# **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 hoursduration carrying100 marks and InternalAssessment of100 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 reallife 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).
- 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 nonverbal) 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.
- 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.