

## **Syllabus 2019-20**

**Subject: Commercial Application**

**Class: Class 10**

**Book: Commercial Applications – Part II Dr. C.B. Gupta**

**Publisher-Goyal Bros.**

### **TERM 1-**

- Markets and Marketing
- Marketing Mix - 4 P's
- Advertising and Brand Promotion
- Sales and Selling Process
- Projects: o Non Traditional Markets o Product Life Cycle with a Product o Study Three Different Advertisements in any One Media

### **TERM 2-**

- Generally Accepted Accounting Principles (GAAP)
- Financial Accounting and Reporting
- Banking and Bank Transactions
- Fundamental Concepts of Cost
- Projects: o Study the Working of any Commercial Bank in India by studying its working in any of its Branch Office o Role of Central Bank (RBI) in any Economy with special reference to the Indian scenario

### **TERM 3-**

- Importance of Human Resources
- Recruitment, Selection and Training
- Public Relations
- Issue of the Environment

### **TERM 4- Revision**

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#### **Contact Us**

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