence  
c) Human Trafficking  
 (b) Sexual Harassment  
d) Intimate Partner Violence

6. Which of the following is NOT a characteristic of gender norms?

- a) Socially constructed expectations  
c) Influences behaviour and roles  
 (b) Consistent across all cultures  
d) Reinforced through various social institutions

7. What does "gender equality" aim to achieve?

- a) Equal representation in traditional gender roles  
 (b) Equal opportunities and rights regardless of gender  
c) Same job roles for all genders d) Equal pay for all professions

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c) Being only a student      d) Being only a parent

10. Which term describes the unequal treatment of individuals based on gender?

- a) Gender Bias      b) Gender Sensitivity      c) Gender Parity      d) Gender Equity ✓

11. What is the primary goal of gender-based policies?

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14. What is the aim of gender-sensitive education?

- a) To focus solely on traditional gender roles  
 b) To promote understanding and respect for all gender identities ✓  
c) To avoid discussing gender issues      d) To reinforce stereotypes

15. Which of the following is NOT a strategy for promoting gender equality?

- a) Implementing inclusive policies      b) Addressing and challenging gender biases  
 c) Ignoring gender issues in decision-making ✓  
d) Educating about gender diversity

16. What is the primary focus of feminist theories in gender studies?

- a) Reaffirming traditional gender roles      b) Analysing and challenging power structures related to gender ✓  
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## B.ED. FIRST YEAR (2023-24) -VALUE ADDED COURSE

COURSE TITLE: GENDER SENSITIVITY

COURSE CODE: 23B1VAC1

Name: G. Hema.  
Time: 30 Minutes

Reg.No: 1280623BD021  
Max.Marks: 25

Answer ALL the questions

Each Question carries 1 mark

1. What does the term "gender sensitivity" refer to?

- a) Awareness of gender-based issues & promoting gender equality  
b) Avoiding gender-related topics  
c) Emphasizing traditional gender roles d) ignoring gender differences

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5. What type of gender-based violence includes harassment or assault in the workplace?

- a) Domestic Violence  b) Sexual Harassment  
c) Human Trafficking d) Intimate Partner Violence

6. Which of the following is NOT a characteristic of gender norms?

- a) Socially constructed expectations b) Consistent across all cultures  
 c) Influences behaviour and roles d) Reinforced through various social institutions

7. What does "gender equality" aim to achieve?

- a) Equal representation in traditional gender roles  
b) Equal opportunities and rights regardless of gender  
c) Same job roles for all genders d) Equal pay for all professions

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TIRUNELVELI - 627 152



# PSN COLLEGE OF EDUCATION

(Approved by NCTE and Affiliated to Tamilnadu Teachers Education University,

Accredited with 'B' Grade by NAAC)

Melathediyoor, Palayamkottai Taluk, Tirunelveli District-627152. Phone: 04634 - 279082

Email:psncedu@gmail.com, Website:www.psnce.co.in

**8. Which approach focuses on integrating gender sensitivity into programs and policies?**

- a) Gender-Blind Approach  
b) Gender-Sensitive Approach  
c) Gender-Neutral Approach  
d) Gender-Specific Approach

**9. What is an example of an intersectional identity?**

- a) Being only female  
b) Being a woman and a person of color  
c) Being only a student  
d) Being only a parent

**10. Which term describes the unequal treatment of individuals based on gender?**

- a) Gender Bias  
b) Gender Sensitivity  
c) Gender Parity  
d) Gender Equity

**11. What is the primary goal of gender-based policies?**

- a) To reinforce traditional gender roles  
b) To ensure equal opportunities and address gender disparities  
c) To promote gender-specific job roles  
d) To avoid addressing gender issues

**12. What is a common barrier to achieving gender equality?**

- a) Supportive policies  
b) Gender stereotypes and biases  
c) Inclusive practices  
d) Equal pay laws

**13. Which type of gender-based violence involves exploitation for commercial purposes?**

- a) Domestic Violence  
b) Sexual Harassment  
c) Human Trafficking  
d) Intimate Partner Violence

**14. What is the aim of gender-sensitive education?**

- a) To focus solely on traditional gender roles  
b) To promote understanding and respect for all gender identities  
c) To avoid discussing gender issues  
d) To reinforce stereotypes

**15. Which of the following is NOT a strategy for promoting gender equality?**

- a) Implementing inclusive policies  
b) Addressing and challenging gender biases  
c) Ignoring gender issues in decision-making  
d) Educating about gender diversity

**16. What is the primary focus of feminist theories in gender studies?**

- a) Reaffirming traditional gender roles  
b) Analysing and challenging power structures related to gender  
c) Promoting gender stereotypes  
d) Maintaining gender inequalities

*R. G. L. L.*  
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## 17. How can organizations promote gender inclusivity?

- a) By ignoring gender differences
- b) By implementing gender-blind policies
- c) By developing gender-sensitive practices and training
- d) By reinforcing traditional gender roles

## 18. What does "gender-blind" mean in the context of policies?

- a) Acknowledging and addressing gender differences
- b) Ignoring gender differences and treating everyone the same
- c) Emphasizing gender-specific roles
- d) Designing policies based on gender stereotypes

## 19. What role does advocacy play in promoting gender equality?

- a) Limiting awareness about gender issues
- b) Promoting gender-specific policies
- c) Raising awareness and pushing for systemic change
- d) Reinforcing gender inequalities

## 20. Which document is commonly used to address gender equality globally?

- a) The Paris Agreement
- b) The Geneva Convention
- c) The Kyoto Protocol
- d) The Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW)

## 21. What does "gender parity" refer to?

- a) Equality in pay for different genders
- b) Equal representation of genders in various spheres
- c) Equal number of men and women in all professions
- d) Gender equality in terms of opportunities and rights

## 22. What type of research focuses on understanding and addressing gender-related issues in different cultures?

- a) Comparative Gender Studies
- b) Gender-Specific Research
- c) Cross-Cultural Gender Research
- d) Experimental Gender Research

## 23. Which is an example of a gender-sensitive practice in the workplace?

- a) Ignoring gender disparities in promotion
- b) Implementing policies for equal pay and opportunities
- c) Enforcing traditional gender roles
- d) Avoiding discussions about gender issues

## 24. What does "gender equity" focus on?

- a) Treating everyone exactly the same
- b) Ensuring fair treatment and addressing imbalances
- c) Reinforcing traditional gender roles
- d) Avoiding gender-related discussions

## 25. What is the role of gender-sensitive language?

- a) To reinforce gender stereotypes
- b) To avoid using inclusive terms
- c) To promote respect and inclusivity in communication
- d) To exclude non-binary and gender-diverse individuals

*R. Ohal*  
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## B.ED. FIRST YEAR (2023-24) -VALUE ADDED COURSE

Course Title: Skill Development

Course Code: 23B1VAC2

### Syllabus

## Course Objectives:

By the end of this course, students should be able to:

1. Develop effective communication skills for personal and professional contexts.
2. Apply problem-solving techniques to address everyday challenges.
3. Manage time and priorities efficiently to enhance productivity.
4. Understand and practice emotional intelligence in various interactions.
5. Gain basic financial literacy to manage personal finances responsibly.

## Course Outcomes:

Upon successful completion of the course, students will be able to:

1. Demonstrate effective verbal and non-verbal communication skills.
2. Use problem-solving strategies to analyze and resolve issues.
3. Create and implement a personal time management plan.
4. Apply emotional intelligence concepts to improve interpersonal relationships.
5. Develop a basic personal budget and understand fundamental financial principles.

## Course Outline:

### Unit 1: Communication Skills

- **Verbal and Non-Verbal Communication:** Understanding and practicing effective speech, active listening, and body language.
- **Interpersonal Skills:** Building rapport, handling conflicts, and giving and receiving feedback.
- **Presentation Skills:** Structuring and delivering presentations confidently.

### Unit 2: Problem-Solving and Critical Thinking

- **Problem-Solving Techniques:** Identifying problems, generating solutions, and evaluating outcomes.
- **Decision-Making Processes:** Analysing options, assessing risks, and making informed decisions.

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- **Critical Thinking:** Questioning assumptions, analysing arguments, and developing logical reasoning.

## Unit 3: Time Management and Organizational Skills

- **Time Management Strategies:** Setting goals, prioritizing tasks, and using time management tools.
- **Planning and Scheduling:** Creating effective schedules and managing deadlines.
- **Stress Management:** Techniques for managing stress and maintaining a work-life balance.

## Unit 4: Emotional Intelligence

- **Understanding Emotional Intelligence:** Recognizing and managing one's own emotions and understanding others' emotions.
- **Emotional Regulation:** Techniques for self-regulation and empathy.
- **Building Relationships:** Developing and maintaining positive relationships through emotional intelligence.


## Unit 5: Financial Literacy

- **Personal Budgeting:** Creating and managing a personal budget.
- **Basic Financial Concepts:** Understanding income, expenses, savings, and investments.
- **Debt Management:** Strategies for managing and reducing debt.

## References:

### Core Textbooks:

1. **Goleman, D.** (1995). *Emotional Intelligence: Why It Can Matter More Than IQ*. Bantam Books.
2. **Covey, S. R.** (1989). *The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change*. Free Press.
3. **Sandler, L.** (2015). *The Time Management Matrix: A Practical Guide for Busy Professionals*. Career Press.

  
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## VALUE ADDED COURSES: 2023-24

### SCHEDULE

Date: 04.12.2023 to 09.12.2023

Total Hours: 36 Hrs

S.No.	Course/ Year	Course Code	Title of the Value Added Course	No. of Students	Name of the Co-ordinator
1	B.Ed. I Year	23B1VAC1	Gender Sensitivity	25	Mrs. A. ANITHA
2	B.Ed. I Year	23B1VAC2	Skill Development	25	
3	B.Ed. I Year	23B1VAC3	Educational Administration	25	
4	B.Ed. I Year	23B1VAC4	Effective Communication	25	
5	M.Ed. I Year	23M1VAC1	Commercial Mathematics	25	
6	M.Ed. I Year	23M1VAC2	E-Business	25	

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## VALUE ADDED COURSE: 2023-24

Date: 04.12.2023 to 09.12.2023 (B.Ed. & M.Ed. I Year)

### TIME TABLE

Day	Time										
	9.30 -10.30 am	10.30-11.30am	11.30 -11.40 am	11.40- 12.40 pm	12.40-1.20 pm	1.20-2.20pm	2.20-3.20pm	03.20 -03.30 pm	3.30 -4.30pm		
Day 1	Session I	Session II	Break		Session III	LUNCH			Session IV	Session V	Session VI
Day 2	Session I	Session II	Break		Session III	LUNCH			Session IV	Session V	Session VI
Day 3	Session I	Session II	Break		Session III	LUNCH			Session IV	Session V	Session VI
Day 4	Session I	Session II	Break		Session III	LUNCH			Session IV	Session V	Session VI
Day 5	Session I	Session II	Break		Session III	LUNCH			Session IV	Session V	Session VI
Day 6	Session I	Session II	Break		Session III	LUNCH			Session IV	Session V	Session VI

  
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## B.ED. FIRST YEAR (2023-24) -VALUE ADDED COURSE

Course Title: Skill Development

Course Code: 23B1VAC2

Name:  
Time: 30 Minutes

Reg.No:  
Max.Marks: 25

Answer ALL the questions

Each Question carries 1 mark

### 1. What is the primary goal of effective communication?

- a) To dominate the conversation
- b) To convey information clearly and understand others
- c) To avoid misunderstandings
- d) To impress others with vocabulary

### 2. Which of the following is a non-verbal communication skill?

- a) Speaking clearly
- b) Active listening
- c) Using appropriate body language
- d) Asking questions

### 3. Which time management technique involves listing tasks and prioritizing them based on urgency and importance?

- a) The Eisenhower Matrix
- b) The Pomodoro Technique
- c) The 80/20 Rule
- d) Time Blocking

### 4. Emotional intelligence includes the ability to:

- a) Control others' emotions
- b) Ignore one's own feelings
- c) Recognize and manage one's own emotions and those of others
- d) Avoid dealing with difficult emotions

### 5. What is the first step in the problem-solving process?


- a) Generating solutions
- b) Implementing solutions
- c) Identifying the problem
- d) Evaluating outcomes

### 6. Which of the following is a key component of effective time management?

- a) Procrastination
- b) Prioritization
- c) Multitasking
- d) Avoiding planning

### 7. In conflict resolution, what is the main goal?

- a) Winning the argument
- b) Compromising on all points
- c) Finding a mutually acceptable solution
- d) avoiding the issue

  
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- 8. Which of the following is an example of a soft skill?**
- a) Technical expertise
  - b) Financial analysis
  - c) Communication skills
  - d) Coding proficiency
- 9. What does "emotional regulation" refer to?**
- a) Controlling other people's emotions
  - b) Keeping emotions hidden
  - c) Managing and responding to one's own emotions effectively
  - d) Avoiding emotional responses
- 10. Which of the following is NOT a strategy for effective problem-solving?**
- a) Brainstorming
  - b) Analyzing data
  - c) Ignoring feedback
  - d) Evaluating options
- 11. What does "financial literacy" primarily involve?**
- a) Understanding how to invest in the stock market
  - b) Knowing how to budget and manage personal finances
  - c) Learning to avoid all forms of debt
  - d) Mastering advanced accounting principles
- 12. What is a "SMART" goal?**
- a) A goal that is Specific, Measurable, Achievable, Relevant, and Time-bound
  - b) A goal that is Simple, Modest, Achievable, Realistic, and Timeless
  - c) A goal that is Strategic, Motivational, Attainable, Realistic, and Tangible
  - d) A goal that is Significant, Measurable, Achievable, Realistic, and Timeless
- 13. Which of the following is an example of an interpersonal skill?**
- a) Technical troubleshooting
  - b) Time management
  - c) Active listening
  - d) Data analysis
- 14. What is the primary purpose of creating a personal budget?**
- a) To track daily expenses
  - b) To forecast future earnings
  - c) To manage and allocate financial resources effectively
  - d) To avoid paying taxes
- 15. Which of the following best describes the "Pomodoro Technique"?**
- a) A method of goal setting
  - b) A time management method using 25-minute work intervals followed by short breaks
  - c) A technique for stress management
  - d) A method of financial planning
- 16. What is the benefit of active listening?**
- a) It helps to dominate conversations
  - b) It improves understanding and builds rapport
  - c) It allows one to interrupt effectively
  - d) It provides immediate solutions

  
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**17. Which of the following is NOT a component of emotional intelligence?**

- a) Self-awareness
- b) Self-regulation
- c) Empathy
- d) Technical skill

**18. What is the main focus of time blocking?**

- a) Allocating specific periods for different tasks
- b) Completing tasks as quickly as possible
- c) Avoiding scheduling conflicts
- d) Prioritizing urgent tasks

**19. What is an example of a long-term financial goal?**

- a) Saving for a vacation
- b) Buying a new phone
- c) Paying off monthly bills
- d) Saving for retirement

**20. Which problem-solving technique involves generating a large number of ideas without immediate evaluation?**

- a) Brainstorming
- b) Root Cause Analysis
- c) SWOT Analysis
- d) Decision Matrix

**21. What does "self-regulation" in emotional intelligence involve?**

- a) Controlling other people's emotions
- b) Managing one's own emotions and reactions
- c) Avoiding emotional responses
- d) Ignoring feedback from others

**22. What is the first step in creating a personal budget?**

- a) Estimating future income
- b) Listing all sources of income
- c) Tracking monthly expenses
- d) Setting savings goals

**23. What does "critical thinking" involve?**

- a) Accepting information without questioning
- b) Analysing and evaluating information objectively
- c) Avoiding decision-making
- d) Relying on intuition

**24. What is the primary purpose of stress management techniques?**

- a) To avoid all forms of work
- b) To enhance productivity and maintain well-being
- c) To ignore stressors
- d) To delegate tasks

**25. Which time management tool helps in categorizing tasks based on their urgency and importance?**

- a) The Eisenhower Matrix
- b) The Pomodoro Technique
- c) The Gantt Chart
- d) The Kanban Board

*R. J. J.*

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## B.ED. FIRST YEAR (2023-24) -VALUE ADDED COURSE

Course Title: Skill Development

Course Code: 23B1VAC2

### Answer Key:

1. Answer: b) To convey information clearly and understand others
2. Answer: c) Using appropriate body language
3. Answer: a) The Eisenhower Matrix
4. Answer: c) Recognize and manage one's own emotions and those of others
5. Answer: c) Identifying the problem
6. Answer: b) Prioritization
7. Answer: c) Finding a mutually acceptable solution
8. Answer: c) Communication skills
9. Answer: c) Managing and responding to one's own emotions effectively
10. Answer: c) Ignoring feedback
11. Answer: b) Knowing how to budget and manage personal finances
12. Answer: a) A goal that is Specific, Measurable, Achievable, Relevant, and Time-bound
13. Answer: c) Active listening
14. Answer: c) To manage and allocate financial resources effectively
15. Answer: b) A time management method using 25-minute work intervals followed by short breaks
16. Answer: b) It improves understanding and builds rapport
17. Answer: d) Technical skill
18. Answer: a) Allocating specific periods for different tasks
19. Answer: d) Saving for retirement
20. Answer: a) Brainstorming
21. Answer: b) Managing one's own emotions and reactions
22. Answer: b) Listing all sources of income
23. Answer: b) Analyzing and evaluating information objectively
24. Answer: b) To enhance productivity and maintain well-being
25. Answer: a) The Eisenhower Matrix

*R. Ohel*

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Course Title: Skill Development

Course Code: 23B1VAC2

Name: R. Jency  
Time: 30 Minutes

Reg.No: 1280623BD029  
Max.Marks: 25

Answer ALL the questions

Each Question carries 1 mark

- 23 / 25 = 92%  
A. Anitha
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*R. Ghosh*  
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## B.ED. FIRST YEAR (2023-24) -VALUE ADDED COURSE

Course Title: Skill Development

Course Code: 23B1VAC2

Name: C. Mamtha  
Time: 30 Minutes

Reg.No: 1280693BD043.  
Max.Marks: 25

Answer ALL the questions

Each Question carries 1 mark

- 23 92%  
25  
A. Aniltha
1. What is the primary goal of effective communication?  
a) To dominate the conversation  
 b) To convey information clearly and understand others  
c) To avoid misunderstandings  
d) To impress others with vocabulary
  2. Which of the following is a non-verbal communication skill?  
a) Speaking clearly  
 c) Using appropriate body language  
b) Active listening  
d) Asking questions
  3. Which time management technique involves listing tasks and prioritizing them based on urgency and importance?  
 a) The Eisenhower Matrix  
c) The 80/20 Rule  
b) The Pomodoro Technique  
d) Time Blocking
  4. Emotional intelligence includes the ability to:  
a) Control others' emotions  
b) Ignore one's own feelings  
 c) Recognize and manage one's own emotions and those of others  
d) Avoid dealing with difficult emotions
  5. What is the first step in the problem-solving process?  
 c) Identifying the problem  
a) Generating solutions  
b) Implementing solutions  
d) Evaluating outcomes
  6. Which of the following is a key component of effective time management?  
a) Procrastination  
c) Multitasking  
 d) Avoiding planning  
b) Prioritization
  7. In conflict resolution, what is the main goal?  
 c) Finding a mutually acceptable solution  
a) Winning the argument  
b) Compromising on all points  
d) avoiding the issue

R. Aniltha  
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Email:psncedu@gmail.com, Website:www.psnce.co.in

8. Which of the following is an example of a soft skill?

- a) Technical expertise
- b) Financial analysis
- c) Communication skills
- d) Coding proficiency

9. What does "emotional regulation" refer to?

- a) Controlling other people's emotions
- b) Keeping emotions hidden
- c) Managing and responding to one's own emotions effectively
- d) Avoiding emotional responses

10. Which of the following is NOT a strategy for effective problem-solving?

- a) Brainstorming
- b) Analyzing data
- c) Ignoring feedback
- d) Evaluating options

11. What does "financial literacy" primarily involve?

- a) Understanding how to invest in the stock market
- b) Knowing how to budget and manage personal finances
- c) Learning to avoid all forms of debt
- d) Mastering advanced accounting principles

12. What is a "SMART" goal?

- a) A goal that is Specific, Measurable, Achievable, Relevant, and Time-bound
- b) A goal that is Simple, Modest, Achievable, Realistic, and Timeless
- c) A goal that is Strategic, Motivational, Attainable, Realistic, and Tangible
- d) A goal that is Significant, Measurable, Achievable, Realistic, and Timeless

13. Which of the following is an example of an interpersonal skill?

- a) Technical troubleshooting
- b) Time management
- c) Active listening
- d) Data analysis

14. What is the primary purpose of creating a personal budget?

- a) To track daily expenses
- b) To forecast future earnings
- c) To manage and allocate financial resources effectively
- d) To avoid paying taxes

15. Which of the following best describes the "Pomodoro Technique"?

- a) A method of goal setting
- b) A time management method using 25-minute work intervals followed by short breaks
- c) A technique for stress management
- d) A method of financial planning

16. What is the benefit of active listening?

- a) It helps to dominate conversations
- b) It improves understanding and builds rapport
- c) It allows one to interrupt effectively
- d) It provides immediate solutions

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17. Which of the following is NOT a component of emotional intelligence?

- a) Self-awareness
- b) Self-regulation
- c) Empathy
- d) Technical skill

18. What is the main focus of time blocking?

- a) Allocating specific periods for different tasks
- b) Completing tasks as quickly as possible
- c) Avoiding scheduling conflicts
- d) Prioritizing urgent tasks

19. What is an example of a long-term financial goal?

- a) Saving for a vacation
- b) Buying a new phone
- c) Paying off monthly bills
- d) Saving for retirement

20. Which problem-solving technique involves generating a large number of ideas without immediate evaluation?

- a) Brainstorming
- b) Root Cause Analysis
- c) SWOT Analysis
- d) Decision Matrix

21. What does "self-regulation" in emotional intelligence involve?

- a) Controlling other people's emotions
- b) Managing one's own emotions and reactions
- c) Avoiding emotional responses
- d) Ignoring feedback from others

22. What is the first step in creating a personal budget?

- a) Estimating future income
- b) Listing all sources of income
- c) Tracking monthly expenses
- d) Setting savings goals

23. What does "critical thinking" involve?

- a) Accepting information without questioning
- b) Analysing and evaluating information objectively
- c) Avoiding decision-making
- d) Relying on intuition

24. What is the primary purpose of stress management techniques?

- a) To avoid all forms of work
- b) To enhance productivity and maintain well-being
- c) To ignore stressors
- d) To delegate tasks

25. Which time management tool helps in categorizing tasks based on their urgency and importance?

- a) The Eisenhower Matrix
- b) The Pomodoro Technique
- c) The Gantt Chart
- d) The Kanban Board

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**B.ED. FIRST YEAR (2023-24)-VALUE ADDED COURSE**

**COURSE TITLE: EDUCATIONAL ADMINISTRATION**

**COURSE CODE: 23B1VAC3**

## SYLLABUS

### Course Objectives:

1. **Understand Educational Administration Principles:** Learn the foundational theories and principles of educational administration.
2. **Develop Management Skills:** Acquire skills for effective management of educational institutions, including planning, organizing, and decision-making.
3. **Explore Leadership and Governance:** Study leadership styles, governance structures, and their impact on educational outcomes.
4. **Address Contemporary Issues:** Examine current challenges and trends in educational administration.
5. **Implement Administrative Practices:** Apply administrative practices and strategies to real-world educational settings.

### Course Outcomes:

By the end of this course, students will be able to:

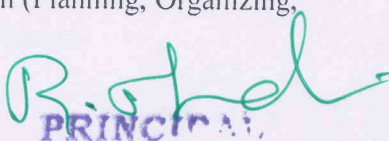
1. **Explain Core Principles:** Articulate the key principles and theories of educational administration.
2. **Demonstrate Management Skills:** Exhibit skills in planning, organizing, and managing educational institutions effectively.
3. **Analyze Leadership and Governance:** Evaluate different leadership styles and governance structures and their effects on education.
4. **Address Current Issues:** Identify and address contemporary issues and challenges in educational administration.
5. **Apply Practices:** Implement effective administrative practices and strategies in educational settings.

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### Syllabus Overview:

#### Unit 1: Foundations of Educational Administration

- **Topics Covered:**
  - Definitions and Scope of Educational Administration
  - Historical Evolution and Theoretical Foundations
  - Key Functions of Educational Administration (Planning, Organizing, Directing, Controlling)

  
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## Unit 2: Management and Organizational Behavior

- **Topics Covered:**
  - Principles of Management in Education
  - Organizational Behavior and Culture in Educational Institutions
  - Strategic Planning and Decision-Making

## Unit 3: Leadership and Governance in Education


- **Topics Covered:**
  - Leadership Theories and Styles (Transformational, Transactional, Servant Leadership)
  - Governance Structures (School Boards, Educational Authorities)
  - Role of Leaders in School Improvement and Change

## Unit 4: Contemporary Issues in Educational Administration

- **Topics Covered:**
  - Equity and Inclusion in Education
  - Technology Integration and Innovation
  - Policy and Regulatory Challenges

## Unit 5: Practical Applications and Case Studies

- **Topics Covered:**
  - Case Studies of Effective Educational Administration
  - Developing and Implementing Administrative Strategies
  - Evaluation and Assessment of Administrative Practices
- **References:**
  - Hargreaves, A., & Shirley, D. (2009). *The Fourth Way: The Inspiring Future for Educational Change*.
  - Case Study Collections from Educational Administration Journals.
  - Bush, T. (2003). *Theories of Educational Leadership and Management*.
  - Kotter, J. P. (1996). *Leading Change*.
  - Robbins, S. P., & Judge, T. A. (2019). *Organizational Behavior*.
  - Darling-Hammond, L. (2010). *The Flat World and Education: How America's Commitment to Equity Will Determine Our Future*.
  - UNESCO (2021). *Education for Sustainable Development: A Roadmap*.
  - Leithwood, K., & Jantzi, D. (2005). *A Review of Transformational Leadership Research 1996-2002*.
  - Fullan, M. (2007). *Leading in a Culture of Change*.

  
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## VALUE ADDED COURSES: 2023-24

### SCHEDULE

Date: 04.12.2023 to 09.12.2023

Total Hours: 36 Hrs

S.No.	Course/ Year	Course Code	Title of the Value Added Course	No. of Students	Name of the Co-ordinator
1	B.Ed. I Year	23B1VAC1	Gender Sensitivity	25	Mrs. A. ANITHA
2	B.Ed. I Year	23B1VAC2	Skill Development	25	
3	B.Ed. I Year	23B1VAC3	Educational Administration	25	
4	B.Ed. I Year	23B1VAC4	Effective Communication	25	
5	M.Ed. I Year	23M1VAC1	Commercial Mathematics	25	
6	M.Ed. I Year	23M1VAC2	E-Business	25	

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## VALUE ADDED COURSE: 2023-24

Date: 04.12.2023 to 09.12.2023 (B.Ed. & M.Ed. I Year)

### TIME TABLE

Day	Time					
	9.30 - 10.30 am	10.30-11.30am	11.40-12.40 pm	12.40-1.20 pm	1.20-2.20pm	2.20-3.20pm
Day 1	Session I	Session II	Session III	LUNCH	Session IV	Session V
Day 2	Session I	Session II	Session III		Session IV	Session V
Day 3	Session I	Session II	Session III		Session IV	Session V
Day 4	Session I	Session II	Session III		Session IV	Session V
Day 5	Session I	Session II	Session III		Session IV	Session V
Day 6	Session I	Session II	Session III		Session IV	Session V
			Break		Break	
					03.20 -03.30 pm	
						3.30 -4.30pm
						Session VI
						Session VI
						Session VI
						Session VI
						Session VI
						Session VI

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**B.ED. FIRST YEAR (2023-24) - VALUE ADDED COURSE**

**COURSE TITLE: EDUCATIONAL ADMINISTRATION**

**COURSE CODE: 23B1VAC3**

**Name:**

**Time: 30 Minutes**

**Reg.No:**

**Max.Marks: 25**

-----  
**Answer ALL the questions**  
**Each Question carries 1 mark**  
-----

- Which of the following is NOT a primary role of an educational administrator?**
  - a) Developing policies
  - b) Conducting research
  - c) Managing budgets
  - d) Overseeing daily operations
- Theories of educational administration often emphasize which of the following?**
  - a) Financial planning
  - b) Leadership and management
  - c) Student performance
  - d) Curriculum design
- Which leadership style focuses on delegating authority and empowering staff?**
  - a) Autocratic
  - b) Democratic
  - c) Transformational
  - d) Laissez-faire
- Which leadership theory emphasizes the role of leaders in motivating and inspiring followers?**
  - a) Transactional Leadership
  - b) Transformational Leadership
  - c) Servant Leadership
  - d) Situational Leadership
- In decision-making, which model involves analysing problems, generating alternatives, and selecting the best option?**
  - a) Rational Model
  - b) Incremental Model
  - c) Garbage Can Model
  - d) Bounded Rationality Model
- Which leadership style involves close supervision and directive behaviour?**
  - a) Participative
  - b) Transformational
  - c) Autocratic
  - d) Delegate
- What term describes the hierarchical arrangement of authority in an organization?**
  - a) Organizational Culture
  - b) Organizational Structure
  - c) Organizational Change
  - d) Organizational Behaviour
- Which model of organizational theory focuses on the efficiency of task performance and formal rules?**
  - a) Human Relations Model
  - b) Bureaucratic Model
  - c) Systems Model
  - d) Contingency Model

*R. Ohel*  
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9. Which process involves making adjustments to improve an organization's performance?
  - a) Strategic Planning
  - b) Organizational Development
  - c) Change Management
  - d) Leadership Training
10. Which level of governance is responsible for setting national education policies?
  - a) Local Government
  - b) State Government
  - c) National Government
  - d) School Board
11. The process of aligning school policies with federal and state regulations is known as:
  - a) Compliance Management
  - b) Policy Integration
  - c) Regulatory Alignment
  - d) Strategic Planning
12. Which document outlines the legal framework for education in a specific country?
  - a) Constitution
  - b) Educational Act
  - c) Policy Handbook
  - d) School Charter
13. What term refers to the systematic process of allocating and managing financial resources in education?
  - a) Financial Planning
  - b) Budget Management
  - c) Resource Allocation
  - d) Fundraising
14. Which financial document details the projected revenue and expenditures for a fiscal period?
  - a) Balance Sheet
  - b) Income Statement
  - c) Budget
  - d) Cash Flow Statement
15. Which of the following is a common source of funding for educational institutions?
  - a) Tuition Fees
  - b) Stock Market Investments
  - c) Private Loans
  - d) Real Estate Sales
16. What is the primary goal of performance evaluation in educational administration?
  - a) Determine salary increases
  - b) Improve staff performance
  - c) Set promotional criteria
  - d) Identify training needs
17. Which term refers to the process of attracting and selecting qualified candidates for employment?
  - a) Recruitment
  - b) Retention
  - c) Development
  - d) Training
18. What approach involves providing continuous opportunities for staff professional development?
  - a) Performance Management
  - b) Career Planning
  - c) Professional Development
  - d) Succession Planning

  
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19. Which term refers to the process of designing and organizing what students are taught?
- a) Instructional Design
  - b) Curriculum Development
  - c) Lesson Planning
  - d) Educational Assessment
20. Which approach to teaching involves integrating technology to enhance learning experiences?
- a) Traditional Instruction
  - b) Blended Learning
  - c) Experiential Learning
  - d) Inquiry-Based Learning
21. What term describes the evaluation of students' learning progress and outcomes?
- a) Curriculum Assessment
  - b) Instructional Evaluation
  - c) Educational Assessment
  - d) Program Review
22. Which type of support involves providing personalized guidance to help students with academic and personal challenges?
- a) Academic Advising
  - b) Counselling Services
  - c) Mentoring Programs
  - d) Tutoring Services
23. What is the focus of inclusive education practices?
- a) Creating separate programs for different ability levels
  - b) Ensuring all students have access to quality education
  - c) Implementing advanced teaching methods
  - d) Enforcing standardization in assessments
24. Which term refers to strategies and practices aimed at improving student behaviour and discipline?
- a) Behaviour Management
  - b) Discipline Strategies
  - c) Student Conduct Policies
  - d) Classroom Management
25. What is a key strategy for building effective relationships with community stakeholders?
- a) Increasing administrative control
  - b) Enhancing communication and collaboration
  - c) Reducing community involvement
  - d) Standardizing practices across schools

*R. G. J. J.*  
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COURSE TITLE: EDUCATIONAL ADMINISTRATION

COURSE CODE: 23B1VAC3

## Answer Key

1. Answer: b) Conducting research
2. Answer: b) Leadership and management
3. Answer: d) Laissez-faire
4. Answer: b) Transformational Leadership
5. Answer: a) Rational Model
- 6 Answer: c) Autocratic
7. Answer: b) Organizational Structure
8. Answer: b) Bureaucratic Model
9. Answer: c) Change Management
10. Answer: c) National Government
11. Answer: b) Policy Integration
12. Answer: a) Constitution
13. Answer: b) Budget Management
14. Answer: c) Budget
15. Answer: a) Tuition Fees
16. Answer: b) Improve staff performance
17. Answer: a) Recruitment
18. Answer: c) Professional Development
19. Answer: b) Curriculum Development
20. Answer: b) Blended Learning
21. Answer: c) Educational Assessment
22. Answer: b) Counselling Services
23. Answer: b) Ensuring all students have access to quality education
24. Answer: a) Behaviour Management
25. Answer: b) Enhancing communication and collaboration

  
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B.ED. FIRST YEAR (2023-24) - VALUE ADDED COURSE

COURSE TITLE: EDUCATIONAL ADMINISTRATION

COURSE CODE: 23B1VAC3

Name: J. Ralhi  
Time: 30 Minutes

Reg.No: 1280623BD072  
Max.Marks: 25

Answer ALL the questions  
Each Question carries 1 mark

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- In decision-making, which model involves analysing problems, generating alternatives, and selecting the best option?  
 a) Rational Model  
 c) Garbage Can Model  
 b) Incremental Model  
 d) Bounded Rationality Model
- Which leadership style involves close supervision and directive behaviour?  
 a) Participative  
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 d) Delegate
- What term describes the hierarchical arrangement of authority in an organization?  
 a) Organizational Culture  
 c) Organizational Change  
 b) Organizational Structure  
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- Which model of organizational theory focuses on the efficiency of task performance and formal rules?  
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- a) Creating separate programs for different ability levels
  - b) Ensuring all students have access to quality education
  - c) Implementing advanced teaching methods
  - d) Enforcing standardization in assessments
24. Which term refers to strategies and practices aimed at improving student behaviour and discipline?
- a) Behaviour Management
  - b) Discipline Strategies
  - c) Student Conduct Policies
  - d) Classroom Management
25. What is a key strategy for building effective relationships with community stakeholders?
- a) Increasing administrative control
  - b) Enhancing communication and collaboration
  - c) Reducing community involvement
  - d) Standardizing practices across schools

  
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# PSN COLLEGE OF EDUCATION

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Melathediyoor, Palayamkottai Taluk, Tirunelveli District-627152. Phone: 04634 - 279082

Email:psncedu@gmail.com, Website:www.psnce.co.in

B.ED. FIRST YEAR (2023-24) - VALUE ADDED COURSE

COURSE TITLE: EDUCATIONAL ADMINISTRATION

COURSE CODE: 23B1VAC3

Name: A. Radha.  
Time: 30 Minutes

Reg.No: 1280623 BD064  
Max.Marks: 25

Answer ALL the questions  
Each Question carries 1 mark

88%  
22

A. Anitha

- Which of the following is NOT a primary role of an educational administrator?  
 a) Developing policies  
 b) Conducting research  
 c) Managing budgets  
 d) Overseeing daily operations
- Theories of educational administration often emphasize which of the following?  
 a) Financial planning  
 b) Leadership and management  
 c) Student performance  
 d) Curriculum design
- Which leadership style focuses on delegating authority and empowering staff?  
 a) Autocratic  
 b) Democratic  
 c) Transformational  
 d) Laissez-faire
- Which leadership theory emphasizes the role of leaders in motivating and inspiring followers?  
 a) Transactional Leadership  
 b) Transformational Leadership  
 c) Servant Leadership  
 d) Situational Leadership
- In decision-making, which model involves analysing problems, generating alternatives, and selecting the best option?  
 a) Rational Model  
 b) Incremental Model  
 c) Garbage Can Model  
 d) Bounded Rationality Model
- Which leadership style involves close supervision and directive behaviour?  
 a) Participative  
 b) Transformational  
 c) Autocratic  
 d) Delegate
- What term describes the hierarchical arrangement of authority in an organization?  
 a) Organizational Culture  
 b) Organizational Structure  
 c) Organizational Change  
 d) Organizational Behaviour
- Which model of organizational theory focuses on the efficiency of task performance and formal rules?  
 a) Human Relations Model  
 b) Bureaucratic Model  
 c) Systems Model  
 d) Contingency Model

R. Anitha  
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9. Which process involves making adjustments to improve an organization's performance?
- a) Strategic Planning
  - b) Change Management
  - c) Organizational Development
  - d) Leadership Training
10. Which level of governance is responsible for setting national education policies?
- a) Local Government
  - b) National Government
  - c) State Government
  - d) School Board
11. The process of aligning school policies with federal and state regulations is known as:
- a) Compliance Management
  - b) Policy Integration
  - c) Regulatory Alignment
  - d) Strategic Planning
12. Which document outlines the legal framework for education in a specific country?
- a) Constitution
  - b) Educational Act
  - c) Policy Handbook
  - d) School Charter
13. What term refers to the systematic process of allocating and managing financial resources in education?
- a) Financial Planning
  - b) Budget Management
  - c) Resource Allocation
  - d) Fundraising
14. Which financial document details the projected revenue and expenditures for a fiscal period?
- a) Balance Sheet
  - b) Income Statement
  - c) Budget
  - d) Cash Flow Statement
15. Which of the following is a common source of funding for educational institutions?
- a) Tuition Fees
  - b) Private Loans
  - c) Stock Market Investments
  - d) Real Estate Sales
16. What is the primary goal of performance evaluation in educational administration?
- a) Determine salary increases
  - b) Set promotional criteria
  - c) Improve staff performance
  - d) Identify training needs
17. Which term refers to the process of attracting and selecting qualified candidates for employment?
- a) Recruitment
  - b) Development
  - c) Retention
  - d) Training
18. What approach involves providing continuous opportunities for staff professional development?
- a) Performance Management
  - b) Professional Development
  - c) Career Planning
  - d) Succession Planning

R. G. S. S.  
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19. Which term refers to the process of designing and organizing what students are taught?
- a) Instructional Design
  - b) Curriculum Development
  - c) Lesson Planning
  - d) Educational Assessment
20. Which approach to teaching involves integrating technology to enhance learning experiences?
- a) Traditional Instruction
  - b) Blended Learning
  - c) Experiential Learning
  - d) Inquiry-Based Learning
21. What term describes the evaluation of students' learning progress and outcomes?
- a) Curriculum Assessment
  - b) Instructional Evaluation
  - c) Educational Assessment
  - d) Program Review
22. Which type of support involves providing personalized guidance to help students with academic and personal challenges?
- a) Academic Advising
  - b) Counselling Services
  - c) Mentoring Programs
  - d) Tutoring Services
23. What is the focus of inclusive education practices?
- a) Creating separate programs for different ability levels
  - b) Ensuring all students have access to quality education
  - c) Implementing advanced teaching methods
  - d) Enforcing standardization in assessments
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## B.ED. - FIRST YEAR (2023-24) -VALUE ADDED COURSE

### COURSE TITLE: EFFECTIVE COMMUNICATION

### COURSE CODE: 23B1VAC4

### SYLLABUS

#### Course Objectives:

- Impart the fundamentals of English as a language.
- Deal systematically with the four aspects of language  
i.e. reading, writing, listening and speaking.
- Facilitate an improved academic performance.
- Remove fear which is a stumbling block for many in their quest for speaking better.

#### Course Outcome:

- Increased ability of kids to overcome anxiety and nervousness when preparing for public speaking
- Increased confidence in public speaking
- Ability to make quality speeches/presentations
- Improved English grammar, tenses and vocabulary and fluency in speaking

#### UNIT I:

**Constructive Communication:** Concept of Effective Communication, Components of Effective Communication- Conviction, confidence & enthusiasm, Type of communication, verbal, Non-Verbal Communication- its importance and Nuances :- Facial Expression, Posture, Gesture, eye contact, Appearance barriers in communication feedback

#### UNIT II:

**Listening:** It's importance, Good and Bad listening, Listening Communication Process, Advantage of listening, How to become a good listener

#### UNIT III:

**Language for Communication:** Language and Communication: General Principles of Writing; Improving Writing Skills, Essentials of good style, Expressions and words to be avoided; Grammar and Usage

  
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## UNIT IV:

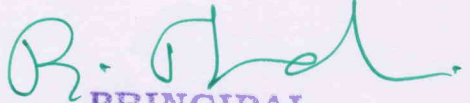
**Reading Skills:** Reading Skill; Purpose of Reading; Types of Reading; Techniques for Effective Reading.

## UNIT V:

**Employment Communication - Resume:** Contents of Good Resume; Guidelines for Writing Resume; Different Types of Resumes; Reason for a Cover Letter to Apply for a Job-Format of Cover Letter; Different Types of Cover Letters, Job Interview: Importance and Factors Involving Job Interview; Safety Social Responsibility and Rights: Safety and Risk, moral responsibility of engineers for safety, Characteristics of Job Interview; Job Interview Process; Job Interview Techniques- Manners and etiquettes to be maintained during an interview; Sample Questions Commonly asked During Interview.

## Reference:

1. Effective Presentation Skills – Robert Dilts, Meta Publication
2. Business Communication Today - Bovee and Thill: Tata McGraw Hill,
3. Presentation Skills 2011

  
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## VALUE ADDED COURSES: 2023-24

### SCHEDULE

Date: 04.12.2023 to 09.12.2023

Total Hours: 36 Hrs

S.No.	Course/ Year	Course Code	Title of the Value Added Course	No. of Students	Name of the Co-ordinator
1	B.Ed. I Year	23B1VAC1	Gender Sensitivity	25	Mrs. A. ANITHA
2	B.Ed. I Year	23B1VAC2	Skill Development	25	
3	B.Ed. I Year	23B1VAC3	Educational Administration	25	
4	B.Ed. I Year	23B1VAC4	Effective Communication	25	
5	M.Ed. I Year	23M1VAC1	Commercial Mathematics	25	
6	M.Ed. I Year	23M1VAC2	E-Business	25	

  
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## VALUE ADDED COURSE: 2023-24

Date: 04.12.2023 to 09.12.2023 (B.Ed. & M.Ed. I Year)

### TIME TABLE

Day	Time						
		9.30 - 10.30 am	10.30 - 11.30 am	11.30 - 11.40 am	11.40 - 12.40 pm	12.40 - 1.20 pm	1.20 - 2.20 pm
Day 1	Session I	Session II	Break		Session III	Session IV	Session V
Day 2	Session I	Session II	Break		Session III	Session IV	Session V
Day 3	Session I	Session II	Break		Session III	Session IV	Session V
Day 4	Session I	Session II	Break		Session III	Session IV	Session V
Day 5	Session I	Session II	Break		Session III	Session IV	Session V
Day 6	Session I	Session II	Break		Session III	Session IV	Session V
					LUNCH		
							Break
							03.20 - 03.30 pm
							3.30 - 4.30 pm
							Session VI
							Session VI
							Session VI
							Session VI
							Session VI
							Session VI

*B. Stal*  
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**B.ED. - FIRST YEAR (2023-24) -VALUE ADDED COURSE**

**COURSE TITLE: EFFECTIVE COMMUNICATION**

**COURSE CODE: 23BIVAC4**

Name:


Reg.No:

Time: 30 Minutes

Max.Marks: 25

-----  
**Answer ALL the questions**  
**Each Question carries 1 mark**  
-----

- Which of the following is NOT a component of effective communication?
  - Conviction
  - Enthusiasm
  - Ambiguity
  - Confidence
- Non-verbal communication includes all of the following EXCEPT:
  - Gesture
  - Posture
  - Written language
  - Facial expression
- Which element is crucial for maintaining eye contact during communication?
  - Appearance
  - Gesture
  - Facial expression
  - Listening
- Which of the following is a barrier to communication?
  - Feedback
  - Conviction
  - Noise
  - Confidence
- Which of the following is NOT a type of communication?
  - Verbal
  - Non-verbal
  - Inferential
  - Written
- Good listening is important for:
  - Speaking fluently
  - Writing effectively
  - Understanding messages
  - Non-verbal communication
- Which of the following is NOT a characteristic of bad listening?
  - Interrupting frequently
  - Paying full attention
  - Being distracted
  - Jumping to conclusions
- Which process is enhanced by effective listening?
  - Writing
  - Communication
  - Speaking
  - Reading

  
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9. Which of the following is an advantage of good listening?
  - a) More misunderstandings
  - b) Enhanced relationships
  - c) Less information retention
  - d) Increased anxiety
10. Which is a way to become a better listener?
  - a) Interrupt often
  - b) Ignore non-verbal cues
  - c) Maintain eye contact
  - d) Focus on your own thoughts
11. Which of the following is NOT a general principle of writing?
  - a) Clarity
  - b) Ambiguity
  - c) Brevity
  - d) Accuracy
12. Good writing style avoids:
  - a) Clear language
  - b) Unnecessary jargon
  - c) Correct grammar
  - d) Conciseness
13. Improving writing skills requires:
  - a) Learning new vocabulary
  - b) Avoiding grammar rules
  - c) Ignoring feedback
  - d) Writing without planning
14. Essentials of good writing style include:
  - a) Using complex words
  - b) Maintaining a formal tone always
  - c) Being concise and clear
  - d) Writing as much as possible
15. Which of the following should be avoided in professional writing?
  - a) Active voice
  - b) Clichés
  - c) Proper grammar
  - d) Conciseness
16. The purpose of reading can include:
  - a) Information gathering
  - b) Entertainment
  - c) Learning new skills
  - d) All of the above
17. Skimming is a reading technique used for:
  - a) Deep understanding
  - b) Quick overview
  - c) Memorizing content
  - d) Analyzing details
18. Which of the following is NOT a type of reading?
  - a) Critical
  - b) Extensive
  - c) Scanning
  - d) Non-verbal
19. Effective reading techniques include:
  - a) Reading slowly always
  - b) Ignoring difficult words
  - c) Adjusting reading speed based on content
  - d) Avoiding rereading

  
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20. Which of the following is essential for improving reading skills?
- Reading infrequently
  - Reading a variety of texts
  - Focusing on one type of material
  - Avoiding complex texts
21. Which is NOT a content of a good resume?
- Personal details
  - List of weaknesses
  - Educational background
  - Work experience
22. The purpose of a cover letter is to:
- Replace the resume
  - Introduce the applicant
  - Detail personal hobbies
  - List salary expectations
23. Which type of resume is most effective for highlighting skills?
- Chronological
  - Functional
  - Combination
  - Personal
24. A job interview is important because it:
- Replaces the resume and cover letter
  - Assesses the candidate's fit for the role
  - Ensures salary negotiations
  - Guarantees a job offer
25. During a job interview, maintaining good manners and etiquette includes:
- Interrupting the interviewer
  - Being late
  - Being polite and respectful
  - Avoiding eye contact

  
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**B.ED. - FIRST YEAR (2023-24) -VALUE ADDED COURSE**

**COURSE TITLE: EFFECTIVE COMMUNICATION**

**COURSE CODE: 23B1VAC4**

## Answer key

1. Answer: c) Ambiguity
2. Answer: c) Written language
3. Answer: c) Facial expression
4. Answer: c) Noise
5. Answer: c) Inferential
6. Answer: c) Understanding messages
7. Answer: b) Paying full attention
8. Answer: b) Communication
9. Answer: b) Enhanced relationships
10. Answer: c) Maintain eye contact
11. Answer: b) Ambiguity
12. Answer: b) Unnecessary jargon
13. Answer: a) Learning new vocabulary
14. Answer: c) Being concise and clear
15. Answer: b) Clichés
16. Answer: b) Quick overview
17. Answer: d) All of the above
18. Answer: d) Non-verbal
19. Answer: c) Adjusting reading speed based on content
20. Answer: b) Reading a variety of texts
21. Answer: b) List of weaknesses
22. Answer: b) Functional
23. Answer: b) Introduce the applicant
24. Answer: b) Assesses the candidate's fit for the role
25. Answer: c) Being polite and respectful

  
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B.ED. - FIRST YEAR (2023-24) -VALUE ADDED COURSE

COURSE TITLE: EFFECTIVE COMMUNICATION

COURSE CODE: 23B1VAC4

Name: *M. Sukila*  
Time: 30 Minutes

Reg.No: *1280623BD089*  
Max.Marks: 25

Answer ALL the questions  
Each Question carries 1 mark

- Which of the following is NOT a component of effective communication?  
a) Conviction  
 c) Ambiguity  
b) Enthusiasm  
d) Confidence
- Non-verbal communication includes all of the following EXCEPT:  
a) Gesture  
 c) Written language  
b) Posture  
d) Facial expression
- Which element is crucial for maintaining eye contact during communication?  
a) Appearance  
 c) Facial expression  
b) Gesture  
d) Listening
- Which of the following is a barrier to communication?  
a) Feedback  
 c) Noise  
b) Conviction  
d) Confidence
- Which of the following is NOT a type of communication?  
a) Verbal  
 b) Non-verbal  
c) Inferential  
d) Written
- Good listening is important for:  
a) Speaking fluently  
 c) Understanding messages  
b) Writing effectively  
d) Non-verbal communication
- Which of the following is NOT a characteristic of bad listening?  
a) Interrupting frequently  
 b) Paying full attention  
c) Being distracted  
d) Jumping to conclusions
- Which process is enhanced by effective listening?  
a) Writing  
 b) Communication  
c) Speaking  
d) Reading

*9/25*  
*23*  

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*25*

*A. Anitha*

*R. Ohel*

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9. Which of the following is an advantage of good listening?  
a) More misunderstandings       b) Enhanced relationships ✓  
c) Less information retention       d) Increased anxiety
10. Which is a way to become a better listener?  
a) Interrupt often       b) Ignore non-verbal cues ✗  
c) Maintain eye contact       d) Focus on your own thoughts
11. Which of the following is NOT a general principle of writing?  
a) Clarity       b) Ambiguity ✓  
c) Brevity       d) Accuracy
12. Good writing style avoids:  
a) Clear language       b) Unnecessary jargon ✓  
c) Correct grammar       d) Conciseness
13. Improving writing skills requires:  
 a) Learning new vocabulary       b) Avoiding grammar rules ✓  
 c) Ignoring feedback       d) Writing without planning
14. Essentials of good writing style include:  
 a) Using complex words       b) Maintaining a formal tone always  
 c) Being concise and clear       d) Writing as much as possible ✓
15. Which of the following should be avoided in professional writing?  
a) Active voice       b) Clichés ✓  
c) Proper grammar       d) Conciseness
16. The purpose of reading can include:  
a) Information gathering       b) Entertainment ✓  
c) Learning new skills       d) All of the above
17. Skimming is a reading technique used for:  
a) Deep understanding       b) Quick overview  
c) Memorizing content       d) Analyzing details ✓
18. Which of the following is NOT a type of reading?  
a) Critical       b) Extensive  
c) Scanning       d) Non-verbal ✓
19. Effective reading techniques include:  
a) Reading slowly always  
b) Ignoring difficult words  
 c) Adjusting reading speed based on content ✓  
d) Avoiding rereading

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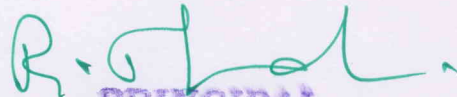


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  - b) Reading a variety of texts
  - c) Focusing on one type of material
  - d) Avoiding complex texts
21. Which is NOT a content of a good resume?
- a) Personal details
  - b) List of weaknesses
  - c) Educational background
  - d) Work experience
22. The purpose of a cover letter is to:
- a) Replace the resume
  - b) Introduce the applicant
  - c) Detail personal hobbies
  - d) List salary expectations
23. Which type of resume is most effective for highlighting skills?
- a) Chronological
  - b) Functional
  - c) Combination
  - d) Personal
24. A job interview is important because it:
- a) Replaces the resume and cover letter
  - b) Assesses the candidate's fit for the role
  - c) Ensures salary negotiations
  - d) Guarantees a job offer
25. During a job interview, maintaining good manners and etiquette includes:
- a) Interrupting the interviewer
  - b) Being late
  - c) Being polite and respectful
  - d) Avoiding eye contact

  
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B.ED. - FIRST YEAR (2023-24) -VALUE ADDED COURSE

COURSE TITLE: EFFECTIVE COMMUNICATION

COURSE CODE: 23B1VAC4

Name: *T. Theepa*  
Time: 30 Minutes

Reg.No: *1280623BD095*  
Max.Marks: 25

Answer ALL the questions  
Each Question carries 1 mark

- Which of the following is NOT a component of effective communication?  
a) Conviction  
 c) Ambiguity  
b) Enthusiasm  
d) Confidence
- Non-verbal communication includes all of the following EXCEPT:  
a) Gesture  
 c) Written language  
b) Posture  
d) Facial expression
- Which element is crucial for maintaining eye contact during communication?  
a) Appearance  
 c) Facial expression  
b) Gesture  
d) Listening
- Which of the following is a barrier to communication?  
a) Feedback  
 c) Noise  
b) Conviction  
d) Confidence
- Which of the following is NOT a type of communication?  
a) Verbal  
 c) Inferential  
b) Non-verbal  
d) Written
- Good listening is important for:  
a) Speaking fluently  
 c) Understanding messages  
b) Writing effectively  
d) Non-verbal communication
- Which of the following is NOT a characteristic of bad listening?  
a) Interrupting frequently  
 b) Paying full attention  
c) Being distracted  
d) Jumping to conclusions
- Which process is enhanced by effective listening?  
a) Writing  
 b) Communication  
c) Speaking  
d) Reading

*24*  
*25*

*96%*

*A. Anitha*

*R. G. Chel*  
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9. Which of the following is an advantage of good listening?  
a) More misunderstandings   
b) Enhanced relationships   
c) Less information retention   
d) Increased anxiety
10. Which is a way to become a better listener?  
a) Interrupt often   
b) Ignore non-verbal cues   
c) Maintain eye contact   
d) Focus on your own thoughts
11. Which of the following is NOT a general principle of writing?  
a) Clarity   
b) Ambiguity   
c) Brevity   
d) Accuracy
12. Good writing style avoids:  
a) Clear language   
b) Unnecessary jargon   
c) Correct grammar   
d) Conciseness
13. Improving writing skills requires:  
a) Learning new vocabulary   
b) Avoiding grammar rules   
c) Ignoring feedback   
d) Writing without planning
14. Essentials of good writing style include:  
a) Using complex words   
b) Maintaining a formal tone always   
c) Being concise and clear   
d) Writing as much as possible
15. Which of the following should be avoided in professional writing?  
a) Active voice   
b) Clichés   
c) Proper grammar   
d) Conciseness
16. The purpose of reading can include:  
a) Information gathering   
b) Entertainment   
c) Learning new skills   
d) All of the above
17. Skimming is a reading technique used for:  
a) Deep understanding   
b) Quick overview   
c) Memorizing content   
d) Analyzing details
18. Which of the following is NOT a type of reading?  
a) Critical   
b) Extensive   
c) Scanning   
d) Non-verbal
19. Effective reading techniques include:  
a) Reading slowly always   
b) Ignoring difficult words   
c) Adjusting reading speed based on content   
d) Avoiding rereading

*R. S. S. S.*  
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20. Which of the following is essential for improving reading skills?
- a) Reading infrequently
  - b) Reading a variety of texts
  - c) Focusing on one type of material
  - d) Avoiding complex texts
21. Which is NOT a content of a good resume?
- a) Personal details
  - b) List of weaknesses
  - c) Educational background
  - d) Work experience
22. The purpose of a cover letter is to:
- a) Replace the resume
  - b) Introduce the applicant
  - c) Detail personal hobbies
  - d) List salary expectations
23. Which type of resume is most effective for highlighting skills?
- a) Chronological
  - b) Functional
  - c) Combination
  - d) Personal
24. A job interview is important because it:
- a) Replaces the resume and cover letter
  - b) Assesses the candidate's fit for the role
  - c) Ensures salary negotiations
  - d) Guarantees a job offer
25. During a job interview, maintaining good manners and etiquette includes:
- a) Interrupting the interviewer
  - b) Being late
  - c) Being polite and respectful
  - d) Avoiding eye contact


  
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**PSN COLLEGE OF EDUCATION, TIRUNELVELI****Value Added Course - B.Ed.I YEAR (2023-2024) -Score Card****Course Title: 1. Gender Sensitivity Course Code: 23B1VAC1****Course Title: 2. Skill Development Course Code: 23B1VAC2****Course Title: 3.Educational Administration Course Code: 23B1VAC3****Course Title: 4.Effective Communication -23B1VAC4****Date of Examination: 09.12.2023**

S.No.	Student name	Register No.	Course Code	Score
				Max: 100
1	ABROSE RAIHANA S M	1280623BD001	23B1VAC1	84
2	ADHIBA S	1280623BD002	23B1VAC1	76
3	ANNA LAKSHMI T	1280623BD003	23B1VAC1	72
4	ANUSUYA P	1280623BD004	23B1VAC1	84
5	ASHINA JERUSH C	1280623BD005	23B1VAC1	88
6	ASMATH RASEEMA R	1280623BD006	23B1VAC1	92
7	BAVITHRA A	1280623BD007	23B1VAC1	84
8	BENAZIR FATHIMA M S M	1280623BD008	23B1VAC1	88
9	BENCY ANNIE M	1280623BD009	23B1VAC1	80
10	BHAKIYA S	1280623BD010	23B1VAC1	76
11	BHARATH M	1280623BD011	23B1VAC1	72
12	CHARLET MABEL I	1280623BD012	23B1VAC1	84
13	DIPHIKA DEVI T	1280623BD013	23B1VAC1	88
14	DIVYA S	1280623BD014	23B1VAC1	80
15	EBENEZER BENEDICT V	1280623BD015	23B1VAC1	92
16	GAJALAKSHMI M	1280623BD016	23B1VAC1	96
17	GANDHIMATHI M	1280623BD017	23B1VAC1	88
18	GAYATHRI S	1280623BD018	23B1VAC1	84
19	GURU SANKAR L	1280623BD019	23B1VAC1	82
20	HARSHITHA B	1280623BD020	23B1VAC1	80
21	HEMA G	1280623BD021	23B1VAC1	80
22	INDRA SINDHU PRIYANKA P	1280623BD022	23B1VAC1	84
23	JACQULIN M	1280623BD023	23B1VAC1	80
24	JAHIR HUSSAIN R	1280623BD024	23B1VAC1	84
25	JAI AJITHRA A	1280623BD025	23B1VAC1	76
26	JAMILA BANU S	1280623BD026	23B1VAC2	72
27	JAYALAKSHMI A	1280623BD027	23B1VAC2	84
28	JEEVAKUMARI C	1280623BD028	23B1VAC2	88
29	JENCY R	1280623BD029	23B1VAC2	92
30	SOWMIA SARASWATHI C	1280623BD030	23B1VAC2	84
31	JESINTHA C	1280623BD031	23B1VAC2	88
32	JEYANTHI M	1280623BD032	23B1VAC2	80
33	JOANA SHERIL L	1280623BD033	23B1VAC2	76
34	JOSEPH JEBIN SATHYA A	1280623BD034	23B1VAC2	72
35	JUMANA HASEEN M	1280623BD035	23B1VAC2	80

  
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36	KARTHIKA S	1280623BD036	23B1VAC2	84
37	KEERTHIKA S	1280623BD037	23B1VAC2	80
38	KENCY R	1280623BD038	23B1VAC2	84
39	KHAMEEDA BANU S	1280623BD039	23B1VAC2	76
40	LAJWEN ZULEKA A	1280623BD040	23B1VAC2	72
41	LAKSHMI A C	1280623BD041	23B1VAC2	84
42	LOGA DHARANI K	1280623BD042	23B1VAC2	88
43	MAMTHA C	1280623BD043	23B1VAC2	92
44	MARIAMMAL L	1280623BD044	23B1VAC2	84
45	MICHEAL ROSARY S	1280623BD045	23B1VAC2	88
46	MOHAMED JASMINE BEEVI S	1280623BD046	23B1VAC2	80
47	MOHAMED SARJUN A M	1280623BD047	23B1VAC2	76
48	MOHAMMED FATHIMA S	1280623BD048	23B1VAC2	72
49	MONICA A	1280623BD049	23B1VAC2	84
50	MUFEEED AHMED T R	1280623BD050	23B1VAC2	76
51	MUPPIDATHI JOTHI P	1280623BD051	23B1VAC3	72
52	MUTHU LAKSHMI S	1280623BD052	23B1VAC3	84
53	MUTHULAKSHMI K	1280623BD053	23B1VAC3	88
54	MUTHUSELVI M	1280623BD054	23B1VAC3	92
55	BRAMMASAKTHI M	1280623BD055	23B1VAC3	84
56	NANTHINI V (08.06.1994)	1280623BD056	23B1VAC3	88
57	NANTHINI V (06.03.2000)	1280623BD057	23B1VAC3	80
58	NASREEN FATHIMA S	1280623BD058	23B1VAC3	76
59	NISHA DEVI N	1280623BD059	23B1VAC3	72
60	POORNIMA ARASI S	1280623BD060	23B1VAC3	84
61	PRAISY R	1280623BD061	23B1VAC3	88
62	PRINCY SHARON T	1280623BD062	23B1VAC3	84
63	RABIKA T	1280623BD063	23B1VAC3	92
64	RADHA A	1280623BD064	23B1VAC3	88
65	RAHMATH FARHEENA J	1280623BD065	23B1VAC3	88
66	RAHMATHUN KAMILA S	1280623BD066	23B1VAC3	84
67	RAJAB NISHA S	1280623BD067	23B1VAC3	82
68	RAJAM S	1280623BD068	23B1VAC3	80
69	RAJAMATHI R	1280623BD069	23B1VAC3	80
70	RAJU S	1280623BD070	23B1VAC3	84
71	RAMA @ KALAIMATHI J	1280623BD071	23B1VAC3	80
72	RATHI J	1280623BD072	23B1VAC3	88
73	REJINA MARY M	1280623BD073	23B1VAC3	76
74	ROSITA MIRACLIN J	1280623BD074	23B1VAC3	72
75	VANDHANA C SIDHARTH	1280623BD075	23B1VAC3	84
76	SANJULA S	1280623BD076	23B1VAC4	88
77	SANTHANA LAKSHMI M	1280623BD077	23B1VAC4	92
78	SASIKALA S	1280623BD078	23B1VAC4	84
79	SELVALAKSHMI M	1280623BD079	23B1VAC4	88

  
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80	SHARON KIRUBA S	1280623BD080	23B1VAC4	80
81	SHERFIA C	1280623BD081	23B1VAC4	76
82	SHEYERLY MARY C	1280623BD082	23B1VAC4	76
83	SIVAKUMARI DURAISAMY	1280623BD083	23B1VAC4	80
84	SRI VIDHYA R	1280623BD084	23B1VAC4	84
85	SUBBULAKSHMI K	1280623BD085	23B1VAC4	80
86	SUGITHA R	1280623BD086	23B1VAC4	84
87	SUJITH M	1280623BD087	23B1VAC4	76
88	SUJITHA M	1280623BD088	23B1VAC4	76
89	SUKILA M	1280623BD089	23B1VAC4	92
90	SUMAIYA MAHIRA T S	1280623BD090	23B1VAC4	88
91	SUNDARA MANGAI A	1280623BD091	23B1VAC4	92
92	SYEDAHASEEBUNISHA M	1280623BD092	23B1VAC4	84
93	TEENA ESTHER R	1280623BD093	23B1VAC4	88
94	THAHIRA BANU S M O	1280623BD094	23B1VAC4	80
95	THEEPA T	1280623BD095	23B1VAC4	96
96	THEVAR ESAKKIAMMAL INDUJA MUTHURAMLINGAM VELAMMAL	1280623BD096	23B1VAC4	76
97	VANANIVETHA R	1280623BD097	23B1VAC4	84
98	VEILU KANTHAMMAL S	1280623BD098	23B1VAC4	88
99	VELAMMAL G	1280623BD099	23B1VAC4	80
100	VELAMMAL KULANTHAIVELU CHELLAMMAL DEVAR	1280623BD100	23B1VAC4	88

*R. Thd.*  
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## M.ED. FIRST YEAR (2023-24) -VALUE ADDED COURSE

### COURSE TITLE: COMMERCIAL MATHEMATICS

### COURSE CODE: 23MIVAC1

### SYLLABUS

#### Unit 1: Fundamentals of Business Mathematics

- **Basic Mathematical Operations and Number Systems**
  - Types of numbers (natural, whole, integers, rational, irrational, real)
  - Basic operations: addition, subtraction, multiplication, division
  - Order of operations and the use of parentheses
- **Fractions, Decimals, and Percentages**
  - Converting between fractions, decimals, and percentages
  - Operations with fractions and decimals
  - Calculating percentages and percentage change
- **Ratios and Proportions**
  - Understanding ratios and proportions
  - Solving problems involving direct and inverse proportions

#### Unit 2: Algebra and Business Applications

- **Basic Algebraic Concepts**
  - Introduction to algebraic expressions and equations
  - Linear equations, inequalities, and their applications
  - Quadratic equations and applications in business
- **Functions and Graphs**
  - Understanding and interpreting linear, quadratic, and exponential functions
  - Graphing functions and analyzing their behavior
  - Applications of functions in business: demand, cost, and revenue functions
- **Matrices and Determinants**
  - Basics of matrices and determinants
  - Operations with matrices (addition, subtraction, multiplication)
  - Applications of matrices in business: solving linear equations

#### Unit 3: Financial Mathematics

- **Interest Calculations**
  - Simple interest and compound interest
  - Time value of money: present and future value
  - Applications in loans, investments, and savings
- **Annuities and Amortization**
  - Types of annuities: ordinary annuities and annuities due
  - Calculation of annuity payments, present value, and future value
  - Amortization of loans: fixed payments and principal reduction

  
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- **Discounting and Promissory Notes**
  - Understanding discount rates and discounting techniques
  - Promissory notes and their applications in business

## Unit 4: Probability and Statistics in Business

- **Introduction to Probability**
  - Basic concepts: outcomes, events, sample space, and probability rules
  - Types of probability: classical, relative frequency, and subjective
  - Applications of probability in business decision-making
- **Descriptive Statistics**
  - Measures of central tendency: mean, median, and mode
  - Measures of dispersion: range, variance, and standard deviation
  - Data presentation techniques: tables, charts, and graphs
- **Inferential Statistics**
  - Sampling methods and sampling distribution
  - Hypothesis testing and confidence intervals
  - Applications of statistics in market research and quality control

## Unit 5: Linear Programming and Optimization

- **Introduction to Linear Programming**
  - Formulating linear programming problems
  - Graphical method of solving linear programming problems
  - Applications of linear programming in resource allocation and production planning
- **Simplex Method and Sensitivity Analysis**
  - Solving linear programming problems using the Simplex method
  - Understanding duality and sensitivity analysis
- **Transportation and Assignment Problems**
  - Solving transportation and assignment problems using optimization techniques
  - Applications in logistics, supply chain management, and project management

### References:

- Raghavachari, M. (2018). *Mathematics for Management: An Introduction*. Tata McGraw-Hill Education.
- Kapoor, V. K. (2019). *Business Mathematics*. Sultan Chand & Sons.
- Taha, H. A. (2017). *Operations Research: An Introduction*. Pearson Education.
- Hillier, F. S., & Lieberman, G. J. (2020). *Introduction to Operations Research*. McGraw-Hill Education.
- Levin, R. I., & Rubin, D. S. (2017). *Statistics for Management*. Pearson Education.
- Berenson, M. L., Levine, D. M., & Szabat, K. A. (2018). *Basic Business Statistics: Concepts and Applications*. Pearson.
- Deitz, J. E., & Southam, J. L. (2016). *Contemporary Business Mathematics for Colleges*. Cengage Learning.

  
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## VALUE ADDED COURSES: 2023-24

### SCHEDULE

Date: 04.12.2023 to 09.12.2023

Total Hours: 36 Hrs

S.No.	Course/ Year	Course Code	Title of the Value Added Course	No. of Students	Name of the Co-ordinator
1	B.Ed. I Year	23B1VAC1	Gender Sensitivity	25	Mrs. A. ANITHA
2	B.Ed. I Year	23B1VAC2	Skill Development	25	
3	B.Ed. I Year	23B1VAC3	Educational Administration	25	
4	B.Ed. I Year	23B1VAC4	Effective Communication	25	
5	M.Ed. I Year	23M1VAC1	Commercial Mathematics	25	
6	M.Ed. I Year	23M1VAC2	E-Business	25	

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## VALUE ADDED COURSE: 2023-24

Date: 04.12.2023 to 09.12.2023 (B.Ed. & M.Ed. I Year)

### TIME TABLE

Day	Time										
	9.30 - 10.30 am	10.30-11.30am	11.30 - 11.40 am	11.40- 12.40 pm	12.40-1.20 pm	1.20-2.20pm	2.20-3.20pm	03.20 -03.30 pm	3.30 -4.30pm		
<b>Day 1</b>	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Session VI	
<b>Day 2</b>	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Session VI	
<b>Day 3</b>	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Session VI	
<b>Day 4</b>	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Session VI	
<b>Day 5</b>	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Session VI	
<b>Day 6</b>	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Session VI	

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**M.ED. FIRST YEAR (2023-24) -VALUE ADDED COURSE**

**COURSE TITLE: COMMERCIAL MATHEMATICS**

**COURSE CODE: 23M1VAC1**

**Name:**  
**Time: 45 Minutes**

**Reg.No:**  
**Max. Marks: 25**

**Answer ALL the questions**  
**Each questions carries 1 mark**

- Which of the following is a method to solve a system of linear equations?  
 A) Calculus                      B) Simple Interest  
 C) Graphical Method            D) Discount Rate.
- If a loan of \$10,000 is taken at a simple interest rate of 5% per annum for 3 years, what is the total interest?  
 A) \$1,500    B) \$1,000    C) \$500    D) \$2,000
- What is the future value of an investment of \$1,000 at a compound interest rate of 10% per annum for 2 years?  
 A) \$1,210    B) \$1,100    C) \$1,050    D) \$1,200
- Which measure represents the average value of a dataset?  
 A) Median                          B) Mode  
 C) Mean                             D) Standard Deviation
- If the probability of an event occurring is 0.4, what is the probability of the event not occurring?  
 A) 0.6    B) 0.4    C) 1.0    D) 0.2
- What is the formula for calculating simple interest?  
 A)  $I = P \times r \times t$     B)  $I = P + r + t$   
 B)  $I = P + r + t$     C)  $I = P \times r / t$   
 C)  $I = P \times r / t$     D)  $I = P - r - t$   
 D)  $I = P - r - t$
- In linear programming, which method is used to solve problems graphically?  
 A) Simplex Method                B) Dual Method  
 C) Graphical Method              D) Quadratic Method
- What is the ratio equivalent to 2:5 in percentage?  
 A) 40%    B) 50%    C) 25%    D) 20%

  
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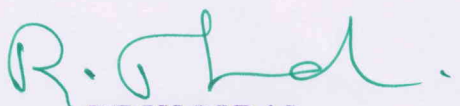
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9. Which of the following is an example of a linear function?
- A)  $y=2x+3y = 2x + 3y=2x+3$
  - B)  $y=x^2+3y = x^2 + 3y=x^2+3$
  - C)  $y=\log(x)y = \log(x)y=\log(x)$
  - D)  $y=exy = e^{xy}=ex$
10. The difference between the highest and lowest values in a dataset is known as the:
- A) Mean
  - B) Median
  - C) Range
  - D) Mode
11. What is the present value of \$1,000 due in 3 years at an annual discount rate of 5%?
- A) \$950
  - B) \$857.34
  - C) \$900
  - D) \$1,050
12. Which type of matrix has equal numbers of rows and columns?
- A) Rectangular Matrix
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13. If an annuity pays \$200 per month for 5 years at an annual interest rate of 6%, compounded monthly, what is the future value of the annuity?
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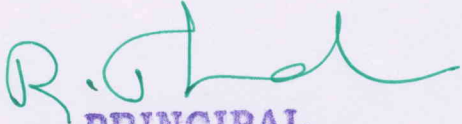
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- A) 0    B) 0.5    C) 1    D) Infinity
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25. Which formula is used to calculate compound interest?
- A)  $A=P(1+rt)A = P(1 + rt)A=P(1+rt)$
  - B)  $A=P(1+r/n)ntA = P(1 + r/n)^{nt}A=P(1+r/n)nt$
  - C)  $A=P+rtA = P + rtA=P+rt$
  - D)  $A=P-rA = P - rA=P-r$

  
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**M.ED. FIRST YEAR (2023-24) -VALUE ADDED COURSE**

**COURSE TITLE: COMMERCIAL MATHEMATICS**

**COURSE CODE: 23M1VAC1**

## Answer Key

1. Answer: C) Graphical Method
2. Answer: A) \$1,500.
3. Answer: A) \$1,210.
4. Answer: C) Mean.
5. Answer: A) 0.6.
6. Answer: A)  $I = P \times r \times t$
7. Answer: C) Graphical Method
8. Answer: A) 40%.
9. Answer: A)  $y = 2x + 3y = 2x + 3y = 2x + 3$ .
10. Answer: C) Range.
11. Answer: B) \$857.34.
12. Answer: B) Square Matrix.
13. Answer: B) \$14,435.61.
14. Answer: A) The collection of all possible outcomes.
15. Answer: B) Binomial distribution
16. Answer: B) To solve linear optimization problems.
17. Answer: D) Standard Deviation.
18. Answer: A) Return on Investment.
19. Answer: C)  $y = e^{xy} = e^{xy} = e^x$ .
20. Answer: C) 1.
21. Answer: A) \$3,000.
22. Answer: B) A series of equal payments at regular intervals.
23. Answer: B) Feasible solution.
24. Answer: B) 15 is the most frequently occurring value.
25. Answer: B)  $A = P(1 + r/n)^{nt}$

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## M.ED. FIRST YEAR (2023-24) -VALUE ADDED COURSE

### COURSE TITLE: COMMERCIAL MATHEMATICS

### COURSE CODE: 23M1VAC1

Name: *Hathulin. T*  
Time: 45 Minutes

Reg.No: *1280623MD029*  
Max. Marks: 25

Answer ALL the questions  
Each questions carries 1 mark

- Which of the following is a method to solve a system of linear equations?  
 A) Calculus                      B) Simple Interest  
 C) Graphical Method            D) Discount Rate.
- If a loan of \$10,000 is taken at a simple interest rate of 5% per annum for 3 years, what is the total interest?  
 A) \$1,500    B) \$1,000    C) \$500    D) \$2,000
- What is the future value of an investment of \$1,000 at a compound interest rate of 10% per annum for 2 years?  
 A) \$1,210    B) \$1,100    C) \$1,050    D) \$1,200
- Which measure represents the average value of a dataset?  
 A) Median                          B) Mode  
 C) Mean                              D) Standard Deviation
- If the probability of an event occurring is 0.4, what is the probability of the event not occurring?  
 A) 0.6    B) 0.4    C) 1.0    D) 0.2
- What is the formula for calculating simple interest?  
 A)  $I = P \times r \times t = P \times r \times t$   
 B)  $I = P + r + t = P + r + t$   
 C)  $I = P \times r / t = P \times r / t$   
 D)  $I = P - r - t = P - r - t$
- In linear programming, which method is used to solve problems graphically?  
 A) Simplex Method                      B) Dual Method  
 C) Graphical Method                      D) Quadratic Method
- What is the ratio equivalent to 2:5 in percentage?  
 A) 40%    B) 50%    C) 25%    D) 20%

*23/25 92%*

*A. Anitha*

*R. Thel*  
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  - B)  $y=x^2+3y = x^2 + 3y=x^2+3$
  - C)  $y=\log(x)y = \log(x)y=\log(x)$
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10. The difference between the highest and lowest values in a dataset is known as the:
- A) Mean
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- A) \$950
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*R. S. Selva*  
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M.ED. FIRST YEAR (2023-24) -VALUE ADDED COURSE

COURSE TITLE: COMMERCIAL MATHEMATICS

COURSE CODE: 23M1VAC1

Name: Elakkiya.s.  
Time: 45 Minutes

Reg.No: 1280623M.D017  
Max. Marks: 25

Answer ALL the questions  
Each questions carries 1 mark

- Which of the following is a method to solve a system of linear equations?  
 A) Calculus      B) Simple Interest  
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- If a loan of \$10,000 is taken at a simple interest rate of 5% per annum for 3 years, what is the total interest?  
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 C) Graphical Method      D) Quadratic Method
- What is the ratio equivalent to 2:5 in percentage?  
 A) 40%      B) 50%      C) 25%      D) 20%

22/25 88%

A. Anitha

R. S. Thel  
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## M.ED. FIRST YEAR (2023-24) - VALUE ADDED COURSE

COURSE TITLE: E-BUSINESS

COURSE CODE: 23M1VAC2

### Syllabus

#### Unit 1: Introduction to E-Business

- **Overview of E-Business**
  - Definition and scope of e-business
  - Differences between e-business and e-commerce
  - Evolution and trends in e-business
- **Key Components of E-Business**
  - Business models (B2B, B2C, C2C, C2B)
  - E-business architecture and infrastructure
  - Role of technology in e-business
- **Benefits and Challenges of E-Business in Education**
  - Opportunities for educators and educational institutions
  - Challenges such as privacy, security, and digital divide

#### Unit 2: Digital Strategy and Marketing for E-Business

- **Introduction to Digital Strategy in E-Business**
  - Importance of digital strategy in e-business
  - Digital transformation in education
- **Digital Marketing Fundamentals**
  - Key digital marketing channels (SEO, SEM, content marketing, social media)
  - Strategies for engaging educational audiences online
- **Social Media in E-Business**
  - Utilizing social media platforms for educational purposes
  - Building a professional online presence

#### Unit 3: E-Business Technologies and Tools

- **Overview of E-Business Technologies**
  - Web technologies (HTML, CSS, JavaScript)
  - Cloud computing, mobile technologies, and APIs
- **Tools for Managing E-Business Operations**
  - Customer Relationship Management (CRM) tools
  - Learning Management Systems (LMS) and their role in education
  - E-commerce platforms (e.g., Shopify, WooCommerce) and their integration with e-learning
- **Data Management in E-Business**
  - Big data, analytics, and their importance in e-business
  - Data-driven decision-making in education

*R. Othel*  
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## Unit 4: Cybersecurity and Ethical Issues in E-Business

- **Introduction to Cybersecurity in E-Business**
  - Common cybersecurity threats (phishing, hacking, data breaches)
  - Best practices for protecting data and online transactions
- **Legal and Ethical Considerations**
  - Privacy laws, GDPR, and data protection regulations
  - Ethical implications of digital transactions and online content
- **Case Studies and Real-World Scenarios**
  - Analyzing breaches and data misuse in educational contexts

## Unit 5: Future Trends in E-Business and Education

- **Emerging Technologies in E-Business**
  - Artificial Intelligence (AI), machine learning, blockchain, and their applications in education
  - The impact of Virtual Reality (VR) and Augmented Reality (AR) on e-learning
- **Future of E-Business in Education**
  - Predicting the future of online education and its commercialization
  - Innovations in educational technology and their potential impact
- **Adapting to Change: Strategies for Educators**
  - Continuous professional development in a digital world
  - Embracing new tools and technologies for effective teaching

### References:

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- Chaffey, D. (2015). *Digital Business and E-Commerce Management*. Pearson.
- Laudon, K. C., & Traver, C. G. (2020). *E-Commerce 2020: Business, Technology, and Society*. Pearson.
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- Tuten, T. L., & Solomon, M. R. (2021). *Social Media Marketing*. Sage Publications.
- Turban, E., King, D., Lee, J. K., Liang, T. P., & Turban, D. C. (2020). *Electronic Commerce 2020: A Managerial and Social Networks Perspective*. Springer.
- Horton, W. (2011). *E-Learning by Design*. John Wiley & Sons.
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## VALUE ADDED COURSES: 2023-24

### SCHEDULE

Date: 04.12.2023 to 09.12.2023

Total Hours: 36 Hrs

S.No.	Course/ Year	Course Code	Title of the Value Added Course	No. of Students	Name of the Co-ordinator
1	B.Ed. I Year	23B1VAC1	Gender Sensitivity	25	Mrs. A. ANITHA
2	B.Ed. I Year	23B1VAC2	Skill Development	25	
3	B.Ed. I Year	23B1VAC3	Educational Administration	25	
4	B.Ed. I Year	23B1VAC4	Effective Communication	25	
5	M.Ed. I Year	23M1VAC1	Commercial Mathematics	25	
6	M.Ed. I Year	23M1VAC2	E-Business	25	

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## VALUE ADDED COURSE: 2023-24

Date: 04.12.2023 to 09.12.2023 (B.Ed. & M.Ed. I Year)

### TIME TABLE

Day	Time									
	9.30 - 10.30 am	10.30-11.30am	11.30 - 11.40 am	11.40- 12.40 pm	12.40-1.20 pm	1.20-2.20pm	2.20-3.20pm	3.30 -4.30pm		
Day 1	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Session VI
Day 2	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Session VI
Day 3	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Session VI
Day 4	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Session VI
Day 5	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Session VI
Day 6	Session I	Session II	Break		Session III	LUNCH		Session IV	Session V	Session VI

*B. J. J.*  
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**PSN COLLEGE OF EDUCATION**  
**MELATHEDIYOOR,**  
**TIRUNELVELI - 627 152.**



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Melathediyoor, Palayamkottai Taluk, Tirunelveli District-627152. Phone: 04634 - 279082

Email:psncedu@gmail.com, Website:www.psnce.co.in

**M.ED. FIRST YEAR (2023-24) - VALUE ADDED COURSE**

**COURSE TITLE: E-BUSINESS**

**COURSE CODE: 23M1VAC2**

Name:

Reg.No:

Time: 30 Minutes

Max.Marks: 25

-----  
Answer ALL the questions

Each Question carries 1 mark

1. What is the primary difference between e-commerce and e-business?
  - A) E-commerce focuses on buying and selling, while e-business includes all business activities online.
  - B) E-business focuses only on marketing, while e-commerce involves logistics.
  - C) E-commerce includes offline sales, while e-business is purely online.
  - D) E-business is for small businesses, while e-commerce is for large companies.
2. Which of the following is an example of B2B e-commerce?
  - A) A person buying a book on Amazon
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  - A) To secure the website against hackers
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  - C) To store customer data
  - D) To increase website traffic
4. Which technology is essential for creating dynamic, interactive e-commerce websites?
  - A) HTML    B) CSS    C) JavaScript    D) JPEG
5. What does SEO stand for in digital marketing?
  - A) Search Engine Operation
  - B) Search Engine Optimization
  - C) Social Engagement Optimization
  - D) Secure Electronic Operation
6. Which of the following is an example of a Learning Management System (LMS)?
  - A) Shopify    B) Canvas    C) Amazon    D) PayPal

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  - C) CMS
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  - A) Facebook
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  - C) Teachers Pay Teachers
  - D) YouTube
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  - A) Selling products only through a single online store
  - B) Using multiple channels in a coordinated way to reach customers
  - C) Focusing solely on email marketing
  - D) Selling products only through physical stores
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  - B) General Digital Payment Regulation; for secure payments
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  - D) Global Digital Platform Regulation; for website management
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  - D) A design that only works on desktop computers
24. Which tool is commonly used for automating email marketing campaigns?
  - A) WordPress    B) Canva    C) Mailchimp    D) Zoom
25. Which of the following describes a "freemium" model in e-commerce?
  - A) Offering only paid services
  - B) Offering free services with optional paid upgrades
  - C) Offering all services for free
  - D) Offering discounts on bulk purchases

  
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## M.ED. FIRST YEAR (2023-24) - VALUE ADDED COURSE

COURSE TITLE: E-BUSINESS

COURSE CODE: 23M1VAC2

### Answer Key

1. Answer: A) E-commerce focuses on buying and selling, while e-business includes all business activities online.
2. Answer: B) A manufacturer purchasing materials from a supplier online.
3. Answer: B) To enable secure online payment processing.
4. Answer: C) JavaScript.
5. Answer: B) Search Engine Optimization
6. Answer: B) Canvas.
7. Answer: B) Secure Socket Layer; for secure transactions.
8. Answer: B) Flexible access to learning resources.
9. Answer: B) To store user data and enhance personalized experiences.
10. Answer: D) T2T.
11. Answer: B) Google Analytics.
12. Answer: C) Enhanced flexibility and scalability.
13. Answer: A) SEM (Search Engine Marketing).
14. Answer: C) Teachers Pay Teachers.
15. Answer: B) Using multiple channels in a coordinated way to reach customers.
16. Answer: A) General Data Protection Regulation; for data privacy compliance.
17. Answer: C) Cash on Delivery.
18. Answer: B) To create valuable content that attracts and engages customers.
19. Answer: B) SSL/TLS.
20. Answer: B) Phishing.
21. Answer: B) To improve customer interactions and retention.
22. Answer: C) Email marketing.
23. Answer: A) A design that adjusts to different devices and screen sizes.
24. Answer: C) Mailchimp.
25. Answer: B) Offering free services with optional paid upgrades.

  
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**M.ED. FIRST YEAR (2023-24) - VALUE ADDED COURSE**

**COURSE TITLE: E-BUSINESS**

**COURSE CODE: 23M1VAC2**

Name: *Paul yabesh. P*

Reg.No: *1280623MD037*

Time: 30 Minutes

Max.Marks: 25

Answer ALL the questions

Each Question carries 1 mark

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*21/25 84*  
*A. Anitha*

*R. Chel.*  
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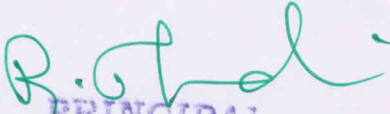


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M.ED. FIRST YEAR (2023-24) - VALUE ADDED COURSE

COURSE TITLE: E-BUSINESS

COURSE CODE: 23M1VAC2

Name: *Suyatha .v*

Time: 30 Minutes

Reg.No: *1280623MP046*

Max.Marks: 25

Answer ALL the questions

Each Question carries 1 mark

1. What is the primary difference between e-commerce and e-business?
  - A) E-commerce focuses on buying and selling, while e-business includes all business activities online.
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*22/28*  
*98%*  
*A. Anitha*

*R. G. Sel*  
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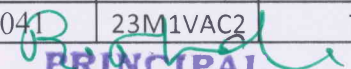
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*B. Thel*

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PSN COLLEGE OF EDUCATION, TIRUNELVELI				
VALUE ADDED COURSE - M.Ed. First Year 2023-24 - Score Card				
Course Title: 1.Commercial Mathematics Course Code: 23M1VAC1				
Course Title: 2. E-Business Course Code: 23M1VAC2				
Date of Examination: 09.12.2023				
S.No.	Student name	Register No.	Course Code	Score
				Max: 100
1	AASHIKA P RAYEN D	1280623MD001	23M1VAC1	92
2	ABINAYA K	1280623MD002	23M1VAC1	84
3	ABISHA JEYA MANO S	1280623MD003	23M1VAC1	88
4	AJAY DOMINIC N	1280623MD004	23M1VAC1	80
5	AMUTHA BHARATHI S	1280623MD005	23M1VAC1	76
6	ANGEL G	1280623MD006	23M1VAC1	80
7	ANITA I	1280623MD007	23M1VAC1	80
8	ANITA JEBA JULIET K	1280623MD008	23M1VAC1	84
9	ANNAVIMUTHU K	1280623MD009	23M1VAC1	80
10	ANTONY SAHAYA JENCY T	1280623MD010	23M1VAC1	84
11	AROCKIA AMALA M	1280623MD011	23M1VAC1	76
12	BATRIC ANTONY VIJAYAN F	1280623MD012	23M1VAC1	72
13	BLESSY RASITHA P	1280623MD013	23M1VAC1	84
14	DASLIN PON SANTHOSH T	1280623MD014	23M1VAC1	88
15	DAYANA GNANA ROSE A	1280623MD015	23M1VAC1	92
16	DHARANI L	1280623MD016	23M1VAC1	84
17	ELAKKIYA S	1280623MD017	23M1VAC1	88
18	ELSTIN DEVAMANI A	1280623MD018	23M1VAC1	80
19	ESTHER G	1280623MD019	23M1VAC1	76
20	GOLDA KIRUBA RANI S	1280623MD020	23M1VAC1	72
21	GOWRI N	1280623MD021	23M1VAC1	84
22	HATHLIN T	1280623MD022	23M1VAC1	92
23	JEBARANI ADLYN J	1280623MD023	23M1VAC1	84
24	JENEFA JEBAPACKIAM A	1280623MD024	23M1VAC1	92
25	JENILA IMMACULINE P	1280623MD025	23M1VAC1	96
26	KEZIGA PAULINE P	1280623MD026	23M1VAC2	82
27	KULASI C	1280623MD027	23M1VAC2	80
28	MABEL ROSESTY P	1280623MD028	23M1VAC2	80
29	MARI MATHAN M	1280623MD029	23M1VAC2	88
30	MARIAPPAN VENKATESWARI	1280623MD030	23M1VAC2	80
31	MATHUSRI M	1280623MD031	23M1VAC2	92
32	MUTHUMARI S	1280623MD032	23M1VAC2	76
33	NADAR REBECCA YOVANRAJ	1280623MD033	23M1VAC2	72
34	NAIDU MAHALAXHMI PADMANABHA	1280623MD034	23M1VAC2	84
35	NAVANEETHA E	1280623MD035	23M1VAC2	88
36	PARAMESWARI S	1280623MD036	23M1VAC2	92
37	PAUL YABESH P	1280623MD037	23M1VAC2	84
38	PEARLINE GRACE P	1280623MD038	23M1VAC2	88
39	PERSIS JENITA R	1280623MD039	23M1VAC2	80
40	PRAISY JENISHA P	1280623MD040	23M1VAC2	76
41	PRASANNA J	1280623MD041	23M1VAC2	72

  
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42	PREM KALA S	1280623MD042	23M1VAC2	84
43	RANJITHSINGH D	1280623MD043	23M1VAC2	88
44	SEETHA LAKSHMI R	1280623MD044	23M1VAC2	84
45	SHWETHA S	1280623MD045	23M1VAC2	92
46	SUJATHA V	1280623MD046	23M1VAC2	88
47	TORIN SHARMILA V	1280623MD047	23M1VAC2	88
48	UDHAYA SANKAR G	1280623MD048	23M1VAC2	84
49	UMA SARASWATHI R	1280623MD049	23M1VAC2	82
50	VINEETHA JOTHI A	1280623MD050	23M1VAC2	80

  
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