

CLASS - XI**38. BUSINESS STUDIES-I
(COMMERCE GROUP)****Time : 3 Hrs****Theory: 65 Marks****CCE: 10 Marks****Total: 75 Marks****STRUCTURE OF QUESTION PAPER**

1. The question paper will cover whole of the syllabus.
2. 20 Questions will be set in the question paper.
3. All units of the syllabus should be given adequate representation in the question paper.

SECTION -A

4. Question No. 1 consist of 5 sub part of 1 mark each. Answer of each part should be given in 1-15 words. Objective type questions may include questions with one word or one sentence answer / fill in the blanks / multiple choice type questions/true or false.

SECTION -B

5. Question No 2 to 8 will carry 2 marks each. Answer of each question should be given in 5-10 lines.

SECTION -C

6. Do any seven questions from this section. Question No 9 to 17 will carry 4 marks each. Answer of each question should be given in 15-20 lines.

SECTION -D

7. Questin No. 18 to 20 will carry 6 marks each with internal choice. Answer of each question should be given in 3-5 pages. Internal choice questions should not be set from the same unit.

DETAIL OF QUESTIONS SET FROM EACH UNIT

		Section-A	Section-B	Section-C	Section-D
Unit No.	Name of the unit	1 mark question	2marks question	4 marks questions	6 marks question
1	Nature and Purpose of Business	1Q. from unit1 & 2		1	(i)1Q from unit 1&2 with 1Qfrom 3& 4 as internal choice
2	Structure of Business		1	1	(ii) 1Q from 7 & 8 with 1Q from 9 & 10 Q. as internal choice.
3	Service Sector and Business			1	(iii) 1Q from unit 5 with 1Q from unit 6 as internal choice.
4	Social Responsibility of Business and Business Ethics	1		1	
5	Forms and Formation of Business Enterprises		1	1	
6	Sectoral Organisation of Business	1	1		
7	Formation of a Company	1	1	1	
8	Internal Trade		1	1	
9	Sources of Business Finance	1	1	1	
10	External Trade		1	1	
	Total	05	07	09	03

SYLLABUS
FOUNDATION OF BUSINESS

UNIT-1 NATURE AND PURPOSE OF BUSINESS

- (a) Concept and Characteristics of Business.
- (b) Business Profession and Employment-Distinctive Features.
- (c) Objectives of Business-Economic, Social and Human.
- (d) Business Risks-Nature and Causes.
- (e) Role of Profit in Business.
- (f) A brief outline of the Evolution of Business Activities in India.

UNIT-2 STRUCTURE OF BUSINESS

- (a) Classification of Business Activities, Industry and Commerce.
- (b) Industry and Types: Primary and Secondary.
- (c) E-commerce-Meaning, Opportunities and Benefits, Resources required for successful E-Commerce Implementation, Security and Safety for Business Transactions.
- (d) Outsourcing of Services: Nature, Need and Types, Financial Services, Advertising, Courier Services, Customer Support Services.

UNIT-3 SERVICE SECTOR AND BUSINESS

- (a) Banking; Types of Banks and Functions of Commercial Banks.
- (b) Insurance; Principles, Types: Life and General, Fire and Marine and Insurance of other Risks, Health Insurance, Fidelity Insurance.
- (c) Communication: Postal & Telecommunication.
- (d) Warehousing: Types and Functions.

UNIT-4 SOCIAL RESPONSIBILITY OF BUSINESS AND BUSINESS ETHICS

- (a) Concept of Social Responsibility.
- (b) Case for Social Responsibility and Human Rights.
- (c) Responsibility towards Consumers, Government and Community in General.
- (d) Business and Environment Protection.
- (e) Business Ethics: Concepts and Elements.

UNIT-5 FORMS AND FORMATION OF BUSINESS ENTERPRISES

- (a) Meaning, Features, Merits and Limitations of following Forms:-
 - i. Sole Proprietorship.
 - ii. Joint Hindu Family Business.
 - iii. Partnership-Partnership Deed (main clauses), Types of Partners and Partnership Formation, Registration.
 - iv. Co-operative Societies.
 - v. Company; Types of Companies- Private, Public and Deemed Public Company, Privileges of Private Company.
- (b) Choice of Form of Business Enterprise.
- (c) Factors to be considered for starting a Business.
- (d) Scope for setting up Small Business Enterprises.

UNIT-6 SECTORAL ORGANISATION OF BUSINESS

- (a) Meaning, Features, Merits and Limitations of following:
 - Private Sector, Public Sector and Joint Sector.
- (b) Forms of Public Sector Enterprises:

- i. Departmental Undertaking.
- ii. Co-operative Organisation.
- iii. Government Company.
- (c) Global Enterprise (Multi National Companies).

CORPORATE ORGANISATION, FINANCE AND TRADE

UNIT-7 FORMATION OF A COMPANY

- a) Stages in the Formation of the Company.
 - i. Promotion
 - ii. Incorporation
 - iii. Commencement of Business

UNIT-8 INTERNAL TRADE

- a) Meaning and Types.
- b) Wholesale Trade-Functions and Services.
- c) Retail Trade Organisation: Meaning, Types, Features, Merits and Demerits.
 - i. Itinerant and Fixed Shop.
 - ii. Departmental Stores, Chain Shop, Mail Order Business, Franchise.
 - iii. Consumers Co-operative Store (including super bazar).
- c) Direct Marketing, Tele-Marketing, Internal Marketing.

UNIT-9 SOURCES OF BUSINESS FINANCE

- a) Nature and Significance
- b) Sources and Finance
 - i) Equity and Preference Shares
 - ii) Debentures/Bonds-Types; Secured, Unsecured, Convertible, Non-Convertible.
 - iii) Retained Profits.
 - iv) Public Deposits.
 - v) Loan from Financial Institutions.
- c) International Sources: GDR's, FDI.

UNIT-10 EXTERNAL TRADE

- a) Nature and Importance.
- b) Meaning of Export Promotion.
- c) Incentives Available.
- d) Export-Import Procedure and Documentation.
- e) Nature and Importance of Export Processing Zones and Special Economic Zones (SEZ).