

Affiliated to VTU, Belagavi, Approved by AICTE, New Delhi and Recognized by Government of Karnataka, Programs accredited by NBA, New Delhi - **UG:** CV, ECE, EEE and ME (Validity up to June 2025), **UG:** CSE (Validity up to June 2026)

ATMECE/PS/LIB/2024-25/112

Date: 31-12-2024

To,  
**BOOK PARADISE**  
**REGD OFFICE - 400/1, 4<sup>TH</sup> CROSS,**  
**7<sup>TH</sup> BLOCK WEST, JAYANAGAR,**  
**BANGALORE**  
**KARNATAKA - 560 070**

## Sub: Purchase Order for 26 Books

Dear Sir/Madam,

With reference to the above-mentioned subject, we are pleased to place an order for **26 books** as per your **Quotation EQ-21211**

Kindly supply the order as per your Quotation and kindly go through the terms and conditions.

Sl. No.	Dept.	PI No.	Title	Quantity	Net Amount in Rs.
1	MBA	21211	14	26	Rs. 20,874/-

Quoted Books list given below:

Sl.No	Books	Qty	Rate	Amount
1	Management & Organisational Behaviour - Laurie J. Mullins, 7/e, Prentice Hall, 2005	1	1465	1465
2	Essentials of Management - Koontz, McGraw Hill, 8/e, 2014.	1	702	702
3	A Text book of Accounting For Management, Maheswari S. N, Maheswari Sharad K. Maheswari, 2/e, Vikas Publishing house (P) Ltd.	3	612	1836
4	Computerized Accounting, Neeraj Goyal, Rohit Sachdeva, Kalyani Publishers, 1e, 2018.	1	170	170
5	Managerial Economics by Dominick Salvatore, Oxford Publishers, 2e, 2016	1	716	716
6	Managerial Economics by D.M Mithani, HPH publications, 2016	3	666	1998
7	S C Gupta (2018), Fundamentals of Statistics, 7th edition Himalaya Publications.	3	749	2247
8	William E. Wagner, III (2015), Using IBM SPSS- Statistics for Research Methods and Social Science Statistics 5th edition Sage Publications.	1	4538	4538
9	Marketing Management: A South Asian Perspective by Kotler, Keller, Koshy & Jha by Pearson publication, Latest Edition.	3	814	2442
10	New Product Management by Merle Crawford and Anthony Di Benedetto by McGraw-Hill, Latest Edition.	1	719	719
11	Advertisement Brands & Consumer Behaviour by Ramesh Kumar by Sage Publications, 2020.	2	424	848
12	Business Communication: Concepts, Cases and Applications- Chaturvedi P. D, & Mukesh	3	472	1416



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	Chaturvedi, 4/e, Pearson Education, 2020.			
13	Communicating in Business: Ober and Newman, Cengage learning, 8th Edition, 2018.	2	529	1058
14	Business Communication: Process and Product, Mary Ellen Guffey, 3/e, Cengage Learning, 2002.	1	719	719
		26		20,874

### Terms and Conditions:

1. Delivery: Books to be delivered within 30 days (except for foreign books) from the date of Purchase order. Prices: to be inclusive of all taxes. After 30 days of PO will automatically be terminated.
2. Payment terms: Payments are made only for books received within 30 days. 100% Cheque within 10 days after submission of bills duly approved by principal and Librarian. Discount kindly allow us as per your quotations
3. Bill submission: bills to be submitted in triplicate.
4. Books of the latest edition are to be supplied, except mentioned otherwise.
5. The prices charged must be published/ quoted.

Kindly acknowledge the receipt and supply books as early as possible.

Thanking you,

*[Signature]*  
31/12/24  
Principal

**PRINCIPAL**  
ATME College of Engineering  
13th KM Mysuru-Kanakapura-Bangalore Road  
Mellahalli, MYSORE-570028