

West Bengal Council of Higher Secondary Education

SUBJECT: BUSINESS STUDIES (BSTD)

CLASS – XII

SEMESTER – IV

FULL MARKS: 40

UNIT	TOPICS	HRS	MARKS
Unit 7	Staffing: <ul style="list-style-type: none"> • Concept and Importance of Staffing • Staffing as a part of Human Resource Management & Staffing Process: Recruitment – Meaning and Sources Selection – Process • Training and Development – Concept and Importance. Methods of Training — on the job and off the job- vestibule training, apprenticeship training and internship training. 	13	7
Unit 8	Directing: * Concept and Importance <ul style="list-style-type: none"> • Elements of Directing • Supervision – Concept, Functions of a Supervisor. • Motivation – Concept, Maslow’s Hierarchy of Needs. Financial and Non-Financial Incentives. • Leadership – Concept, Qualities of a Good Leader. • Communication – Concept, Formal and Informal Communication, Barriers to Effective Communication, Measures to overcome the barriers. 	10	7
Unit 9	Controlling: <ul style="list-style-type: none"> • Concept and Importance. • Relationship between Planning and Controlling. • Steps in the Process of Control. 	9	5
Unit 10	Financial Management: <ul style="list-style-type: none"> • Concept, Objectives of Financial Management • Decisions relating to Investment, Financing and Dividend. • Financial Planning: Concept and Importance. • Financial Structure: Concept and Factors affecting Structure. • Fixed and Working Capital: Concept and Factors affecting their requirements. 	20	8
Unit 11	Financial Markets: <ul style="list-style-type: none"> • Financial Markets: Concepts and Types. • Money Market and its Instruments. • Capital Market and its Types (Primary and Secondary). • Stock Exchange – Functions, Trading and Settlement Procedure. • Dematerialization and Depositories (NSDL and CDSL). • NSEI: Objectives, BSE: Objectives. • Securities Exchange Board of India (SEBI): Objectives and Functions. 	20	8
Unit 12	Marketing Management - II: <ul style="list-style-type: none"> • Promotion – Concept and Elements. • Advertising – Concept, Role, Objections against Advertising. • Personal Selling – Concept and Qualities of a Good Salesman. • Sales Promotion – Concept and Techniques. • Publicity – Concept and Role. 	8	5
Total		80	40

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CLASS – XII

PROJECT

FULL MARKS: 20

1)	<p>Principles of Management: The students are required to visit any one of the following: I. A Departmental Store. II. An Industrial unit. iii) A fast food outlet. IV. Any other organization approved by the teacher. The students are required to observe the application of the following General Principles of Management advocated by Fayol.</p> <table border="0"> <tr> <td>a) Division of work.</td><td>h) Equity.</td></tr> <tr> <td>b) Unity of command.</td><td>i) Discipline.</td></tr> <tr> <td>c) Unity of direction.</td><td>j) Subordination of individual interest to general interest.</td></tr> <tr> <td>d) Scalar chain.</td><td>k) Initiative.</td></tr> <tr> <td>e) Esprit de corps.</td><td>l) Centralisation and decentralization.</td></tr> <tr> <td>f) Fair remuneration to all.</td><td>m) Stability of tenure.</td></tr> <tr> <td>g) Order.</td><td>n) Authority and Responsibility.</td></tr> </table> <p>[This project may be done as a group activity.]</p>	a) Division of work.	h) Equity.	b) Unity of command.	i) Discipline.	c) Unity of direction.	j) Subordination of individual interest to general interest.	d) Scalar chain.	k) Initiative.	e) Esprit de corps.	l) Centralisation and decentralization.	f) Fair remuneration to all.	m) Stability of tenure.	g) Order.	n) Authority and Responsibility.
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2)	<p>Marketing – Objectionable advertisements: Collect information related to five objectionable advertisements presented through any media and explain the objections.</p>														
3)	<p>Marketing – Useful advertisements: Collect five advertisements from Print or Electronic media and interpret their messages.</p>														
4)	<p>Marketing – Sales Promotion: Select any two famous firms/companies and find out the sales promotion techniques generally adopted by them.</p>														
5)	<p>Stock exchange: The students are expected to:</p> <ol style="list-style-type: none"> Develop a brief report on History of Stock Exchanges in India. Prepare a list of at least 20 companies listed on a Stock Exchange. Observe and record the starting and closing prices of the above listed shares over a period of ten working days. Graphical presentation of the share prices of different companies on different dates. Identify the top ten companies out of the 20 selected on the basis of their market value of shares. 														
6)	<p>Consumer Protection – Role of NGOs: As a consumer, contact an NGO for a complaint against any defective goods or deficient service and report the assistance provided by them.</p>														