

COMMERCIAL STUDIES (63)

Candidates offering Commercial Applications (Group III) are not eligible to offer Commercial Studies (Group II).

CLASS X

There will be **one** written paper of **two** hours duration carrying 80 marks and Internal Assessment of 20 marks.

The paper will be divided into **two** sections A and B.

Section A (Compulsory) will consist of questions requiring short answers and will cover the entire syllabus. There will be no choice of questions.

Section B will consist of questions, which will require detailed answers. There will be a choice and candidates will be required to answer **four** questions from this section.

1. Stakeholders in Commercial Organisations

- (a) Meaning of stakeholder, types: Internal (shareholder, employee and employer – meaning of each) and External stakeholders (supplier, creditor, government and society – meaning of each); differences between internal and external stakeholders.
- (b) Expectations of employers (owners and managers), employees, creditors and suppliers, government and society from a commercial organization.

2. Marketing and Sales

- (a) Marketing
Meaning and objectives of marketing. Difference between marketing and sales.
- (b) Product and service
Meaning and difference between a product and a service (with examples).
- (c) Pricing
Meaning and objectives
- (d) Advertising and Sales promotion
Advertising: meaning, importance of advertising; merits and demerits, difference between advertising and publicity. Advertising Agency; meaning and functions

only, Social advertising media - Concept and examples only.

Sales promotion – meaning and techniques; difference between advertising and sales promotion.

(e) Consumer Protection

Rights of a consumer, Consumer exploitation; meaning and types.

(f) E-commerce

Introduction and benefits over traditional methods of transactions, E-tailing, E-advertising, E-marketing and E-security (meaning only). ERP and its modules (brief concept).

3. Finance and Accounting

(a) Capital and Revenue

Capital and revenue receipts, capital and revenue expenditure (meaning, difference and examples) deferred revenue expenditure (meaning and examples).

(b) Final accounts of Sole Proprietorship

- *Meaning and **preparation of Trading account, Profit and Loss account and Balance sheet** based on the given trial balance with the adjustment of closing stock **only**.*
- *Preparation of manufacturing account, profit and loss on sale of assets, intangible and fictitious assets, prepaid and accrued expenses and incomes are excluded.*

(c) Costs

Fundamental concept of Cost Classification of costs- based on behaviour (fixed, variable, semi-variable), nature (direct, indirect).

(d) Budgeting
Meaning and utility of budgeting; comparison between budgeting and forecasting; types of budgets: sales, production, cash, purchase and master – meaning only.

(e) Sources of Finance

(i) Capital Market

Meaning and functions of Capital Market.

(ii) Sources of raising capital.

Long term: Meaning of shares (Types; preference and equity) and debentures, differences between the two.

Short term: loans from commercial banks (cash credit, overdraft, discounting of bills – meaning only).

4. Human Resources

Recruitment and selection.

(i) *Recruitment – meaning; sources: internal and external; advantages and disadvantages of internal and external sources.*

(ii) *Selection - meaning and steps, types of selection tests.*

5. Logistics

Meaning of logistics and its classification.

(a) Warehousing

Meaning, importance and types (public, private and bonded – meaning only).

(b) Insurance

Meaning; Types of insurance: Life insurance, General insurance; (Fire, Health and Marine - meaning only) principles of insurance.

6. Banking

(i) Central Bank

Central Bank: Meaning and functions, Difference between the Central Bank and Commercial Banks.

(ii) Internet Banking

Modes of transferring money / Net Banking: NEFT, RTGS, IMPS, mobile wallets: meaning only.

ATM, Credit & Debit cards- meaning & difference, caution to be taken while using these cards.

(iii) Financial fraudulent practices

Credit card fraud, false accounting, insurance fraud, intellectual property fraud, internet and cyber fraud. A brief understanding of these types of financial fraud.

INTERNAL ASSESSMENT

A minimum of three assignments are to be done during the year, as assigned by the teacher.

EVALUATION

The project work is to be evaluated by the subject teacher and by an External Examiner. The External Examiner shall be nominated by the Head of the school and may be a teacher from the faculty, **but not teaching the subject in the relevant section/class.** For example, a teacher of Commerce/Accounts of Class XI may be deputed to be the External Examiner for Class X Commercial Studies project work.

The Internal Examiner and the External Examiner will assess the candidate's work independently.

Award of marks **(20 Marks)**

Subject Teacher (Internal Examiner) 10 marks

External Examiner 10 marks

The total mark obtained out of 20 are to be sent to the Council by the Head of the school.

The Head of the school will be responsible for the online entry of marks on the Council's CAREERS portal by the due date.