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Unit 3

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*Principles of
Management
is designed to
meet the scope
and sequence
requirements*

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***of the
introductory
course on
management.
This is a
traditional
approach to
management
using the
leading,
planning,
organizing,***

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and

***controlling
approach.***

***Management
is a broad
business
discipline, and
the Principles
of
Management
course covers
many***

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***management
areas such as
human
resource
management
and strategic
management,
as well as
behavioral
areas such as
motivation. No
one individual***

***can be an
expert in all
areas of
management,
so an
additional
benefit of this
text is that
specialists in a
variety of
areas have
authored***

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***individual
chapters.***

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Bihar,
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Haryana, H.P.
etc. &
Navodaya,
Kasturba,
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Vidyalayas etc.
following
CBSE
curriculum
based on***

NCERT

***guidelines. A :
Principles and
Functions of
Management
B : Business
Finance and
Marketing
Principles of
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Marketing,
and Finance***

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Unit 3

Chapterwise

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Gandhi) CBSE

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(For 2023

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(2020-21): 1.

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Flow Charts

explaining the basic concepts of the

chapters. 3. Each

chapter of the book

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includes NCERT questions and solutions. 4. Extra questions are also provided in each chapter for better understanding of the concepts. 5. The extra questions include ‘ Multiple Choice Questions ’ , ‘ Fill in the

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Blanks ’ ,
‘ True/False ’ , ‘
Remembering-based
Questions ’ , ‘ Und
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Questions ’ ,
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questions (Case

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following CBSE
curriculum based on
NCERT guidelines.
Part 'A' : Principles
and Functions of
Management 1.
Nature and
Significance of
Management, 2.
Principles of
Management, 3.
Management and

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Business

Environment, 4.

Planning, 5.

Organising, 6.

Staffing, 7.

Directing, 8.

Controlling, Part 'B'

: Business Finance

and Marketing 9.

Financial

Management, 10.

Financial Market,

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11. Marketing, 12.

Consumer

Protection, 13.

Entrepreneurship

Development.

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Class XII - SBPD

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Further Answer
Sheets of 2017
Topper (provided by
CBSE) are also
included in the book.
The book also
provide the complete
Syllabus, Blue Prints
followed by Chapter-
wise MINDMAPS.
Explanations to all
the questions along
with stepwise

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marking have been provided.

At the beginning of the book (before Unit-1) the overview of the various concepts of management discussed in the book is given through dialogue box. This view has further been enlarged in

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Unit-3 also. It would be helpful to enhance the understanding of the subject.

Throughout the book, ,running glossary is given headed as tool kit.

The brief summary of the important Concepts and Key Terms is presented here. It would enable

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the readers to reinforce their learning. In the book, the case studies have also been included to enhance the practical knowledge of the subject. instant learning maps are given with a view to facilitating quick revision and I hope

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that the students will be really benefitted as it facilitates the work of revising the subject particularly during examination days. Match the Column and Comprehension Type Questions are given headed as appendix. At the end of each part query

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session is given to raise queries from the readers' side. Some possible queries have already been answered on the spot. Every aspect of the syllabus has been studied in detail so that the entire material relevant to the requirement of the

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syllabus becomes available in a single book. Every difficult fact has been presented with the help of examples and diagrams so that the subject can be easily and adequately comprehended. A list of questions that are important from the examination point of

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view has been given at end of each Unit. Every possible effort has been made to present the subject-matter in a simple, clear and interesting manner. Special efforts have been made to make the book error-free.

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(Examination
2021-22) with
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revision aid for
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now a revised
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follow the
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apter-by-chapter
basis, providing
questions to help
the student
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material
presented in the**

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chapter. This supplement is a consumable resource, designed with perforated pages so that a given chapter can be removed and turned in for grading or checking.

**Part 'A' :
Principles and**

**Functions of
Management 1.
Nature and
Significance of
Management, 2.
Principles of
Management, 3.
Management and
Business
Environment, 4.
Planning, 5.
Organising, 6.
Staffing, 7.
Directing, 8.**

**Controlling, Part
'B' : Business
Finance and
Marketing 9.
Financial
Management, 10.
Financial Market,
11. Marketing,
12. Consumer
Protection, 13.
Entrepreneurship
Development.
Project Work
Latest Model**

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**Paper with OMR
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Examinations
Papers
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**Uttarakhand,
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Haryana, H.P.
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'A' : Principles
and Functions of
Management 1.**

**Nature and
Significance of
Management, 2.
Principles of
Management, 3.
Management and
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Environment, 4.
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Staffing, 7.
Directing, 8.
Controlling, Part
'B' : Business**

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**Finance and
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Papers
Business Studies
Class XII Based
on NCERT
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Fifth Edition,
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Principles and
Management**

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designed topic and subtopic-wise, keeping the students' needs in mind. The current edition has certain unique features: This book is strictly as per the latest CBSE syllabus and covers complete matter as per the NCERT book. After every topic, objective type questions and case studies are given based

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on the latest CBSE Sample Paper (2020). (Hints of their answers are given at the end of each chapter.) At the end of each chapter, 40 objective type questions (20 MCQs + 10 Fill in the blanks + 10 True/False) are given along with answers at the end. Keywords of each topic are given at the end of each topic, to

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help students to solve case studies. A flow chart of each chapter is given at the end to recap the topics covered in that chapter. Quick revision is given to revise all the topics in short time. At the end of each chapter, questions asked in last 7 years' board exam are given, so that the student may get an idea

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of what types of questions are expected from this chapter. (Hints of answers of these questions are also given). Case Studies are framed by using words strictly from the NCERT. A solved sample paper of CBSE 2020 is also given. Guidelines for project are also given. A sample project on

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review those
instances where
discretionary
action is
possible, and
define the
nature of the
relationship
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your clients,
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Organisation 6.

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8. Controlling 9.

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Financial; Market 11.

Marketing 12.

Consumer Protection

13. Project Work and

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companies

succeed over

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greatness,
author Christian
Stadler directed
a team of eight
researchers in a
six-year study of
some of
Europe's oldest
and most stellar
companies,
targeting nine*

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that have survived for more than 100 years and have significantly outperformed the market over the past fifty years. Readers may wonder, "Why European companies?"

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Yet, Europe is the ideal place to seek the key to long-term success; half of the Fortune Global 500 companies that are 100 years old or older can be found in Europe, as can

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*72 of the 100
oldest family
businesses in
the world.*

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fresh insights
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companies
adapt to a
constantly
changing
environment by
being
intelligently
conservative.
Enduring
Success
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principles and
practical
concepts, for
business leaders
who are
prepared to
learn from the
history of some
of the world's*

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and people), the
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environment
and
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concise
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