

COMMERCIAL APPLICATIONS (88)

CLASS IX

There will be **one** written paper of **two** hours duration carrying 100 marks and Internal Assessment of 100 marks.

The paper will be divided into two sections A & B.

Section A (Compulsory) will consist of compulsory short answer questions covering the entire syllabus.

Section B will consist of questions which will require detailed answers and there will be a choice of questions in this section.

THEORY-100 Marks

1. Introduction to Commercial Organisations

(a) Definition and basic understanding of terms like commerce, business, industry, trade, organization, firm and company. Meaning of commercial organisations.

A basic understanding of the terms and their distinctions using relevant industry examples.

(b) Classification according to activities, objectives and ownership structures.

Different industrial groupings need to be explained like: Textile industry, FMCG (fast moving consumer goods), etc. Many examples need to be given to reinforce and clarify these concepts. While the objectives for profit and non-profit organizations are different, good management is still essential. A brief introduction to each ownership structure, their features and distinctions.

2. An understanding of the actual functioning of a Commercial Organisation

To understand the specific roles played by different departments of a commercial organization and to study the inter-relationships and dependence of all the functional areas in an actual firm: Purchase and Stores, Production, Marketing and Sales, Finance, Human Resources, General Administration and Legal.

These topics should be studied as departments in a typical firm only, through case-studies or projects. All the departments and their functions need to be

explained individually so that the cross-linkages can be brought out clearly.

3. Business Communication

(a) Increasing relevance of communication in a commercial organization.

With changing times and increasing size of organizations the ever increasing need and relevance of communication.

(b) Ways of Communicating: verbal (written, spoken) and non-verbal communication. Their importance in different settings and their disadvantages.

The advantages and disadvantages of each method. Using industry examples and real-life settings, see the relevance of each method.

(c) Skills required for effective communication.

The interpersonal skills required for effective communication.

(d) Understanding the relevance and use of different tools of communication: letter, facsimile, e-mail, video conference, memo, telephonic conversation, etc.

A comparative analysis of the tools needs to be undertaken.

4. Mechanics & Terminology of Accounting Systems

(a) Need and relevance of accounting.

(b) Basic understanding of debit and credit.

(c) Understanding of basic accounting terminology: capital, liability, asset, revenue, expense, purchase, sales, stocks, debtors, creditors.

(d) Simple understanding of some accounting records maintained such as journals, ledgers, cashbook, trial balance.

Self-explanatory.

No questions will be set on recording of entries or on calculations - only an understanding of the above is required.

CLASS X

There will be one written paper of **two** hours duration carrying 100 marks and Internal Assessment of 100 marks.

The paper will be divided into two sections A & B.

Section A (Compulsory) will consist of compulsory short answer questions covering the entire syllabus.

Section B will consist of questions which will require detailed answers. There will be a choice of questions in this section.

THEORY- 100 Marks

1. Understanding the basics of Markets and Marketing

- (a) *Definition of markets and marketing – with examples from consumer goods, consumer services.*

A clear understanding of markets (wherever a buy and sell takes place is a market); examples of non-traditional markets such as catalogues, direct sales, tele-markets, etc. Definition and stages of marketing.

- (b) *Difference between a product and a service (with examples).*

With service becoming important, the distinctions between products and services must be clearly understood.

- (c) *Understanding 4 'P's– Product, Price, Place and Promotion.*

Product life-cycle, pricing strategies such as skimming, penetration, parity, cost plus, place - distribution channels, promotional strategies, concept of advertising, direct selling, publicity.

- (d) *Advertising and brand promotion.*

Definition, concept and types of advertising. Definition of brand, how to bring about brand promotion.

- (e) *Sales and the selling process, including the difference between marketing and sales; qualities of a good salesman.*

Self-explanatory.

2. Understanding Finance

- (a) *Elementary understanding of Generally Accepted Accounting Principles (GAAP).*

GAAP to be explained - Entity concept, duality concept, matching concept, money-measurement concept, going concern concept.

- (b) *Principles of Financial accounting and reporting - a simple understanding of receipt and payment account, income and expenditure account, balance sheet.*

Concept of balance sheet.

- (c) *Banking - functions of the Central Bank and commercial banks, types of accounts and banking transactions.*

Function of Commercial Banks and Central Bank.

- (d) *Fundamental concept of Cost (direct, variable etc.).*

Classification of cost according to nature (direct and indirect), behaviour (variable, fixed and semi-fixed).

3. Understanding Human Resources

- (a) *Importance of Human Resource in a commercial organization.*

Role of human resource in any organization. Functions of human resources.

- (b) *Commonly used methods of recruitment, selection and training.*

Definition, types and methods of recruitment, selection and training.

4. Development of Public Relations

- (a) *Meaning, nature, scope of Public Relations.*

Self-explanatory.

- (b) *Elements of public relations - human relations, empathy, persuasion and dialogue.*

The definition, nature and importance of empathy, persuasion and dialogue.

- (c) *History of public relations and present status.*

Self-explanatory.

- (d) *Ethics in public relations.*

Growing role of ethics in business and public relations.