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FOR MANIPUR CLASS 12 PREPARATION

Manipur Board Class 12 Syllabus 2027 Business Studies

EXAM	YEAR	TYPE	SUBJECT
Manipur Class 12	2027	Syllabus	Business Studies

BUSINESS STUDIES
CLASS XII

One Paper *3 Hours* *100(80+20) Marks* **180 Periods**

Units	Structure of Courses	Marks	Periods
	PART – A : PRINCIPLE AND FUNCTION OF MANAGEMENT		
1	Nature and Significance of Management	5	15
2	Principles of Management	6	13
3	Business Environment	5	13
4	Planning	6	10
5	Organising	8	18
6	Staffing	8	18
7.	Directing	8	16
8.	Controlling	4	8
	PART – B : BUSINESS FINANCE AND MARKETING		
9.	Financial Management	12	25
10.	Marketing Management	12	25
11.	Consumer Protection	6	14
	Total :	**80**	**175**

	PART – C (INTERNAL ASSESSMENT)		
1.	Periodic Test	10	5
2.	Project Work (One)	10	
	Total :	**20**	
	TOTAL	**100**	**180**

PART – A : PRINCIPLE AND FUNCTION OF MANAGEMENT

Unit 1: Nature and significance of Management

Period - 15
Marks - 5

(a) Management – Concept, Objective, Importance.
(b) Management as Science, Art, Profession.
(c) Levels of Management.
(d) Management Functions – Planning, Organising, Staffing, Directing and Controlling.
(e) Coordination – Characteristics and Importance.

Unit 2: Principles of Management

Period - 13
Marks - 6

(a) Principles of Management – Concept, Nature and Significance.
(b) Fayol's Principles of Management.
(c) Taylor's Scientific Management – Principles and Techniques.

Unit 3: Business Environment

Period - 13
Marks - 5

(a) Business Environment – Concept, Importance.

(b) Dimensions of Business Environment – Economic, Social, Technological, Political and Legal.

(c) Concept of Liberalization, Privatization and Globalization Business and Industry.

Unit 4: Planning

Period - 10
Marks - 6

(a) Concept, Importance, Limitations.

(b) Planning Process.

(c) Types of plans – Objective, Strategy, Policy, Procedure, Method, Rule, Budget, Programme.

Unit 5: Organising

Period - 18
Marks - 8

(a) Concept and importance.

(b) Steps in the process of Organising.

(c) Structure of Organisation – Functional and Divisional.

(d) Formal and Informal Organisation.

(e) Delegation : Concept, Elements and Importance.

(f) Decentralization : Concept and Importance.

Unit 6: Staffing

Period - 18
Marks - 8

(a) Concept and Importance of staffing.

(b) Staffing as a part of Human Resource Management.

(c) Staffing Process –

: Recruitment – Meaning and Sources

: Selection – Process

(d) Training and Development – Concept and Importance.

Unit 7: Directing

Period - 16
Marks - 8

(a) Concept and Importance.

(b) Elements of Directing

– Supervision – Concept, Functions of a Supervisor.

– Motivation – Concept, Maslow's hierarchy of needs.

– Financial and Non Financial Incentives.

– Communication –Concept, Formal and Informal Communication, Barriers to effective communication. How to overcome the barriers.

Unit 8: Controlling — **Period - 8, Marks - 4**

(a) Concept and Importance.
(b) Relationship between Planning and Controlling.
(c) Steps in the process of Control.

PART – B : BUSINESS FINANCE AND MARKETING

Unit 9: Financial Management — **Period - 25, Marks - 12**

(a) Concept, Objective of financial management.
(b) Decisions relating to Investment, Financing and Dividend.
(c) Financial Planning : Concept and Importance
(d) Financial Structure – Concept and Factors affecting
(e) Fixed and Working capital – Concept and Factors affecting its requirements.

Unit 10: Marketing Management — **Period - 25, Marks - 12**

(a) Marketing – Meaning, Functions, Marketing v/s Selling.
(b) Marketing Management Philosophies.
(c) Marketing Mix – Concept.
- Product – Concept, Branding, Labeling and Packaging.
- Price – Factors determining price.
- Physical Distribution – Concept, Channels of distribution : Types, Choice of channels.
- 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.

Unit 11: Consumer Protection — **Period - 14, Marks - 6**

(a) Concept and Importance of Consumer Protection.
(b) Consumer Protection Act 2019.
  – Meaning of Consumer and consumer protection.
  – Rights and Responsibilities of consumers
  – Who can file a complaint and against whom ?
  – Redressal Machinery.
  – Remedies available.
(c) Consumer Awareness – Role of consumer organizations and NGOs.

PRESCRIBED TEXTBOOK :

1. Comprehensive Business Studies (for Class XII)
   By: S.A. Siddiqui
   Published by: Laxmi Publications (P) Ltd., New Delhi

REFERENCE BOOK :

1. Business Studies (For Class XII)
   By: Poonam Gandhi
   Published by : V.K. (India) Enterprises, New Delhi.

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DESIGN OF QUESTION PAPER

Subject : **BUSINESS STUDIES**
Paper : Theory
Class : XII
Full Mark : 100(80+20)
Time : 3 Hours

I	**WEIGHTAGE TO OBJECTIVES:**				
	Objectives			**Marks**	**Percentage**
	Knowledge(K)			12	15
	Understanding (U)			44	55
	Application (A)			24	30
			Total:	**80**	**100**
II	**WEIGHTAGE TO FORMS OF QUESTIONS:**				
	FORM OF QUESTIONS	**No. of questions**	**Time (in minutes)**	**Marks**	**Percentage**
	Essay/Long Answer (E/LA)	3	74	24	30
	Short Answer Type-I (SA-I)	6	42	24	30
	Short Answer Type-II (SA-II)	6	24	12	15
	Very Short Answer(VSA)	8	16	8	10
	MCQ	12	24	12	15
	Total:	**35**	**180 m**	**80**	**100**
III	**WEIGHTAGE TO CONTENT:**				
	PART- A (PRINCIPLE AND FUNCTIONS OF MANAGEMENT)			**Marks**	**Percentage**
	1	Nature and Significance of Management		5	6.25
	2	Principle of Management		6	7.50
	3	Business Environment		5	6.25
	4	Planning		6	7.50
	5	Organising		8	10.00
	6	Staffing		8	10.00
	7	Directing		8	10.00
	8	Controlling		4	5.00
	PART- B (BUSINESS FINANCE AND MARKETING)				
	7	Financial Management		12	15.00
	8	Marketing Management		12	15.00
	9	Consumer Protection		6	7.50
			Total:	**80**	**100**
IV	**PART- C (INTERNAL ASSESSMENT)**				
	I.	Periodic Test		10	
	II.	Project Work(one)		10	
			Total	**20**	
V	**SCHEME OF SECTIONS:**	**NIL**			
VI	**SCHEME OF OPTIONS:**	50% in SA-I & 100% in Essay/ (LA)Type Questions.			
VII	**DIFFICULTY LEVEL :** Difficult : 30% of the total marks Average : 50% of the total marks Easy : 20% of the total marks				

Special Instruction: 1) Two questions of MCQ will be assertion-reason type question.
2) One question of SA-I will be source based question

Abbreviation: K(Knowledge), U(Understanding), A(Application),S(Skill), E(Essay Type), SA(Short Answer Type), VSA(Very Short Answer Type), O(Objective Type). MCQ (Multiple Choice Question).

PROJECT WORK IN BUSINESS STUDIES FOR CLASS XII

Introduction

The project work in Business studies aims to help students understand the framework within which the business operates and its interaction with the social, economic, technological and legal environment .

It also aims to empower the teachers to relate all concepts with what is happening around the world and the students' surroundings, making them appear more clear and contextual.

With the help of project work, the students are exposed to real world beyond the knowledge acquired from the classroom, giving them opportunities to refer materials, gather information, analyse it further to obtain relevant information and decide what matter to keep.

Objectives of Project Work

By undertaking project work in Business Studies , the students will be able :

1. To develop a practical approach by using modern technologies in the field of business and management.
2. To get an opportunity for exposure to the operational environment in the field of business management and related services.
3. To inculcate skills of team work, problem solving , time management, information collection, analysing and synthesizing relevant information to derive meaningful conclusions.
4. To get involved in the process of research work and demonstrate his or her capabilities while working independently.

Guidelines For Teachers

In order to enable students to undertake the projects with confidence, it is very necessary on the part of the teachers to interact, support, guide, facilitate and encourage students while assigning projects to them. The teachers should guide the students right from selection of the topic after consultation with them. Students should be facilitated in terms of providing materials or suggesting websites or obtaining required permission from business houses, malls for their project.

The following steps are required to be followed:

1. Students must take any one topic during the academic session.
2. The project may be done in a group or individually.
3. The topic should be assigned after discussion with the students in the class and should then be discussed at every stage of submission of the draft/final project work.
4. The teacher should encourage students to enhance their self esteem and carry out the project with joy.

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SUGGESTED PROJECT LISTS FOR CLASS XII:
(The teacher should help students to identify any one project from the given topics)

Project One : Elements of Business Environment

1. Changes witnessed over the last few years on mode of packaging and its economic impact. The teacher may guide the students to identify the following changes:
    - The changes in transportation of fruits and vegetables such as cardboard crates being used in place of wooden crates etc.
    - Milk being supplied in glass bottles , later in plastic bags and now in tetra pack and through vending machines.
    - Plastic furniture (doors and stools) gaining preference over wooden furniture.
    - Brown paper bags packing to recycled bags to plastic bags and cloth bags.
    - Reuse of packaging (bottles, jars and tins) to attract customers for their products
    - Packaging used as means of advertisements.
2. Changing role of the women in the past 25 years relating to joint families, nuclear families, women as a bread earner of the family, changes in the requirement trend of mixers, washing machines. micro waves and standard of living.
3. The trend in the changing interest rates and their effect on savings.
4. A study on child labour laws, its implementation and consequences.
5. The state of 'Anti plastic campaign,' the law , its effects and implementation.
6. Social factors affecting acceptance and rejection of an identified product(Dish washer, Atta Maker etc.)
7. What has the effect of change in environment on the types of goods and services ?
    a. Washing machines , micro waves, mixers and grinder.
    b. Need for Creche , day care centre for young and old.
    c. Ready to eat food, eating food outside, tiffin centres.
8. Effect of changes in technological environment on the behaviour of employees

Project Two: Principles of Management

Students are required to visit any one of the following**s:**

a. A departmental store
b. An Industial unit
c. A fast food outlet
d. Any other organization approved by the teacher

They are required to observe the application of geneal Principles of Management advocated by Henry Fayol

Or

They may enquire into application of Scientific Management Techniques introduced by F. W. Taylor in the unit visited.

The observations may be made on the basis of:

a. The different stages of division of work resulting to specialization.
b. Following instructions and accountability of subordinates to higher authorities.
c. Visibility of order and equity in the unit

d. Balance of authority and responsibility
e. Communication levels and pattern in the organization.
f. Methods and techniques followed by the organization for unity of direction and coordination amongst all.
g. Methods of wage payments followed.
h. The arrangement of fatigue study
i. Derivation and advantages of time study and method study.
j. Organisational Chart of Functional Foremanship.

Project Three : Marketing

a. Electrical appliances (such as Refrigerators, Washing machine, Inverter Camera, Mobile Phones, Air Conditioners, Mixer etc.)

b. Day to day used Household items (Bathing shop, bathroom cleaner, Hair dry Hair oil, fairness cream, Shampoo, Shaving cream, toothpaste, washing detergent etc.)

c. Daily food items used in Home (Bread, Breakfast, cereals, butter, coffee, tea noodles, ready soups, roasted snacks etc.)

d. Garments and other ladies items (Blanket, Jeans, Sarees, jewellery, Kurti Ladies bag, ladies footwear. Shoes etc.

Students are required to identify one product from the above which the students make like to manufacture or provide .

Next, students are required to make a project on the identified product/ service keeping in mind the following :

1. Why have they selected this product/ Service ?
2. Find out 5 competitive brands that exist in the market.
3. What permission and licences would be required to make the product ?
4. Does your product have any range? Give details
5. What is the name of your product ?
6. Enlist its features .
7. Draw the label of your product.
8. Draw a logo for your product,.
9. What is the selling price of your product?
    a. To consumer
    b. To retailer
    c. To wholesaler
10. How will your product be packaged ?
11. Which channel of distribution will be used ? Give reasons for selection
12. List 5 ways of promoting your product.

13. Draft a social message for your label.
14. What cost effective techniques will you follow for your product and promotional pla

On the basis of the work done by the students the project report should include the following:

a. Type of Product/service identified and the process involve therein.
b. Brand name and the product
c. Range of the product
d. Identification Mark or Logo.
e. Tagline
f. Labelling and packaging.
g. Price of the product and basis of price fixation.
h. Selected channels of distribution and reason thereof.
i. Decisions related to transportation and warehousing. State reasons.
j. Promotional Techniques used and stating reasons for deciding the particular technique.
k. Grading and standardization.

Presentation and submission of Project Report

At the end of the stipulated term, each student will prepare and submit his/her project report.

Following essentials are required to be fulfilled for its preparation and submission

- The total length of the project will be of 25 to 30 pages and it should be handwritten.
- The project will be presented in a neat folder.
- The project report will be developed in the following sequence –
  a. Cover page should include the Project Title, Student information, school and year.
  b. List of contents.
  c. Acknowledgements and preface (acknowledging the institution, places visited and persons who have helped.
  d. Introduction.
  e. Topic with Suitable Heading
  f. Planning and activities done during the project.
  g. Conclusions(summarized suggestions or findings, future scope of study.
  h. Teacher report/observation.
  i. Teachers will initial preface page.
  j. The projects will be returned after evaluation. The school may keep the best projects.

Assessment:
The Marks will be allocated on the following heads:

a.	Introduction and Objectives :	2
b.	Findings /contents/observations	3
c.	Analysis and conclusion	2
d.	Viva	3
		Total =10