

CHAPTER- NATURE AND PURPOSE OF BUSINESS

		CTSE	Self Evaluation Grades			
S.No.	Topic	Sub Topic	Date			
1	Types of Human Activities	(i) Economic Activities with examples				
		(ii) Non-Economic Activities with examples				
2	Difference between Economic and Non Economic Activities	(i) Meaning				
		(ii) Scope				
		(iii) Purpose				
		(iv) Money Measurement				
		(v) Satisfaction				
		(vi) Type				
		(vii) Examples				
3	Concept of Business	(i) Meaning				
		(ii) Define				
		(iii) Features				
		(a) Economic Activities				
		(b) Creation of Utilities				
		(c) Regular Dealings				
		(d) Exchange of Goods and Services				
		(e) Profit Motive				
4	Concept of Profession	(i) Meaning				
		(ii) Features				
		(a) Need for Knowledge				
		(b) Charging Professional Fee				
		(c) Code of Conduct				
		(d) Service Motive				
5	Concept of Employment	(i) Meaning				
		(ii) Features				
		(a) Personal Services				
		(b) Reward or Return				
		(c) No need for Investment				
6	Difference between Business, Profession and Employment	(d) Relationship				
		(i) Nature				
		(ii) Qualification				
		(iii) Motive				
		(iv) Risk				
		(v) Nature of Return				
		(vi) Code Of conduct				
		(vii) Established				
		(viii) Investment				
(ix) Personal Skill						

CHAPTER- NATURE AND PURPOSE OF BUSINESS

CHAPTER- NATURE AND PURPOSE OF BUSINESS				Self Evaluation Grades			
S.No.	Topic	CTSE Sub Topic	Date				
7	Objectives of Business	(i) Economic Objectives					
		(a) Profit Earning					
		(b) Production					
		(c) Creating Markets					
		(d) Technological Improvement					
		(ii) Social Objectives					
		(a) Availability of Goods					
		(b) Creating Employment					
		(c) Optimum use of resources					
		(d) Supply of Goods					
		(e) Co-operation					
		(iii) Human Activities					
		(a) Welfare of Employees					
		(b) Consumers Satisfaction					
		(c) Satisfaction of Shareholders					
		(d) Helpful to Government					
		(iv) National Objectives					
		(a) Increase Exports					
		(b) Development of Small Industries					
(c) Promote Education							
(d) Balanced Regional Development							
		Evaluation of Business Objectives					
8	Role of Profit in Business	(i) Survival					
		(ii) Incentive					
		(iii) Efficiency					
		(iv) Growth					
		(v) Social Welfare					
		(vi) Goodwill					
9	Can Profit be the Sole Objective of	(i) Arguments in favour					
		(ii) Arguments against					
10	Conclusion						
		Signature of Student					
		Signature of Teacher/Mentor					
Key To Grades			This self evaluation sheet has four date columns. Student shall fill grades to all topics in one date column in a sitting. By the fourth attempt, all grades should be 'A' for getting best marks in exams.				
Write 'A' if you know the concept fully (when you know 100%)							
Write 'B' if you need revision once (when you know between 75%-100%)							
Write 'C' if you know the concept partially (when you know about 50%)							
Write 'D' if you know the concept very little (when you know about 25%)							
Write 'E' if you don't know the concept at all (when you know 0%)							