

Organisation of Commerce and Management



Standard XII



The Coordination Committee formed by GR No. Abhyas - 2116/(Pra.Kra.43/16) SD - 4
Dated 25.4.2016 has given approval to prescribe this textbook in its meeting held on
30.01.2020 and it has been decided to implement it from the educational year 2020-21.

Organisation of Commerce and Management

STANDARD - XII



2020

**Maharashtra State Bureau of Textbook Production and Curriculum Research,
Pune - 411 004**



K7P9R4

Download DIKSHA App on your smartphone. If you scan the Q.R.Code on this page of your textbook, you will be able to access full text and the audio-visual study material relevant to each lesson provided as teaching and learning aids.

First Edition : 2020

**© Maharashtra State Bureau of Textbook Production
and Curriculum Research, Pune- 411 004.**

Maharashtra State Bureau of Textbook Production and Curriculum
Research reserves all rights relating to the book. No part of this book should
be reproduced without the written permission of the Director, Maharashtra
State Bureau of Textbook Production and curriculum Research, Pune.

Commerce Stream Committee Members

Dr. Narendra Pathak

(Chairman of Commerce Committee)

Shri. Narayan Patil	(Member)
Dr. Mukund Tapkir	(Member)
Dr. Prashant Sathe	(Member)
CS. Mahesh Athawale	(Member)
Shri. Surendra Nirgude	(Member)
Dr. Jyoti Gaikwad	(Member)
Shri. Mohan Salvi	(Member)
Dr. Sangeeta Mandke	(Member)
Shri. Anil Kapre	(Member)
Smt. Anantlaxmi Kailasan	(Member)
Smt. Laxmi Pillai	(Member)
Smt. Mrinal Phadke	(Member)
Smt. Ujjwala Godbole	(Member-Secretary)

Organisation of Commerce and Management Study Group Members

Shri. Narayan Patil

(Chairman and Coordinator)

Dr. Minal Bhandari	Dr. Chandan Bora
Dr. Rupsen Kamble	Shri. Manik Ghumai
Shri. Arun Chavan	Shri. Avinash Takawale
Smt. Rupali Deshpande	Smt. Madhuri Pawar
Shri. Dnyandeo Yewale	Shri. Sanjay Patil
Shri. Amit Gokhale	Smt. Ashwini Kulkarni
Smt. Sangeeta Joshi	

Cover, Illustrations and Computer Drawings

Shri. Sandip Koli, Artist, Mumbai

Co-ordinator

Ujjwala Shrikant Godbole

I/C Special Officer for Mathematics

Typesetter

M/s. Shree Graphic Centre, Mumbai

Production

Sachchitanand Aphale

Chief Production Officer

Sanjay Kamble

Production Officer

Prashant Harne

Asst. Production Officer

Paper

70 GSM Cream wove

Print Order No.

N/PB/2020-21/50,000

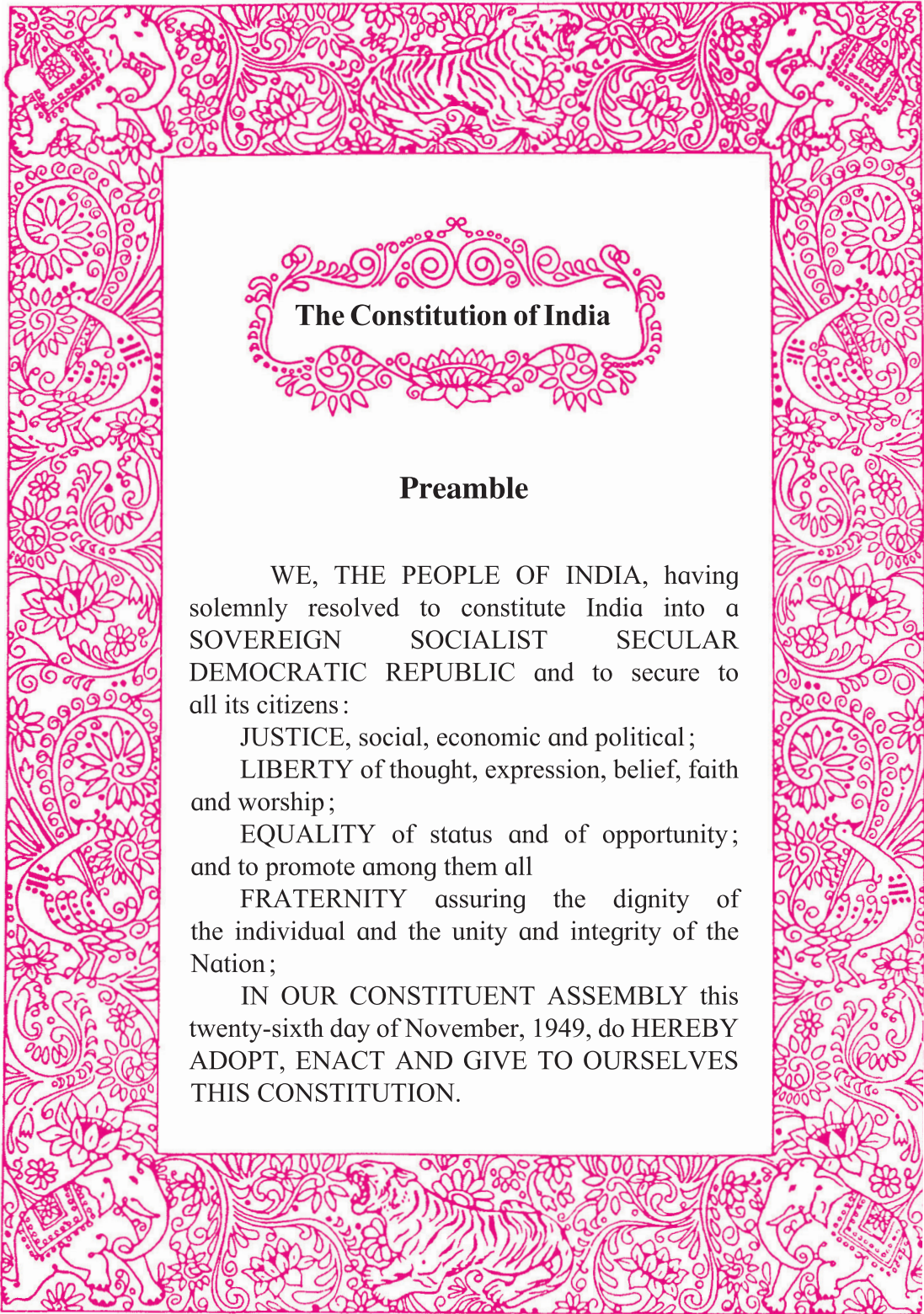
Printer

PRINT PLUS PVT. LTD., THANE

Publisher

Vivek Uttam Gosavi, Controller

Maharashtra State Textbook Bureau,
Prabhadevi Mumbai- 400 025



The Constitution of India

Preamble

WE, THE PEOPLE OF INDIA, having solemnly resolved to constitute India into a SOVEREIGN SOCIALIST SECULAR DEMOCRATIC REPUBLIC and to secure to all its citizens :

JUSTICE, social, economic and political ;

LIBERTY of thought, expression, belief, faith and worship ;

EQUALITY of status and of opportunity ;
and to promote among them all

FRATERNITY assuring the dignity of the individual and the unity and integrity of the Nation ;

IN OUR CONSTITUENT ASSEMBLY this twenty-sixth day of November, 1949, do HEREBY ADOPT, ENACT AND GIVE TO OURSELVES THIS CONSTITUTION.

NATIONAL ANTHEM

Jana-gana-mana-adhināyaka jaya hē
Bhārata-bhāgya-vidhātā,

Panjāba-Sindhu-Gujarāta-Marāthā
Drāvida-Utkala-Banga

Vindhya-Himāchala-Yamunā-Gangā
uchchala-jaladhi-taranga

Tava subha nāmē jāgē, tava subha āsisa māgē,
gāhē tava jaya-gāthā,

Jana-gana-mangala-dāyaka jaya hē
Bhārata-bhāgya-vidhātā,

Jaya hē, Jaya hē, Jaya hē,
Jaya jaya jaya, jaya hē.

PLEDGE

India is my country. All Indians
are my brothers and sisters.

I love my country, and I am proud
of its rich and varied heritage. I shall
always strive to be worthy of it.

I shall give my parents, teachers
and all elders respect, and treat
everyone with courtesy.

To my country and my people,
I pledge my devotion. In their
well-being and prosperity alone lies
my happiness.

PREFACE

Dear students,

In standard XI you studied about commerce and business, forms of business organisations, institutional support to business, management and business environment. This standard XII textbook takes you further from where you left in standard XI.

This book gives you an insight about 'Principles of Management' and 'Functions of Management' which are essential for any business organisation. After learning about management, in 'Enterprenuership Development' you will learn about entrepreneur and scope for you as an entrepreneur in future. In today's scenario various activities are going on round-the-clock. 'Business Services' advocates importance of business services to various business organisations. We are now part of globalisaton, so 'Emerging Modes of Business' focuses on various emerging modes in business.

Students, you will also learn ' Social Responsibilities of Business'. 'Consumer Protection' and 'Marketing' put an emphasis on need of consumer protection and its Act 2019 and importance of marketing for business organisations respectively.

In every chapter, pictures, diagrams, activity boxes are included for better understanding of the concepts. An exercise and answer key are given for practice. Newly introduced 'Just to Know' is brain teaser and self explanatory itself. This book is designed in such a manner that it will simplify teaching - learning process and students as well teachers will enjoy this textbook.

This restructured syllabus is capable enough to enhance the understanding ability of the students. The implementation of this new syllabus will be from the academic year 2020-2021 for standard XII Commerce. More information has been given in the Q.R. Code on the title page.

We are confident that this book will guide the students properly in this competitive world of business.

We ore greatful to subject committee members, study group members, reviewers, experts, designers, translators as they have rendered their thorough co-operation in the preparation of this book.



(Vivek Gosavi)
Director

Pune

Date : 21 February 2020

Bharatiya Saur : 2 Phalguna 1941

Maharashtra State Bureau of Textbook
Production and Curriculum Research, Pune.

ORGANISATION OF COMMERCE AND MANAGEMENT STANDARD XII

Competency Statement

Unit No.	Chapter Name	Competency Statements
1)	Principles of Management	Understands meaning and definitions of principles of management.
		Understands the nature and significance of principles of management.
		Understands theories of management.
		Understands Henry Fayol's theory of management.
		Understands Taylor's scientific management theory in detail.
2)	Functions of Management	Understands functions of management
		Understands meaning, definition and importance of functions of management
3)	Entrepreneurship Development	Understand entrepreneur intrapreneur and
		Understands entrepreneurship development.
		Understands initiatives in entrepreneurship development.
4)	Business Services	Understands various business services.
		Understands types of banks
		Understands e-banking
		Understands principles and types of insurance
		Understand different types of communication.
		Understands functions and types of ware houses.
		Understands types of transport.
5)	Emerging Modes of Business	Understands e-business.
		Understands scope and benefits of e-business.
		Understands online transaction process.
		Understands outsourcing.
		Understands BPO, KPO, LPO
6)	Social Responsibilities of Business organisations	Understands social responsibility of business.
		Understands social responsibilities of business towards different groups of society.

		• Understands protection of environment. • Understands business ethics. • Understands CSR.
7)	Consumer Protection	• Understands consumer protection.
		• Understands importance of consumer protection. • Understands rights of consumers. • Understands responsibilities of consumers. • Understands consumer redressal mechanism. • Understands role of NGO's
8)	Marketing	• Understands marketing.
		• Understands types of market • Understands importance and functions of marketing. • understands marketing mix.

INDEX

Sr.No.	Chapter	Page No.
1.	Principles of Management	1
2.	Functions of Management	17
3.	Entrepreneurship Development	37
4.	Business Services	54
5.	Emerging Modes of Business	95
6.	Social Responsibilities of Business	113
7.	Consumer Protection	133
8.	Marketing	151