

# Commercial Applications Syllabus

There is one written paper of two hours duration carrying 100 marks and Internal Assessment of 100 marks. The paper is divided into two sections A and B.

Section A (Compulsory) consists of compulsory short answer questions covering the entire syllabus. Section B consists of questions which require detailed answers. There is choice of questions in this section.

## 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.

(e) Issues of the Environment

(i) Destruction of ecosystem due to industrialization, dwelling of business units, transport, tourism and mining.

(ii) Excessive consumption of minerals, raw materials and other non-renewable resources.

(iii) Energy crisis: Urban and rural sectors. Renewable and non-renewable energy, greenhouse effect and global warming, acid rain, and

(iv) Environmental values and ethics.

Fundamental duties and value education. Use of cloth bags, organic manure, clean surroundings, respect for other people's things, developing an ethical environmental consciousness e.g. refusing use of polybags, styrofoam containers, etc; reusing: plastic and glass containers; recycling: e.g. paper – this will reduce demand on wood and save trees. Self explanatory.

(v) Consumer education - consumer rights, making correct choices while buying different items; food adulteration.

Understanding the importance of educating consumers of their rights - awareness of food adulteration and its harmful effects. (vi) Effects of pollution on environment, human, health.

Bhopal Gas Tragedy; Chernobyl Disaster.

(f) Community participation and public awareness programmes for ecological restoration and conservation like the Chipco Andolan (Movement).