Objective:
The objective of this paper is to provide elementary knowledge of the different aspects of business.

Marks: 100         3 Hours

Theory: 70 Marks  Practical/ Project: 30 Marks

<table>
<thead>
<tr>
<th>Unit</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>20</td>
</tr>
<tr>
<td>II</td>
<td>20</td>
</tr>
<tr>
<td>III</td>
<td>15</td>
</tr>
<tr>
<td>IV</td>
<td>15</td>
</tr>
<tr>
<td>Practical / Project</td>
<td>30</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

UNIT – I: Fundamentals of Business Activities
(a) Characteristics of Business Activities
(b) Business as an Activity – How it is different from
   (i) Profession (ii) Employment
(c) Characteristics of vocational activities
(d) Factors affecting business
   (i) Economic (ii) Social (iii) Political

UNIT – II: Operative Activities in Business
(a) Industry – concept
(b) Commerce – concept
(c) Industry – Characteristics, Types and Nature
(d) Commerce
   (i) Banking (ii) Insurance (iii) Transportation
   (iv) Trade

UNIT – III: Steps Involved in Establishing Business
(a) Nature & forms of Business Organization
(b) Sole Proprietorship – meaning and features
(c) Partnership – meaning, features and types

UNIT – IV: Fundamental Areas of Business
(a) Finance – Meaning
(b) Marketing – Meaning
(c) Human Resources – Meaning

GUIDELINES FOR PRACTICAL
Project/ chart should be brief and should be of 20-30 pages, preferably handwritten. The project will be evaluated on the following parameters:

- Prepare a chart / Project on any one topic from syllabus (20 Marks)
- Viva (10 Marks)
100 Marks          3 Hours

Theory: 70 Marks       Practical/ Project: 30 Marks

<table>
<thead>
<tr>
<th>Unit</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>10</td>
</tr>
<tr>
<td>II</td>
<td>10</td>
</tr>
<tr>
<td>III</td>
<td>15</td>
</tr>
<tr>
<td>IV</td>
<td>15</td>
</tr>
<tr>
<td>V</td>
<td>10</td>
</tr>
<tr>
<td>VI</td>
<td>10</td>
</tr>
</tbody>
</table>

**Contents**

I Joint Stock Company  
Private and Public company: meaning and features.

II Sources of Business Finance - Owned and Borrowed Funds.

III Communication in Business Organisations  
Meaning and methods: letter, e-mail, video conferencing, telephone

IV Selling and Distribution  
(a) Concept of purchase and sale  
(b) Types - Cash, Credit, Hire Purchase System and Installment Payment System

V Large Scale Retail Trade  
(a) Forms of large scale retail trade - Departmental Store and Multiple shops  
(b) Non-store retailing- Mail order business, tele-shopping, automated vending machines, selling through internet

VI Selling  
(a) Personal Selling - meaning and importance  
(b) Sales promotion - meaning and techniques  
(c) Advertising - meaning, importance and media of advertising

**GUIDELINES FOR PRACTICAL**

Project/ chart should be brief and should be of 20-30 pages, preferably handwritten.  
The project will be evaluated on the following parameters:

- Prepare a chart / Project on any one topic from syllabus (20 Marks)
- Viva (10 Marks)