

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.