

**CLASS-XII**

**(कामरस गरुप)**

**COMMERCE GROUP  
BUSINESS STUDIES-II  
PAPER-1**

Time:3Hrs.

M.Marks 60  
Internal Ass.10  
Total 70

**SEMESTER-I  
STRUCTURE OF QUESTION PAPER**

1. 12 Questions will be set in the Question paper.
2. All the Question will be compulsory.
3. The Question paper will have 3 sections i.e. A, B, & C.

**SECTION-A**

This section will cover whole of the syllabus.

Question No-1 will be objective i.e. very short answer type question with 10 sub questions of one mark each and answer of these question should be given in 10-15 words or one word.

Question No-2 to 6 will carry two marks each and answer of these questions should be given in 8-10 lines.

**SECTION-B**

This section will cover Part-I of the syllabus.

Question No 7-8 will carry 5 marks each and answer of these questions will be given in 20-25 lines.

Question No-9 Will carry 10 marks with internal choice. And answer of this question should be given in 4-5 pages of the answer sheets.

**SECTION-C**

This section will cover Part-II of the syllabus.

Question No 10-11 :- Will carry 5 marks each . The answer of these questions should be given in 20-25 lines.

Question No-12:-Will carry 10 marks with internal choice the answer of which should be given in 4-5 pages of the answer sheet.

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**SEMESTER-I  
SYLLABUS  
PART-I**

**PRINCIPLES AND FUNCTIONS OF MANAGEMENT**

**UNIT-I: NATURE AND SIGNIFICANCE OF MANAGEMENT.**

- (a) Management Concept, Objectives and Importance.
- (b) Management as an activity, process, discipline and as a group.
- (c) Nature of Management as a science, as an art and as a profession.
- (d) Management and Administration Comparison.
- (e) Level of Management-Top, Middle & Supervisory.
- (f) Management Function-Planning, Organizing, Staffing, Directing, Coordinating and Controlling.

**UNIT-II PRINCIPLES OF MANAGEMENT**

- (a) Principles of Management: Meaning, Nature & Significance.
- (b) Fayol's Principles of Management.
- (c) Taylor's Scientific Management-Principles & Techniques.

**UNIT-III BUSINESS ENVIRONMENT**

- (a) Business Environment - Meaning & Importance.
- (b) Dimensions of Business Environment-Political, Economic, Social, Legal and Technological.
- (c) Economic Environment in India, Impact of Govt. Policy changes on business & industry with Reference to Liberalization, Privatization and Globalization (Since 1991)

**UNIT-IV PLANNING**

- (a) Meaning, Features, Process, Importance & limitations.
- (b) Goals, Objectives, Policy, Procedures, Strategy Methods, Rules, Budgets and Programmes-meaning and distinction.

CLASS-XII  
(काभरस गुरूप)

COMMERCE GROUP  
Business Studies-II  
Semester-I

Part-II

**BUSINESS FINANCE AND MARKETING**

**UNIT-V BUSINESS FINANCE**

- (a) Meaning and Objectives of Finance Functions, Profit Maximization vs Wealth Maximization.
- (b) Financial Planning: Meaning & Importance
- (c) Capital Structure: Meaning & Factors
- (d) Working Capital: Meaning, Importance, Types & Factors affecting its requirements.

**UNIT-VI FINANCIAL MARKETS**

- (a) Concept of Financial Market: Money Market-nature, Instruments.
- (b) Capital Market: Nature, and Types-Primary and Secondary Market.
- (c) Distinction between Capital Market and Money Markets.
- (d) Stock Exchange: Meaning, Functions, NSEI, OCTEI, Training Procedure.
- (e) Securities and Exchange Board of India (SEBI): Objectives and Functions.

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**COMMERCE GROUP  
BUSINESS STUDIES-II  
PAPER-1**

Time:3Hrs.

M.Marks 65  
Internal Ass.15  
Total 80

**SEMESTER-II  
STRUCTURE OF QUESTION PAPER**

1. Thirteen Questions will be set in the Question paper.
2. All the questions will be compulsory.
3. The Question paper will have 3 sections A, B & C.

**SECTION-A**

This section will cover whole of the syllabus.

Question No-1 Will be objective i.e. very short answer type questions with 13 sub questions of 1 mark each and answer of these questions should be given in 10-15 words or one word.

Question No 2-7 will carry 2 marks each. The answer of each question should be given in 8-10 lines.

**SECTION-B**

This section will cover Part-I of the syllabus.

Question No 8-9 will carry 5 marks each. The answer of these questions should be given in 20-25 lines.

Question No 10 will carry 10 marks with internal choice, / The answer of which should be given in 4-5 Pages of the answer sheet.

**SECTION-C**

This section will cover Part-II of the syllabus.

Question No 11-12 will carry 5 marks each. The answer of these questions should be given in 20-25 lines.

Question No.13 will carry 10 marks with internal choice the answer of which should be given in 4-5 pages of the answer sheet.

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**SEMESTER-II  
SYLLABUS  
PART-I**

**PRINCIPLES AND FUNCTIONS OF MANAGEMENT**

**UNIT-I ORGANIZATION**

- (a) Meaning and Importance
- (b) Process of Organizing
- (c) Types of Organization: Formal, Informal, Line Organization, Line & Staff and Functional Organization.
- (d) Delegation: Meaning, Elements and Importance, Barriers in the way of Delegation, Steps to make Delegation effective.
- (e) Decentralization: Meaning and Importance
- (f) Difference between Centralization and Decentralization.
- (g) Difference between Delegation and Decentralization.

**UNIT-II STAFFING**

- (a) Staffing: Meaning, Need and Importance
- (b) Steps in Staffing Process:
  - (i) Recruitment: Meaning and Sources.
  - (ii) Selection-Meaning and Process.
  - (iii) Training & Development-Meaning, Need, Types and Methods.
- (c) Methods of Wage Payment: Time rate & Price rate.
- (d) Types of Compensation and Incentives: Monetary & Non Monetary.

**UNIT-III DIRECTING**

- (a) Directing-Meaning and Importance.
- (b) Elements of Direction:
  - (i) Supervision: Meaning and Importance
  - (ii) Motivation: Meaning and Importance, Maslow's hierarchy of needs: Financial & Non-Financial Incentives.
  - (iii) Leadership: Meaning, Importance, Quality of a good leader.
  - (iv) Communication: Meaning and Importance, Types of Communication and Barriers to Effective Communication.

**UNIT-IV COORDINATION**

Coordination: Meaning, Nature & Importance.

**UNIT-V CONTROLLING**

- (a) Controlling: Meaning and Importance.
- (b) Relationship between Planning and Controlling.
- (c) Steps in the process of Control.

## **Part-II**

### **BUSINESS FINANCE AND MARKETING**

#### **UNIT-VI MARKETING**

- (a) Marketing: Meaning, Function & Role.
- (b) Distinction between Marketing & Selling.
- (c) Marketing Mix: Concept & Elements-
  - (i) Product: Nature, Classification, Branding, Labeling and Packaging.
  - (ii) Physical Distribution: Meaning, Role, Channels of Distribution:-  
Meaning, Types, Factors, determining choice of channel.
  - (iii) Promotion: Meaning and Role, Promotion Mix, Role of Advertising and Personal Selling, Objectives of Advertising.
  - (iv) Price: Factors influencing Pricing.

#### **UNIT-VII CONSUMER PROTECTION**

- (a) Importance of Consumer Protection,
- (b) Consumer Rights.
- (c) Consumer Responsibilities.
- (d) Ways and Means of Consumer Protection: Consumer awareness and legal redressal with special reference to Consumer Protection Act 1986.
- (e) Role of Consumer Organization and NGO's.

#### **UNIT-VIII ENTREPRENEURSHIP DEVELOPMENT**

- (a) Entrepreneurship: Concept, Characteristics, Needs & Functions.
- (b) Process of Entrepreneurship Development.
- (c) Entrepreneurial Values, Attitudes and Motivation: Meaning & Concept.