



## EXAMINATION MATERIAL ZUEB - 2022

### PRINCIPLES OF COMMERCE - XI (COMMERCE)

#### SECTION C

<b>CHAPTER 1</b> <b>INTRODUCTION</b>	<b>SUB TOPICS</b>	<ul style="list-style-type: none"><li>• Commerce/Business</li><li>• Branches of Commerce</li><li>• Industry</li><li>• Trade</li><li>• Marketing</li><li>• Ecommerce</li><li>• Finance</li><li>• Warehousing</li><li>• Transportation</li><li>• Insurance</li><li>• Qualities of a good business person</li></ul>
	<b>EXTENDED RESPONSE QUESTIONS</b>	No Questions.
<b>CHAPTER 2</b> <b>FORMS OF BUSINESS ORGANIZATIONS</b>	<b>SUB TOPICS</b>	<ul style="list-style-type: none"><li>• Types of ownership</li><li>• Definition, Advantages and Disadvantages Sole Proprietorship</li><li>• Definition, Advantages, Disadvantages and Essentials of Partnership</li><li>• Types of Partners</li><li>• Dissolution of Firm and Partnership</li><li>• Definition and Characteristics of Joint Stock Company</li><li>• Steps in the formation of a Company</li><li>• Memorandum of Association</li><li>• Articles of Association</li><li>• Prospectus</li><li>• Definition of Co-operative Societies</li></ul>
	<b>EXTENDED RESPONSE QUESTIONS</b>	<ol style="list-style-type: none"><li>1. Explain the advantages and disadvantages of Sole proprietorship business.</li><li>2. Explain the advantages and disadvantages of partnership business.</li><li>3. Elaborate the characteristics of a Joint Stock Company.</li><li>4. Elaborate the concept of Memorandum of Association in detail.</li></ol>
<b>CHAPTER 3</b> <b>MARKETING</b>	<b>SUB TOPICS</b>	<ul style="list-style-type: none"><li>• Definition of Marketing</li><li>• Functions of Marketing</li><li>• Importance of Marketing</li><li>• Definition and types of Channels of Distribution</li><li>• Definition of Advertising</li><li>• Purpose of Advertising</li></ul>

		<ul style="list-style-type: none"> <li>• Salesmanship/Personal Selling</li> <li>• Definition of Publicity</li> <li>• Definition of Public Relations</li> </ul>
	<b>EXTENDED RESPONSE QUESTIONS</b>	No Questions
<b>CHAPTER 4 TRADE</b>	<b>SUB TOPICS</b>	<ul style="list-style-type: none"> <li>• Definition of Wholesaling and Wholesaler</li> <li>• Services of Wholesaler to Producer</li> <li>• Services of Wholesaler to Retailer</li> <li>• Definition of Retailing</li> <li>• Supermarket, Department Store, Discount House, Mail Order House</li> <li>• Definition and Procedure of Export</li> <li>• Definition and Procedure of Import</li> <li>• Definition of Invoice</li> <li>• Correction of Invoice</li> <li>• Definition of Export Promotion Bureau</li> <li>• Objectives of Export Promotion Bureau</li> <li>• Definition of Chamber of Commerce</li> <li>• Functions of Chamber of Commerce</li> <li>• Modes of Buying</li> <li>• Steps in Placing an Order (Purchasing)</li> <li>• Difference between Marketing and Selling</li> <li>• Procedure of Selling</li> </ul>
	<b>EXTENDED RESPONSE QUESTIONS</b>	<ol style="list-style-type: none"> <li>1. Discuss the procedure of Export in detail.</li> <li>2. Discuss the procedure of Import in detail.</li> </ol>
<b>CHAPTER 5 AUXILIARIES TO COMMERCE</b>	<b>SUB TOPICS</b>	<ul style="list-style-type: none"> <li>• Business Risks</li> <li>• Essentials of Insurable Risks</li> <li>• Advantages of Transportation</li> <li>• Advantages and Functions of Warehousing</li> <li>• Sources of Short-term Finance</li> <li>• Sources of Long-term Finance</li> <li>• Capital and Kinds of Capital</li> <li>• Shares and Kinds of Shares</li> <li>• Bonds and Kinds of Bonds</li> </ul>
	<b>EXTENDED RESPONSE QUESTIONS</b>	<ol style="list-style-type: none"> <li>1. Discuss in detail the functions of Warehousing.</li> <li>2. Explain the sources of short term finance and long term finance in detail.</li> </ol>
<b>CHAPTER 6 BUSINESS CORRESPONDENCE</b>	<b>SUB TOPICS</b>	<ul style="list-style-type: none"> <li>• Uses of Business Letters</li> <li>• Job Letter</li> <li>• Inquiry Letter</li> <li>• Order Letter</li> <li>• Reminder Letter</li> <li>• Complaint Letter</li> </ul>
	<b>EXTENDED RESPONSE QUESTIONS</b>	<ol style="list-style-type: none"> <li>1. What are the characteristics of Good Business letter? Explain.</li> <li>2. What are the kinds of Business Letters? Elaborate.</li> <li>3. Write a letter to sell electronic products to a wholesaler. Consider your business as Manufacturer.</li> </ol>