

Organisation of Commerce and Management



Standard XII



The Constitution of India

Chapter IV A

Fundamental Duties

ARTICLE 51A

Fundamental Duties- It shall be the duty of every citizen of India—

- (a) to abide by the Constitution and respect its ideals and institutions, the National Flag and the National Anthem;
- (b) to cherish and follow the noble ideals which inspired our national struggle for freedom;
- (c) to uphold and protect the sovereignty, unity and integrity of India;
- (d) to defend the country and render national service when called upon to do so;
- (e) to promote harmony and the spirit of common brotherhood amongst all the people of India transcending religious, linguistic and regional or sectional diversities, to renounce practices derogatory to the dignity of women;
- (f) to value and preserve the rich heritage of our composite culture;
- (g) to protect and improve the natural environment including forests, lakes, rivers and wild life and to have compassion for living creatures;
- (h) to develop the scientific temper, humanism and the spirit of inquiry and reform;
- (i) to safeguard public property and to abjure violence;
- (j) to strive towards excellence in all spheres of individual and collective activity so that the nation constantly rises to higher levels of endeavour and achievement;
- (k) who is a parent or guardian to provide opportunities for education to his child or, as the case may be, ward between the age of six and fourteen years.

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Organisation of Commerce and Management

STANDARD - XII



2020

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(Chairman of Commerce Committee)

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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
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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

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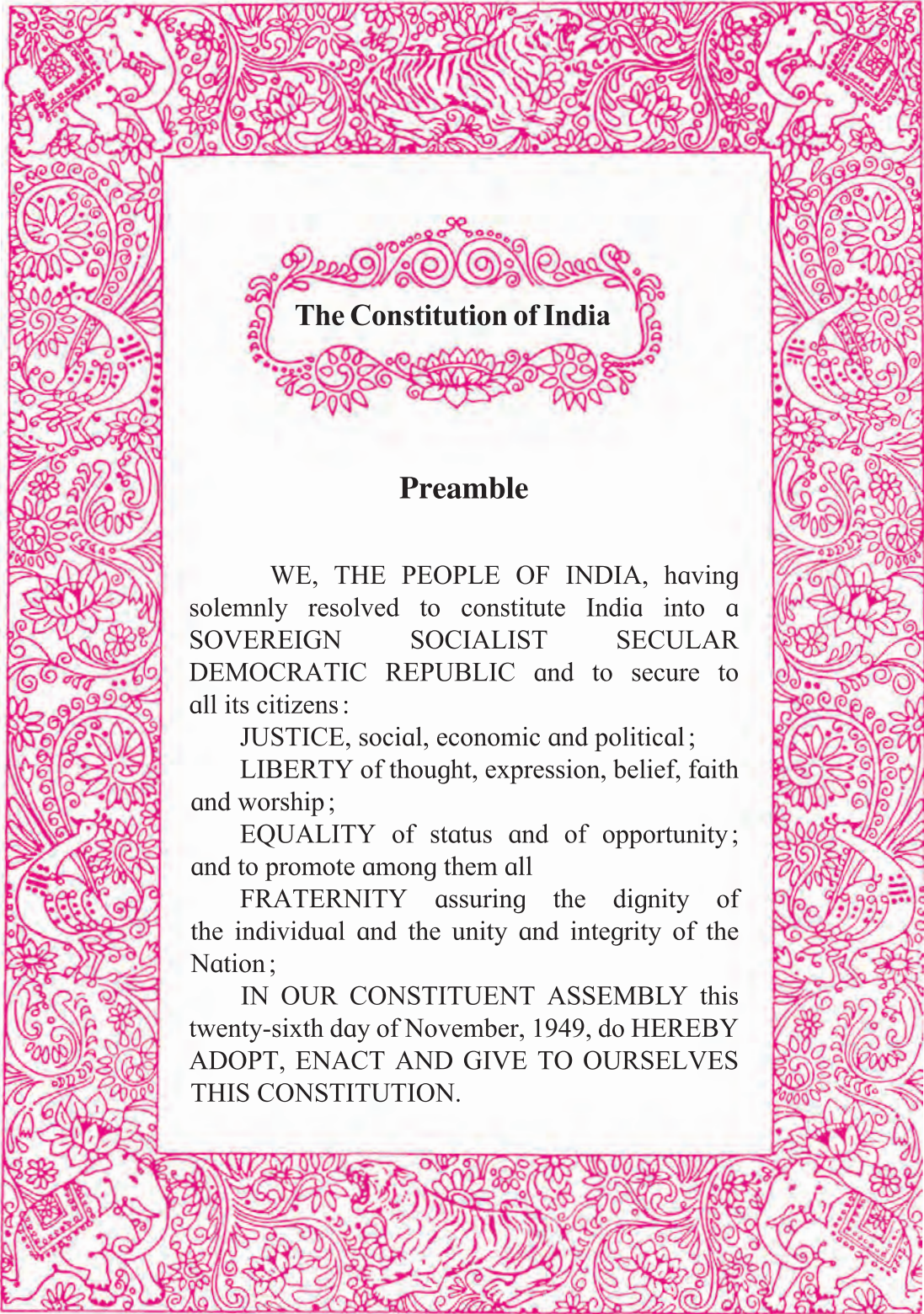
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The Constitution of India

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 are grateful 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

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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.

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