ICSE Class 10 Commercial Applications Reduced Syllabus 2020-21

COMMERCIAL APPLICATIONS (88)

CLASS X

*There will be one written paper of **two** hours duration carrying 100 marks and Internal Assessment of 100 marks.*

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

Section A (Compulsory) *will consist of compulsory short answer questions covering the entire syllabus.*

Section B *will consist of questions which will require detailed answers. There will be a choice of questions in this section.*

THEORY- 100 Marks

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 resources 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.

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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) Issues of the Environment

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

   (ii) 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.

   (iii) Effects of pollution on environment, human, health.

   Bhopal Gas Tragedy; Chernobyl Disaster.

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

   Self-explanatory.

INTERNAL ASSESSMENT-100 Marks

*A minimum of **four** assignments to be completed during the year, as assigned by the teacher.*

Suggested list of assignments

1. Design a marketing plan for the launch of a new soap in the price range of Rs.15-20.

2. Make a report on the new forms of markets and marketing such as tele-markets (marketing through phones), home-shopping (catalogues like Burlington's, etc.), Direct Marketing (example Eureka-Forbes). What according to you is their relevance in future and why?

3. Study the marketing strategies of a service sector company such as a courier service and a production company such as a pen manufacturer. Explain the differences and similarities in both the strategies. What do you think is the reason for these differences?

4. Study the product life cycle (PLC). Using Add-gel pens, explain in which part of the PLC they are giving valid justification.

5. Study five different advertisements in any one media (print, television, audio) of the FMCG (fast moving consumer goods) such as Coke, Pepsi, Lux, Surf, Tide, etc. and explain their positive and negative points.

6. Study the annual report (balance sheet and profit and loss account) of any company and comment on its financial health.

7. Study the working of the commercial banks in India by studying the working of the branch office of any Public sector commercial bank such as Canara bank, SBI, Bank of Baroda, etc.

8. Write an essay on the role of the Central Bank (Reserve Bank of India) in any economy with special reference to the Indian scenario.

9. Study the human resource policies of an Information Technology firm (developing software or hardware or in IT training).

10. Study the working of the Public relations department of a mid-sized firm operating in the media sector.

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 of Class XI may be deputed to be the External Examiner for Class X Commercial Applications project work.

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

Award of marks   (100 marks)

Subject Teacher (Internal Examiner) :50 marks
External Examiner   :   50 marks

The total marks obtained out of 100 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.

INTERNAL ASSESSMENT IN COMMERCIAL APPLICATIONS - PROPOSED GUIDELINES FOR MARKING WITH GRADES

Criteria	Planning	Organisation	Observation	Understanding	Presentation	Marks
Grade I	The candidate chooses the right model. The collection of information and relevant data is very appropriate.	The candidate does comprehensive reference work. Shows ability to analyze and assemble the material collected.	The candidate can make excellent deductions from the data collected. The deductions thus made are recorded very appropriately.	The candidate shows remarkable ability to comprehend the complexities of various commercial functions. Can analyze the data and construct a suitable model.	Methodical, precise and clarity of expression. Neat and tidy presentation. Optimum utilization of skills.	4 marks for each criterion
Grade II	The candidate chooses a suitable model. The information and data collected is appropriate.	The candidate does sufficient reference work. Requires guidance to analyze and assemble the material collected.	The candidate makes adequate deductions from data collected. Is able to record the same with clarity.	The candidate displays the ability to understand but cannot fully correlate it with practical applications.	Work - neat and tidy. Presented clearly and methodically. Techniques appropriate.	3 marks for each criterion
Grade III	The candidate selects an appropriate model but the information and data collected is inadequate.	The candidate displays limited reference work. Poor ability to analyze and assemble the material collected.	The candidate makes deductions with help and guidance. Recording is appropriate.	The candidate shows limited capacity to grasp the intricacies of various commercial functions.	Standard presentation of work but disorganised in places. Writing untidy in places. Reasonably clear.	2 marks for each criterion
Grade IV	The candidate requires guidance to select a model and gather relevant information pertaining to it.	The candidate has done very little reference work and is unable to organise the material collected.	The candidate has minimum ability to analyze the data collected.	The candidate is able to understand the complexities of various commercial issues with guidance.	Sequence of work acceptable. Not very neat. Presentation poor.	1 mark for each criterion
Grade V	The candidate is unable to select a model or gather relevant information pertaining to it.	The candidate is unable to do any reference work at all. Information collected is too meagre to do any meaningful assignment.	The candidate is unable to analyze the data collected or make any observations.	The candidate is unable to understand the complexities of various commercial issues even with guidance.	Data presented is untidy and disorganised. Effort and initiative lacking.	0 mark for each criterion

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