

**Syllabus for
Subject-Business Studies
II Term (Regular Studies)
Session 2021-2022**

Unit Unit Name	Chapter Name	1 mark Ques-	2 mark Ques-	3 mark Ques-	4 mark Ques-	Total Marks
IX वित्तीय प्रबन्ध Financial Management	वित्तीय प्रबन्ध वित्तीय निर्णय एवं वित्तीय नियोजन Financial management, Financial Decisions and Financial Planning पूंजी ढांचा: अर्थ एवं निर्धारक तत्व Capital Structure: Meaning and Determinants स्थायी तथा कार्यशील पूंजी: अर्थ एवं निर्धारक घटक Fixed and working capital: Meaning and Determinants	3×1=3	1×2=2	-	-	5
		2×1=2	1×2=2	-	-	4
		2×1=2	-	1×3=3	-	5

Unit Unit Name	Chapter Name	1 mark Ques-	2 mark Ques-	3 mark Ques-	4 mark Ques-	Total Marks
X	वित्तीय बाजार वित्तीय बाजार की अवधारणा Financial Concept of financial market Markets शेयर बाजार: अर्थ एवं कार्य Stock Exchange: Meaning and functions	2×1=2 3×1=3	1×2=2 -	- 1×3=3	- -	4 6
XI	विपणन प्रबन्ध विपणन एवं विपणन मिश्रण Marketing Marketing and Management Marketing mix विज्ञापन: भूमिका सीमाएं एवं आक्षेप Advertising: Role/limitations and objections व्यक्तिगत अथवा वैयक्तिक विक्रय: अर्थ एवं महत्व Personal selling meaning and Importance विक्रय संवर्द्धन एवं प्रचार Sales Promotion and publicity	2×1=2 2×1=2	- -	1×3=3 -	- 1×4=4	5 6
		1×1=1 1×1=1	1×2=2 1×2=2	- -	- -	3 3

Unit Unit Name	Chapter Name	1 mark Ques-	2 mark Ques-	3 mark Ques-	4 mark Ques-	Total Marks
XII Consumer Protection	उपभोक्ता संरक्षण महत्व एवं उपाय	2×1=2	—	1×3=3	1×4=4	9
	उपभोक्ता संरक्षण Consumer Protection : Importance and ways					
	Total	20	10	12	08	50

Deleted Topics

Unit IX	Financial Management	—	No Deletion
Unit X	Financial Market	—	No Deletion
Unit XI	Marketing Management	—	(i) Product nature, classification branding, labelling and packaging. (ii) Physical distribution: Meaning, Role, Channels of distribution meaning, types, factor determining choice of channel.
Unit XII	Consumer Protection	—	(i) Role of consumer organisation and NGO's in consumer protection.