**The City School**

**Southern Region**

**Syllabus for Mid Year Exam  
Class 11**

# Business Studies (7115)

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| S. No | Chapters |
| 1 | Chapter 3 – Enterprise, Business Growth and Size |
| 2 | Chapter 4 – Types of Business Organizations |
| 3 | Chapter 6 – Motivation at Work |
| 4 | Chapter 8 – Recruitment, Selection and Training of Workers |
| 5 | Chapter 10 – Marketing, Competition and Customer |
| 6 | Chapter 11 – Market Research |
| 7 | Chapter 12 – Marketing Mix – Product |
| 8 | Chapter 13 - Marketing Mix – Price |
| 9 | Chapter 14 - Marketing Mix – Promotion |
| 10 | Chapter 15 - Marketing Mix – Place |
| 11 | Chapter 16 – Marketing Strategy |
| 12 | Chapter 18 – Cost, Scale of Production and Breakeven Analysis |
| 13 | Chapter 21 – Business Finance: Needs and Sources |
| 14 | Chapter 23 – Income Statement |
| 15 | Chapter 24 – Balance Sheet |
| 16 | Chapter 25 – Analysis of Accounts |
| 17 | Chapter 26 – Government Economic Objectives and Policies |
| 18 | Chapter 27 – Environmental and Ethical Concerns |
| 19 | Chapter 28 – Business and the International Community |