4. Accrual Concept: According to this concept Items and Events are recoded when they are earned/expended and not received/paid. Because of this concept Outstanding/ Prepaid items arise in the financial statement. The general concept of accrual accounting is that economic events are recognized by matching revenues to expenses (the matching principle) at the time when the transaction occurs rather than when payment is made or received.  
example:

Emp. With salary 10000 but on 31 march I cannot show this salary 12th month so here I have show entry of jusy 110000

so as a result we will add 10,000(as outstanding expenditure) since services is taken by fir.

Jis year ka transaction hai usme complete karna imp hota hai.

Case 2:

If 13 months say employ ko maine 1 month advnce de diya but this year I got services of 12 months so in my books I will show 120000 respectively.

3. Consistency: This convention is linked with the comparability of the Financial Statements. Accounting Principles are followed Year to Year and uniformly in one Industries to make Financial Statements comparable. Deviation from consistency is permissible if it is required by Law or any Accounting Standard or it may give better presentation to the Financial Statements.  
  
example: purchasing 50 rs calculator for a million dollar company so we will not count the calculator as a asset, we will mark as expenditure, therefore we will write off it.