

SYLLABUS 2024-25

Class : Class 10 Book

Subject : Commercial Applications

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

Publisher : Goyal Bros

Term 1

1. Markets and Marketing
2. Marketing Mix - 4 P's
3. Advertising and Brand Promotion

Term 2

1. Sales and Selling Process
2. Banking and Bank Transactions
3. Financial Accounting and Reporting
4. Projects: on Non Traditional Markets o Product Life Cycle with a Product o Study
Three Different Advertisements in any One Media

Term 3

1. Importance of Human Resources
2. Recruitment, Selection and Training
3. Public Relations
4. Issue of the Environment
5. Projects: Study the Working of any Commercial Bank in India by studying its working in any of its Branch Office
Role of Central Bank (RBI) in any Economy with special reference to the Indian scenario

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Term 4

1. Revision

Contact Us

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