

COMMERCIAL APPLICATIONS (88)

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

CLASS IX

*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 and there will be a choice of questions in this section.*

THEORY-100 Marks

1. Introduction to Commercial Organisations

- (a) Definition and basic understanding of terms like commerce, business, industry, trade, organization, firm and company. Meaning of commercial organisations.

A basic understanding of the terms and their distinctions using relevant industry examples.

- (b) Classification according to activities, objectives and ownership structures.

Different industrial groupings need to be explained like: Textile industry, FMCG (fast moving consumer goods), etc. Many examples need to be given to reinforce and clarify these concepts. While the objectives for profit and non-profit organizations are different, good management is still essential. A brief introduction to each ownership structure, their features and distinctions.

- (c) Environmental awareness

Natural resources – air, water, soil, metals, minerals, forests and fuels.

Importance of these resources in our daily life.

2. Functioning of a Commercial Organisation

To understand the specific roles played by different departments of a commercial organization and to study the inter-relationships and dependence of all the functional areas in an actual firm: Purchase and Stores, Production, Marketing and Sales, Finance, Human Resources, General Administration and Legal.

These topics should be studied as departments in a typical firm only, through case-studies or projects. All the departments and their functions need to be explained individually so that the cross-linkages can be brought out clearly.

3. Business Communication

- (a) Increasing relevance of communication in a commercial organization.

With changing times and increasing size of organizations the ever-increasing need and relevance of communication.

- (b) Ways of Communicating: verbal (written, spoken) and non-verbal communication. Their importance in different settings and their disadvantages.

The advantages and disadvantages of each method. Using industry examples and real-life settings, see the relevance of each method.

- (c) Skills required for effective communication.

The interpersonal skills required for effective communication.

4. Mechanics and Terminology of Accounting Systems

- (a) Need and relevance of accounting.

- (b) Basic understanding of debit and credit.

- (c) Understanding of basic accounting terminology: capital, liability, asset, revenue, expense, purchase, sales, stocks, debtors, creditors.
- (d) Simple understanding of some accounting records maintained such as journals, ledgers, cashbook, and trial balance.

Self-explanatory.

No questions will be set on recording of entries or on calculations - only an understanding of the above is required.

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. Study the growth of the Consumer Durables Industry in India - take any 4 firms of the industry and group them according to ownership structures.
2. Study the working of Fast-Moving Consumer Goods (FMCG) Industry in India - take any 4 firms of the industry and group them according to their Objectives (Profit/ Non-profit making).
3. Make a comparative study of different core industries in India - take any 5 industries (such as - cement, steel, paints, paper, and infrastructure) and group them according to various factors such as - growth, profit potential, etc.
4. Study any existing functional strategy for a small/medium/large scale organization with respect to its Marketing, Finance, Human Resource, Production, purchase and find the problems in the existing strategies.
5. Enact a play showing growing communication needs in today's organizations, depicting the possible problems that may occur due to poor communication.
6. Critically evaluate the ways (verbal and non-verbal) of business communication in a commercial organization. Write the factors which make one or the other method appropriate based on your understanding of commercial organizations.
7. Critically evaluate the tools (letters, e-mail, video-conference, memo, and phone) of business communication in a commercial organization. Visit any commercial organization to understand the working and importance of each of these tools.
8. Write an essay/play about two organizations (one which uses communication effectively and one which does not) and show how this has an effect on their total working and profitability.
9. Study the accounting books maintained by a manufacturing concern and prepare a report highlighting the way in which they are maintained.
10. Study the balance sheet of a listed company. Define basic accounting terminologies, such as, capital, liabilities, assets, (fixed and current), revenue, expenditure, etc.