

## SYLLABUS 2021-2022

STANDARD: 12

SUBJECT: COMMERCE

MONTH	Total No. Of Unit	UNIT	TOPICS
January	2	Unit IV 9. Fundamentals of HRM	Entire Chapter
		10. Recruitment Methods	Entire Chapter
		11. Employees Selection Process	11.01 Meaning & Definition of Employee selection process 11.02 Steps in Employee selection process 11.03 Factors influencing selection process, importance 11.04 Importance of Selection Process
		Unit V 13. Elements of Marketing	13.01 Meaning and Definition of Market 13.02 Need for Market 13.03 Classification of Markets 13.04 Meaning and Definition of Marketer 13.05 What can be marketed?
February	2	Unit V 14. Marketing and Marketing Mix	14.01 Introduction to Marketing 14.02 Evaluation of Marketing 14.03 Marketing Concept 14.04 Definition of Marketing 14.05 Objectives of Marketing 14.06 Importance of Marketing 14.07 Functions of Marketing
		15. Recent Trends in Marketing	15.01 Recent Trends in Marketing 15.02 E-Marketing (i) (ii) (iii) (iv) 15.09 Niche Marketing 15.10 Viral Marketing 15.11 Ambush Marketing 15.12 Guerrilla Marketing



February	Unit VI 16. Consumerism	Entire Chapter
	17. Rights, Duties, & Responsibilities of Consumers	Entire Chapter
	18. Grievance Redressal Mechanism	18.01 Grievance and Need for Redressal Mechanism 18.02 Consumer Councils 18.03 Three Tier Courts or Quasi Judiciary