

Business Studies

CLASS- 12



**BOARD OF SECONDARY EDUCATION, RAJASTHAN
AJMER**

Text Book Translation Committee

Business Studies

Class - XII

Convener

Dr. G. N. Purohit

Associate Professor
Dept. of Bus. Administration
Govt. College, Osian, Jodhpur

Translators :

Dr. Abhishek Soni

Associate Professor
Dept. of MBA, JIET Group of Institutions
Jodhpur

Jagdish Prasad Purohit

Principal
Govt. Sr. Sec. School, Pratap Nagar
Jodhpur

Text Book Syllabus Committee

Business Studies

Class - XII

Convener :

Professor Vijay Shrimali

Vice Chancellor
MDS University
Ajmer

Members :

Dr. G. N. Purohit

Associate Professor
Bus. Administration Dept.
Govt. College, Osian, Jodhpur

Gopal Krishan Parashar

Principal
Govt. Sr. Sec. School
Vaishali Nagar, Ajmer

Mahesh Balak Sharma

Principal
Govt. Sr. Sec. School
Bhaislana, Pragpura, Jaipur

Jyoti Sharma

Principal
Govt. Girls Sr. Sec. School,
C-Scheme, Jaipur

SukhLal Trivedi

Lecturer
Govt. Sr. Sec. School
Shalumber, Udaipur

PREFACE

This book is designed to provide a comprehensive introduction of *Business Studies*. It is primarily a student oriented text book, as it satisfies the requirements of students for knowledge and examination.

The topics have been presented in a simple, concise and interesting style. Every attempt has been made to maintain easy readability and quick comprehension. Each chapter closes with a summary of important points that students should retain. The book included few case studies as introduction of new learning pedagogy, which will be a compulsory part of curriculum in higher studies of business management courses, such as masters and MBA.

Writers have understood the importance of adding new material and made coverage of emerging new topics, such as GST, CSR, Business Law and Contract Act, etc.

The book represents a synthesis of theory and practice of management approach. We hope the book will provide a solid foundation of knowledge.

We enthusiastically invite your feedback on this book. Please feel free to send it. Wish you all the best for your bright career and happy life.

Convener and Authors

SYLLABUS
Business Studies
Class-XII

Time- 3.15 hours

Max.Marks- 100

S.No.	Areas / Scope	Marks
1.	Theory	56
2.	Practice	08
3.	Case Study	16
4.	Sessional Evaluation	20

S.No.	Content	Preiod	Marks
1.	Management - Meaning, Definition, Nature - Functional Areas, Process - Principles, Managerial Roles - Emerging Trends : MBO, MBE Strategic management, Stress management	60	16
2.	Motivation and Leadership - Meaning, Definition, Needs, Techniques Theerics - Maslow Herzbery, xyz Leadership - Meaning, Definition, Traits, Styles	30	8
3.	Advertisement : Meaning, Definition, Objectives, Means, Merit, Danerits, Importance, Marketing Management - Meaning, Definition, Process, Importance Sales Promotion - Introduction, Importance, Types, Methods	30	8

4.	Business Law : Introduction, Scope, Terminology, Legal Provisions Contract Act - Legal Provisions	60	16
5.	Entrepreneurship - Introduction, Nature, Importance, Barriers Entrepreneur - Traits, Types, Women & Rural Entrepreneur, EDP - Government Efforts	30	8
6.	Insurance - Introduction, Scope, Types Objectives, Functions, Need, Importance, Social Security, Insurance Agent & Functions	30	8
7.	Corporate Social Responsibility CSR - Introduction, Legal Provisions Importance	30	8
8.	GST - Introduction	30	8

INDEX

No.	Chapter	Page No.
1.	Management : Introduction, Nature, Significance & Scope	1-16
2.	Management : Process, Managerial Roles and Levels	17-25
3.	Principles and Techniques of Management	26-39
4.	Motivation	40-49
5.	Leadership	50-53
6.	Marketing	54-61
7.	Sales Promotion	62-67
8.	Advertisement	68-78
9.	Business Law and Contract Act	79-84
10.	Contract : Legal Provisions	85-99
11.	Entrepreneurship : An Introduction, Nature, Importance & Problems	100-109
12.	Entrepreneurship Development Programme - Meaning, Objective and Importance	110-114
13.	Insurance : Introduction and Importance	115-132
14.	Social Responsibility in Management and Corporate Social Responsibility	133-144
15.	Goods and Service Tax (GST)	145-155