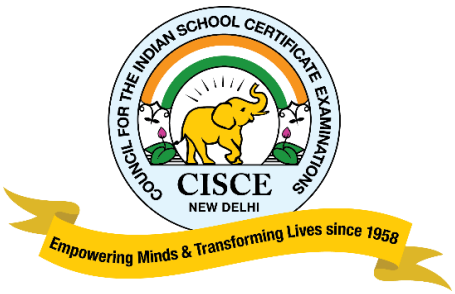
ISC

YEAR 2027

INDIAN SCHOOL CERTIFICATE EXAMINATION



COMMERCE

(857)

February 2025

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Council for the Indian School Certificate Examinations (CISCE)

MISSION STATEMENT

The Council for the Indian School Certificate Examinations is committed to serving the nation's children, through high quality educational endeavours, empowering them to contribute towards a humane, just and pluralistic society, promoting introspective living, by creating exciting learning opportunities, with a commitment to excellence.

ETHOS OF CISCE

- Trust and fair play.
- Minimum monitoring.
- Allowing schools to evolve their own niche.
- Catering to the needs of the children.
- Giving freedom to experiment with new ideas and practices.
- Diversity and plurality - the basic strength for evolution of ideas.
- Schools to motivate pupils towards the cultivation of:
  Excellence - The Indian and Global experience.
  Values - Spiritual and cultural - to be the bedrock of the educational experience.
- Schools to have an 'Indian Ethos', strong roots in the national psyche and be sensitive to national aspirations.

CLASS XII

*There will be **two** papers in the subject:*

***Paper I -** Theory: 3 hours ……80 marks*

***Paper II-** Project Work ……20 marks*

PAPER I- THEORY: 80 MARKS

S. NO.	UNIT	TOTAL WEIGHTAGE
1.	Business Environment	7 Marks
2.	Financing	20 Marks
3.	Management	33 Marks
4.	Marketing	20 Marks
TOTAL		80 Marks

PAPER - I (THEORY) – 80 MARKS

1. Business Environment

Concept, and importance of Business Environment.

Meaning, features and importance of Business Environment; Environmental scanning- Meaning.

Dimensions of Business Environment – Micro (Internal and External factors) and Macro (Economic, social, technological, political and legal) – meaning and components.

S.W.O.T. Analysis - A basic understanding of S.W.O.T. (Strength, Weakness, Opportunity and Threat) Analysis.

2. Financing

(i) Capital: Sources of finance for sole trader; partnership; Joint Stock Company; financial planning.

Importance of finance for business. Sources of finance for different types of business firms. Meaning, features and importance of financial planning. Factors affecting capital structure. Fixed capital - meaning, factors affecting fixed capital. Working capital – meaning, types; factors affecting working capital. Comparison between fixed and working capital.

(ii) Sources of finance for a Joint Stock Company.

(a) Different types of shares: equity, preference.

Bonus shares, rights issue, ESOP, Sweat Equity Shares, Retained earnings.

Long-term sources of funds.

Equity shares - features, advantages and disadvantages.

Preference shares - features, types advantages and disadvantages; distinction between equity shares and preference shares.

Bonus and rights issue, ESOP and Sweat Equity Shares, Qualified Institutional Placement - meaning. Distinction between bonus shares and right shares.

Retained earnings – meaning, merits and demerits.

(b) Loan capital: debentures.

Debentures – meaning; kinds of debentures; advantages and disadvantages of debentures. Distinction between shares and debentures.

(c) Loans from commercial banks and Financial Institutions.

Loans from commercial banks and Financial Institutions - meaning, advantages and disadvantages.

(d) Short-term sources of funds.

Short-term sources of funds – different types of short-term financial assistance by Commercial Banks; public deposits, trade credit, customer advances, factoring, Inter corporate deposits, and installment credit. Meaning, advantages and disadvantages of various sources of funds.

(iii) Banking - latest trends.

Online services- transfer of funds through Real Time Gross Settlement (RTGS), National Electronic Funds Transfer (NEFT), Immediate Payment Service (IMPS), issue of demand drafts online meaning and features.

Online payments, e-Banking – meaning and features, advantages and disadvantages.

Mobile Banking - SMS alerts, transfer of funds, making payments - advantages and disadvantages.

Debit Cards vs Credit Cards, ATM (Automated Teller Machine) – Meaning; Debit card and credit card: features and differences.

Digital Banking, UPI, E-wallet- Meaning only.

3. Management

(i) Management: Meaning, objectives and characteristics of management.

Meaning of Management: as an activity; as a group; as a discipline; as a process. Objectives and characteristics of management.

(ii) Nature of Management – Science, Art and Profession.

Self explanatory.

(iii) Importance of Management. Levels of management- Meaning and functions.

Self explanatory.

(iv) Principles of Management: nature of principles; need for principles.

Nature of principles of Management; need for principles of management; Taylor's 5 scientific principles of Management; Fayol's 14 principles of Management; Relevance of the principles of Management in today's business scenario. Comparison of Taylor's and Fayol's principles.

(v) Functions of Management: Planning; Organising; Staffing; Directing; Controlling and Coordinating.

(a) Planning:

Meaning, steps, importance & limitation; Types of plans; Objectives, policy, procedures, method, rule, budget, program, strategy – meaning and features.

(b) Organising:

Meaning, importance, steps; Structure of organization (functional and divisional; Formal and informal organization) – Meaning, features, merits, demerits and differences between functional and divisional, formal and informal; Meaning and importance of delegation of authority; Decentralization v/s Centralization, comparison between delegation and decentralization, merits and demerits.

(c) Staffing:

Meaning, steps and importance; Recruitment – Meaning and sources; Selection –Meaning and procedure; Training and development – Meaning, types of training, methods-off the job training and on the job training , difference between selection and recruitment, Training and Development-Meaning and differences between training and development.

(d) Directing:

Meaning and importance; Supervision-Meaning, functions and span of control;

Motivation - Meaning and Maslow's theory; Leadership- Meaning and styles of leadership- Democratic, Autocratic Laissez-faire, Bureaucratic-meaning only.

Communication - Meaning, objectives and process. Barriers to communication and overcoming barriers to communication.

(e) Controlling:

Meaning, steps and importance; Relationship between Planning and Controlling; Management by Exception.

(f) Coordination:

Meaning of Coordination; Coordination as an essence of Management.

4. Marketing

(i) Marketing: concept and functions.

Meaning and types of markets; meaning and features of marketing. Marketing concepts: traditional v/s modern - meaning and features of traditional and modern concepts of marketing. Comparison between marketing and selling. Objectives and importance of marketing; functions of marketing – meaning, features of each function of marketing.

(ii) Marketing Mix - Meaning and Elements.

Product Mix - goods and services - meaning, features and types of goods; meaning, features of services; difference between product and services. Branding: meaning and merits. Labeling: meaning and merits. Packaging: meaning and features of good packaging.

Price Mix – meaning, factors determining price. Pricing strategies-cost plus pricing, competitive pricing, price-skimming, penetration pricing, value based pricing-(meaning only).

Place Mix – meaning, channel of distribution choice of channels of distribution and physical distribution. Elements of physical distribution -meaning only

Promotion Mix – Meaning and elements.

Elements – Advertising, sales promotion, personal selling and publicity – meaning, features, objectives and differences.

(iii) Consumer protection: rights of consumers, methods of consumer protection.

Need for consumer protection; methods of consumer protection - self-help, legislative measures and consumer associations/NGOs, Consumer Protection Act, 2019 – Meaning of consumer, rights of consumers and responsibilities of consumers.

The revised pecuniary jurisdiction according to Consumer Protection Rule 21 to be taken with reference to the Consumer Disputes Redressal Commissions (National, State and District). The Consumer Protection Act 2023 to be taken into consideration only with reference to misleading advertisements.

Difference between Consumer Protection Act, 1986 and Consumer Protection Act, 2019.

PAPER II–PROJECT WORK–20 MARKS

Candidates will be expected to have completed **two** projects from any topic covered in Theory. **The project should preferably be hand written and a hard copy should be submitted by the candidates.**

The project work will be assessed by the teacher and a Visiting Examiner appointed locally and approved by CISCE.

Mark allocation for **each** Project [10 marks]:

Overall format	1 mark
Content	4 marks
Findings	2 marks
Viva-voce based on the Project	3 marks

A list of suggested Projects is given below:

1. Compare marketing strategies adopted by two different companies of the same industry (FMCG / Telecommunication / media / education industry etc.) keeping in mind the following:
   - Product mix
   - Price Mix
   - Place Mix
   - Promotion Mix
2. Collect newspaper/magazine clippings of five cases filed by consumers in the Consumer Court.

   Find out the rights violated, and the redressal mechanism used.

   What was the outcome of each case?
3. Visit a commercial Bank. Find out the procedure to open a savings account.

   Find out the details of various Agency & General utility services provided by the bank.
4. Compare the interest rates offered by five different commercial banks on fixed deposits under various categories (general and senior citizens) and various time durations.

   Find out the procedure and formalities for opening a fixed deposit account.

   What is the procedure for closing the account on maturity and before maturity period?
5. Select five different companies across varying industries such as I.T., textiles, FMCG, Health Care, etc., included in the SENSEX. Keeping a hypothetical base money of Rupees One Lakh, invest in the shares of the selected companies. The movement of share prices selected by you should be monitored over a period of one month on a daily basis. A uniform / standard practice of either using the opening price or the closing price on a particular day of the week should be used by all students in the class.

   At the end of the month, analyse your investment in a spread sheet and give reasons for your choice of scripts.
6. Find out the names of companies under various sectors (FMCG, Pharma, automobile, etc) included in the NIFTY and the SENSEX.

   Make a chart of the same and track its movements over a period of one week.

7. (a) Study the sources of recruitment and steps involved in the selection procedure adopted by two companies of the same industry.

   (b) Compare and evaluate the sources of recruitment and the selection process adopted by the selected companies.

8. Formulate a capital plan for a hypothetical business organization.

   Justify your formulated plan.

9. Choose two companies of the same industry. Study their organizational structure. Also give information with regard to:

   (i) Hierarchy

   (ii) Centralization and delegation of authority

   (iii) Flow of information (scalar chain)

   (iv) Span of control

   (v) Channel of communication.

10. Select any business undertaking. Study the selected business in terms of ownership, capital and profitability.

    Make a S.W.O.T. analysis and present it in a tabular form.

NOTE: No question paper for Project Work will be set by CISCE.

SAMPLE TABLE FOR PROJECT WORK

S. No.	Unique Identification Number (Unique ID) of the candidate	PROJECT 1					PROJECT 2					TOTAL MARKS
		A	B	C	D	E	F	G	H	I	J	
		Teacher	Visiting Examiner	Average Marks (A + B ÷ 2)	Viva-Voce by Visiting Examiner	Total Marks (C + D)	Teacher	Visiting Examiner	Average Marks (F + G ÷ 2)	Viva-Voce by Visiting Examiner	Total Marks (H + I)	(E + J)
		7 Marks*	7 Marks*	7 Marks	3 Marks	10 Marks	7 Marks*	7 Marks*	7 Marks	3 Marks	10 Marks	20 Marks
1												
2												
3												
4												
5												
6												
7												
8												
9												
10												

*Breakup of 7 Marks to be awarded separately by the Teacher and the Visiting Examiner is as follows:		Name of Teacher: Signature: Date
Overall Format	1 Mark	
Content	4 Marks	Name of Visiting Examiner Signature: Date
Findings	2 Marks	

NOTE: VIVA-VOCE (3 Marks) for each Project is to be conducted only by the Visiting Examiner, and should be based on the Project only.