

SYLLABUS 2026-27

Class : Class 10

Subject : Commercial Applications

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

Publisher : Goyal Brothers

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. Generally Accepted Principles Of Accounting.
5. Fundamentals of Cost
6. Projects: on Non Traditional Markets or Product Life Cycle with a Product or 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

Contact Us

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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

Term 4

1. Revision

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