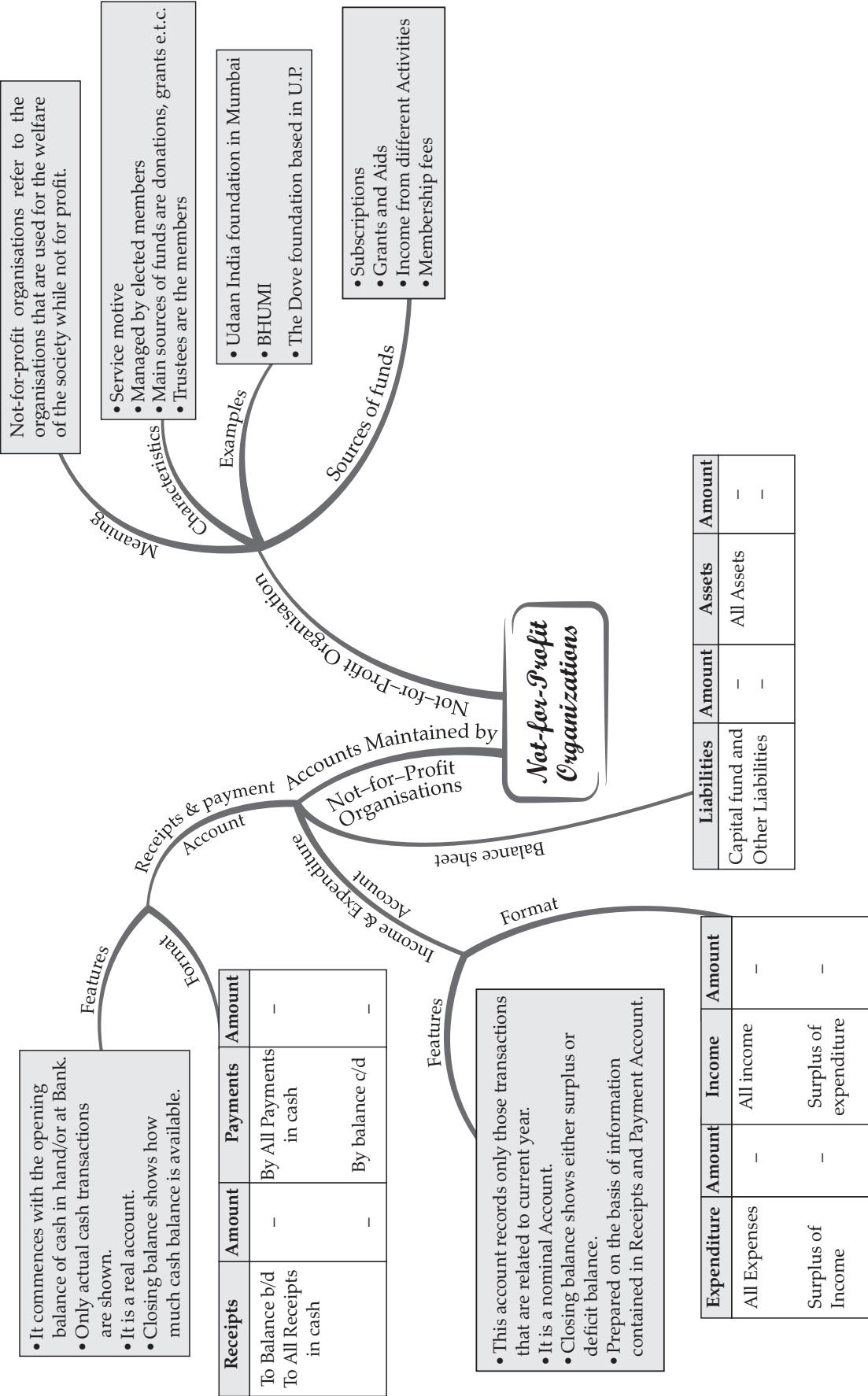
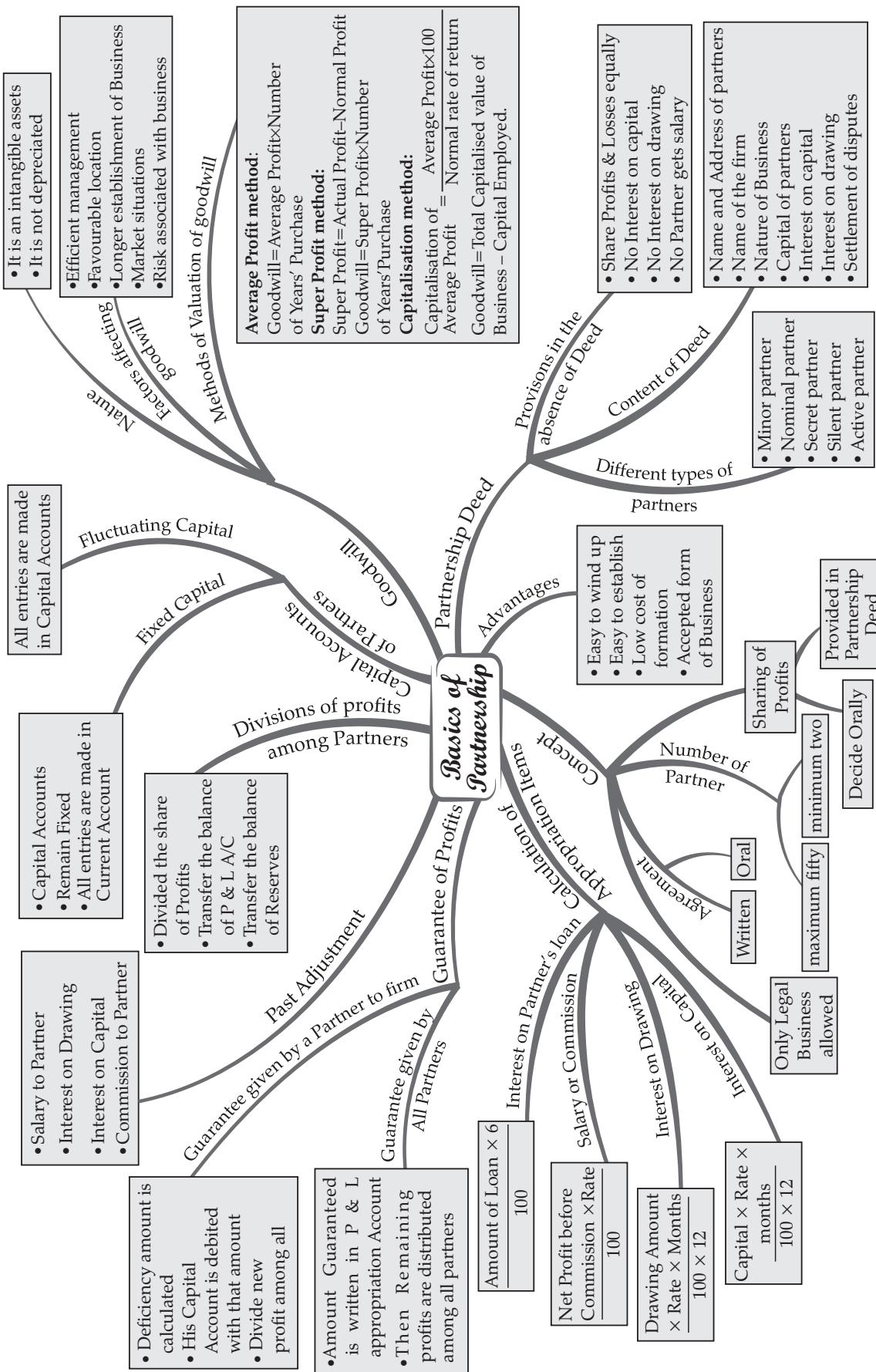


MIND MAP : LEARNING MADE SIMPLE CHAPTER - 1

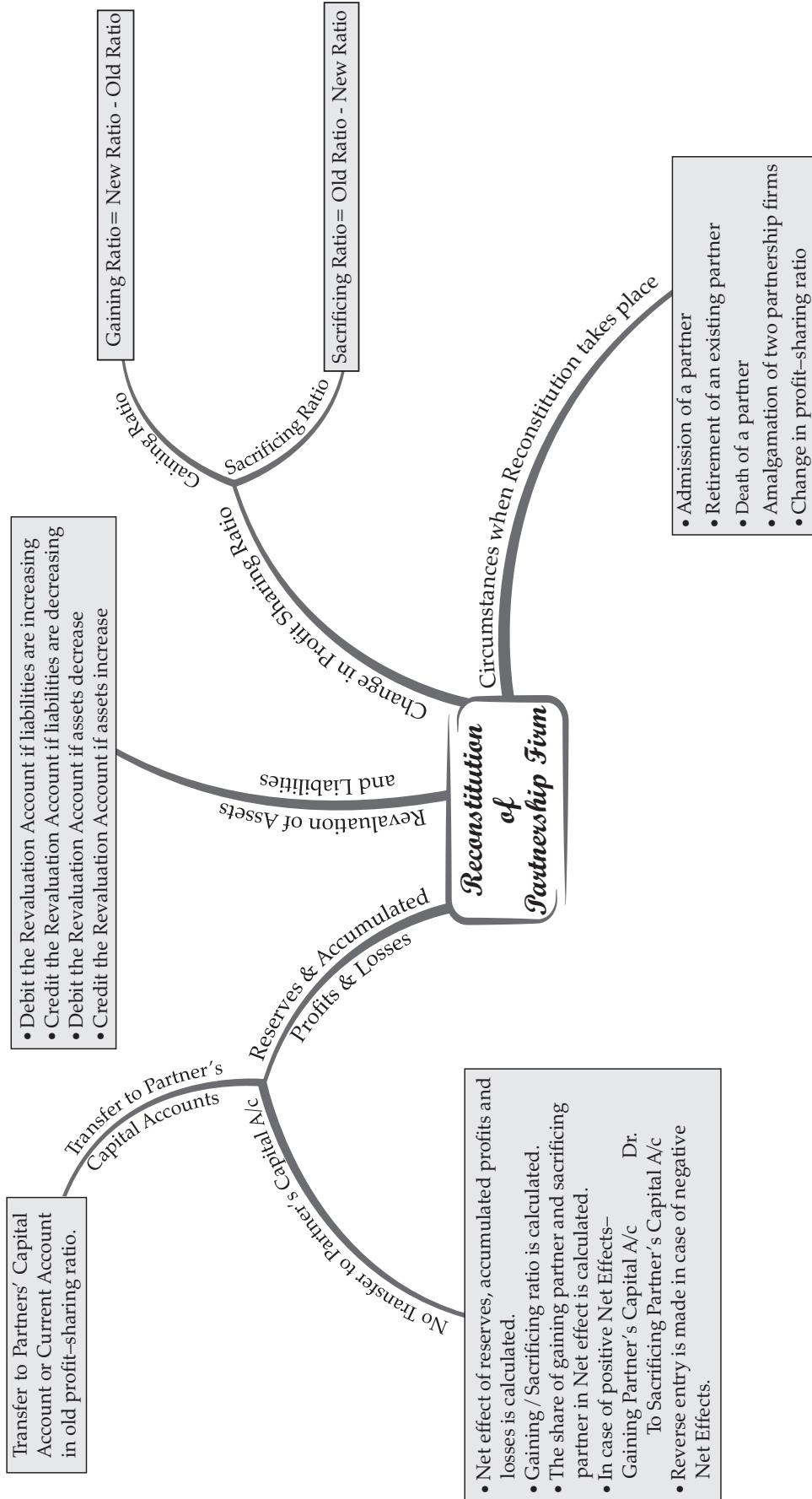


MIND MAP : LEARNING MADE SIMPLE

CHAPTER - 2

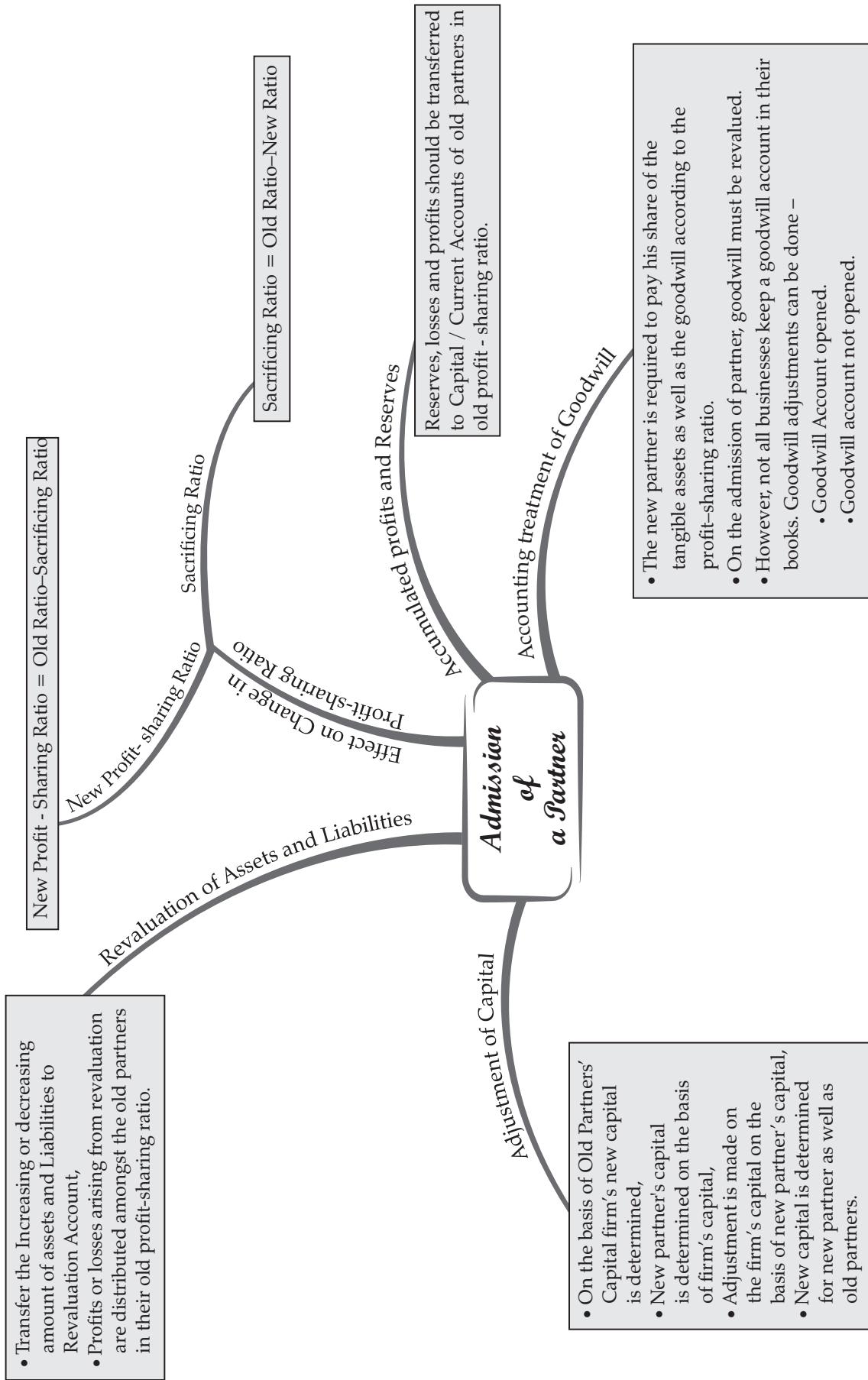


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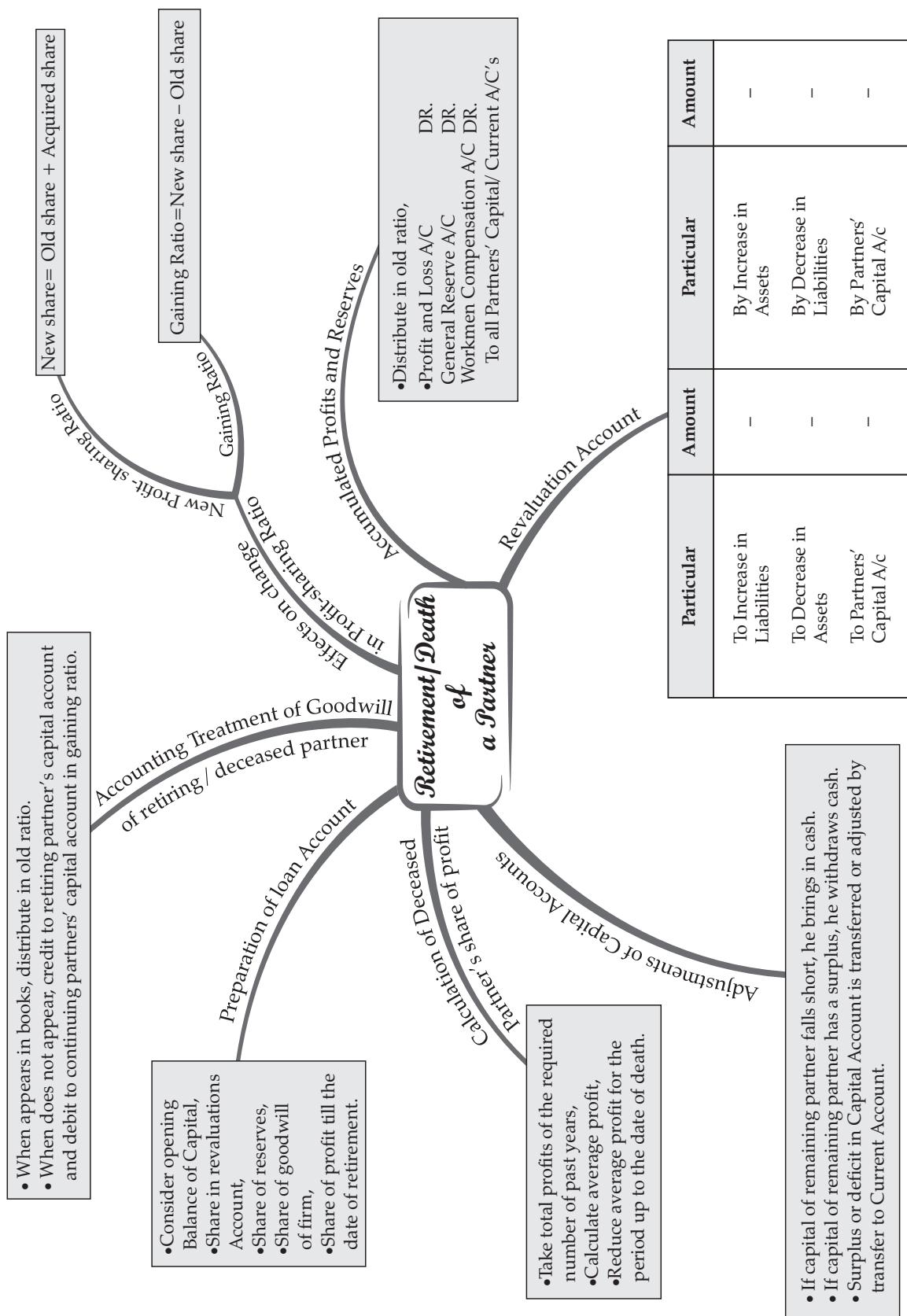


MIND MAP : LEARNING MADE SIMPLE

CHAPTER - 4

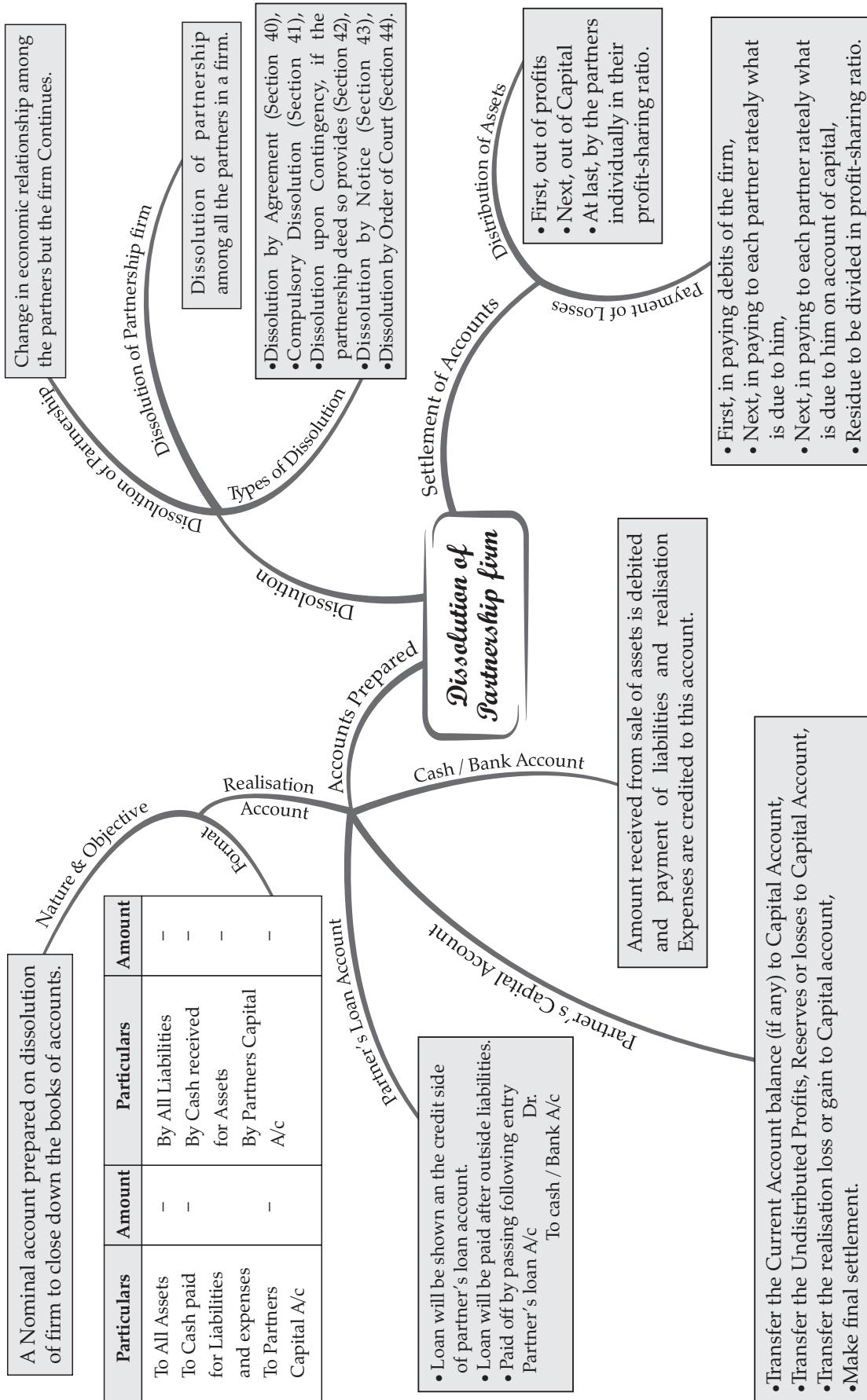


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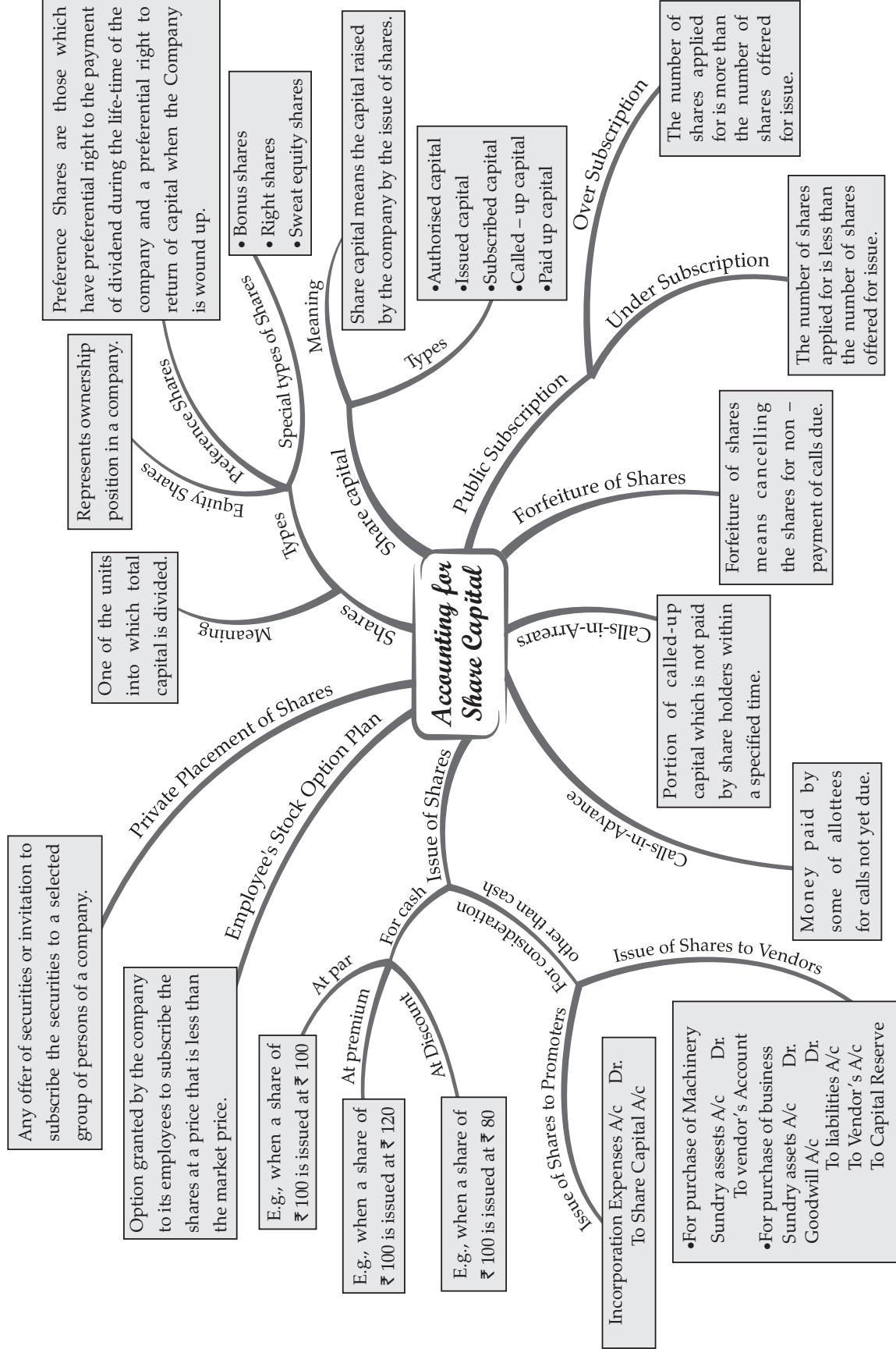
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CHAPTER - 6



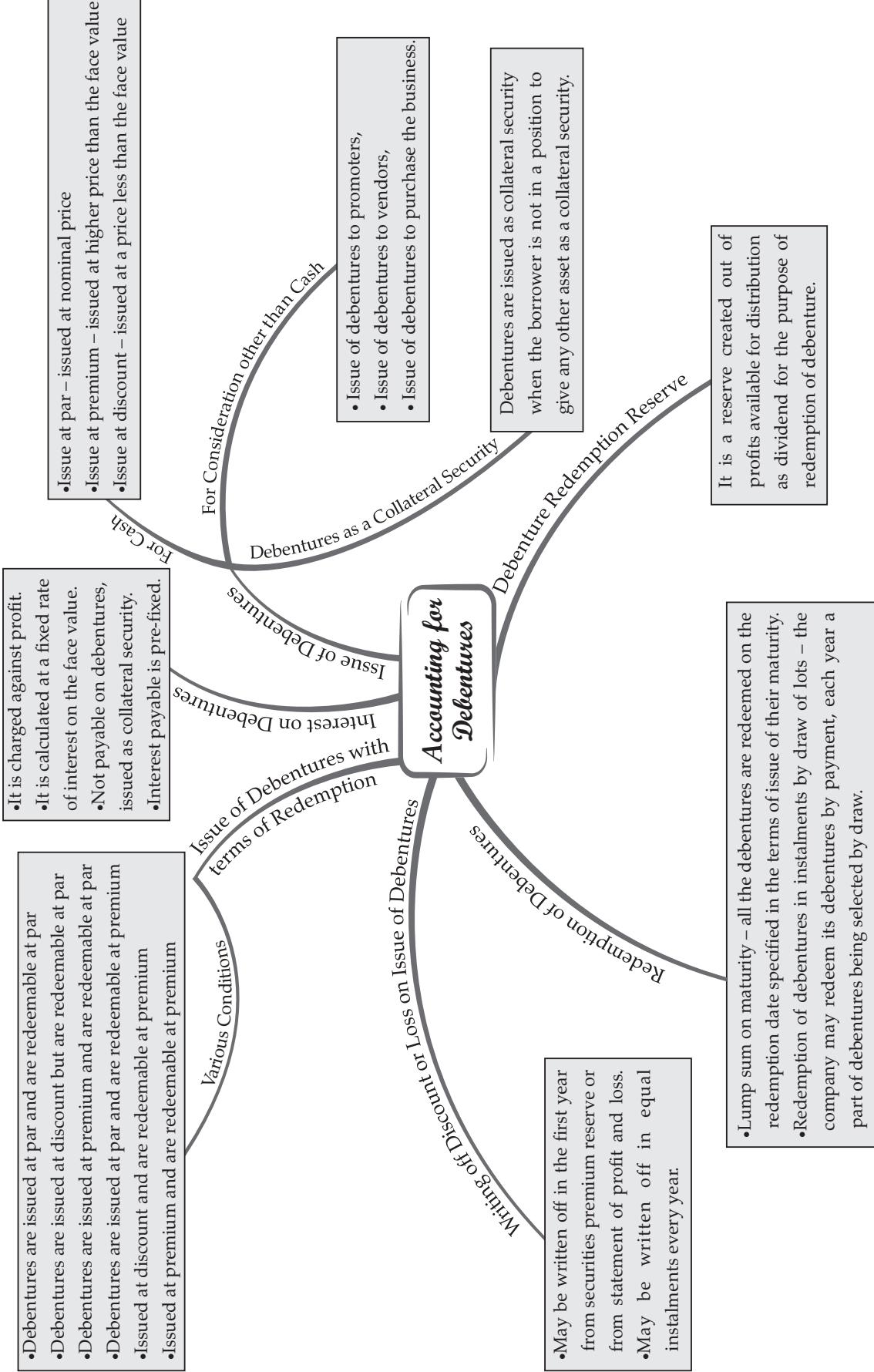
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CHAPTER - 7



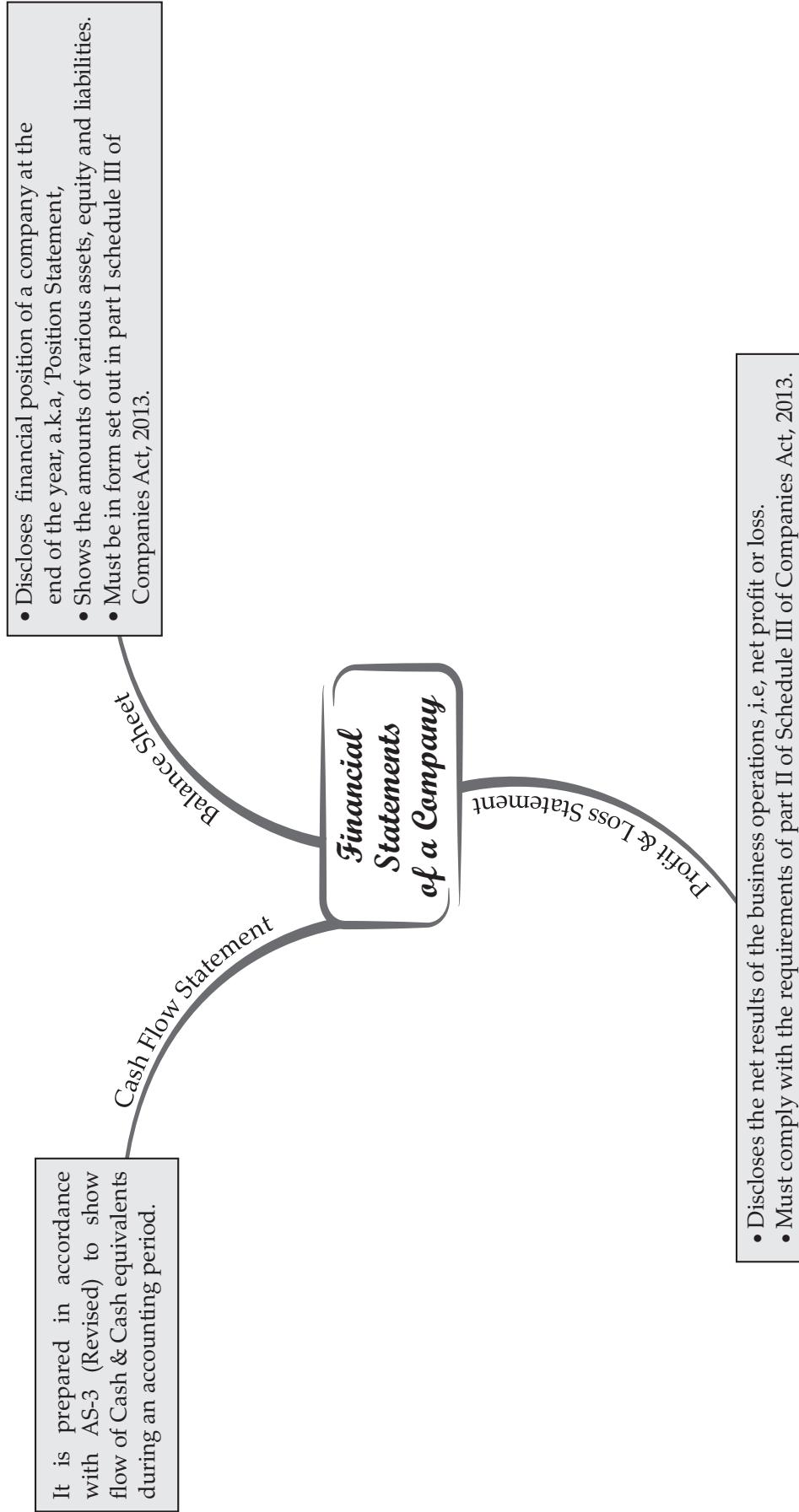
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CHAPTER - 8

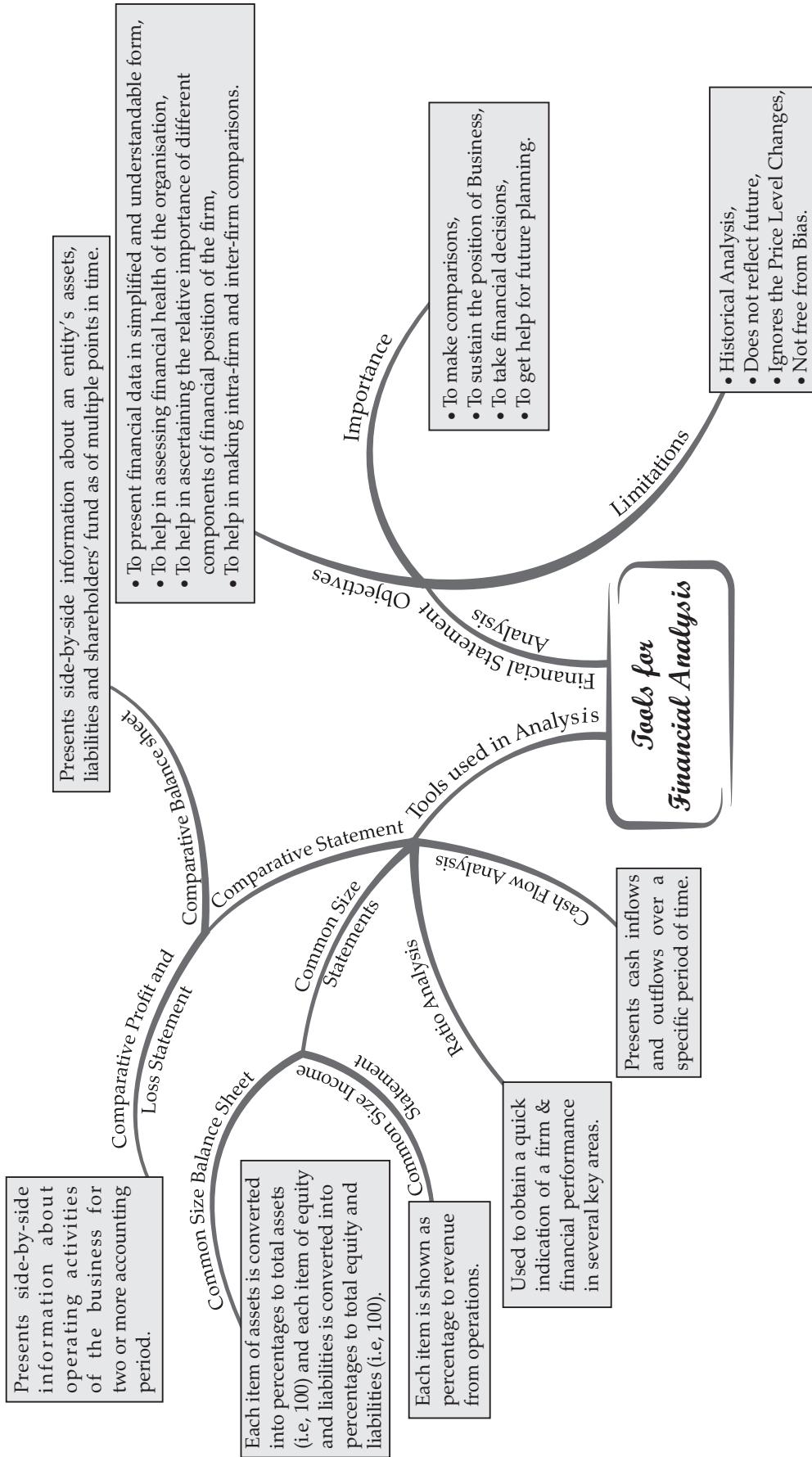


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CHAPTER - 9

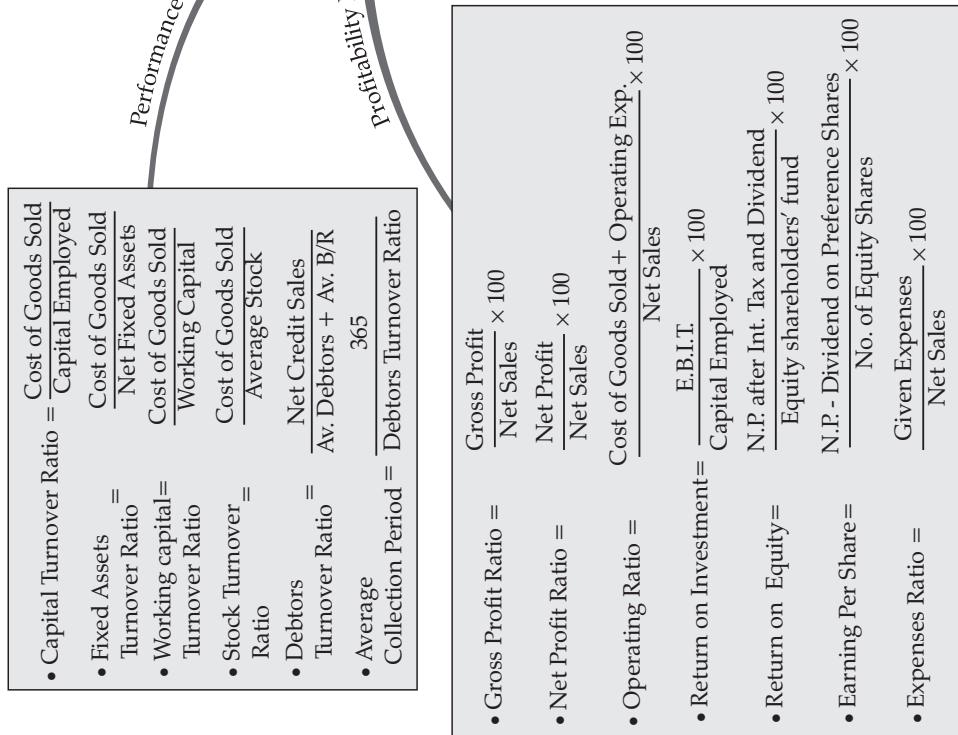


MIND MAP : LEARNING MADE SIMPLE CHAPTER - 10



MIND MAP : LEARNING MADE SIMPLE

CHAPTER - 11



Performance or Activity Ratio

- To measure profitability,
- To ascertain operating efficiency,
- To access business solvency,
- To facilitate comparative analysis.

Liquidity Ratios

- Access the short-term financial position of the firm.
- Access the ability of the firm to pay its long- term liabilities in time.

Solventy Ratios

- Measure various aspects of the profitability or the capacity to earn a stable return.

Profitability Ratios

- Indicate how efficiently & profitably the total capital, working capital, fixed assets and inventory of the business are used.

Classification of Ratios

Objectives

Turnover Ratios

Liquidity Ratio

Solventy Ratio

Profitability Ratio

Classification of Ratios

Objectives

Turnover Ratios

Liquidity Ratio

Solventy Ratio

Profitability Ratio

Classification of Ratios

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Liquidity Ratio

MIND MAP : LEARNING MADE SIMPLE

CHAPTER - 12

