

Business Studies

Class-XII

1. Prepare a project work on any one of the topics discussed in the online class. *The project work has to be prepared as per the CBSE guidelines.* (Avoid projects that require visit to any store/departmental store/food outlet/factories etc.) Remember, we are still fighting with the pandemic so stay indoor and stay safe.
 - **Project** should be hand written and supported by pictures, graphs and questionnaires.
2. Complete the **Holidays' Assignment** work in the assignment register. The answers should be presented in a systematic and neat manner.
3. Make a **learning planner/schedule** for yourself. Divide the whole syllabus done till now into smaller parts and assign yourself a daily target. Revise-write-re learn and re write. It will imprint the topic in your mind forever.

Most important- Regularity is the base of success so be regular in academics even during holidays.

Chapter-1

Multiple Choice Questions

1. The process of creating an internal environment, where individual work effectively and efficiently for achievement of goal is known as
 - (a) Coordination
 - (b) Delegation
 - (c) Management
 - (d) Planning
2. When a worker achieves target production of 100 unit at a higher cost, he is
 - (a) Efficient
 - (b) Effective
 - (c) Both Effective and Efficient
 - (d) None of the above
3. Management is a process because
 - (a) It involves series of steps
 - (b) It leads to systematic working
 - (c) It involves one single activity
 - (d) None of the above
4. Management is always denoted by 'We' and not by 'I' because
 - (a) It is a process
 - (b) It is continuous
 - (c) It is a group activity
 - (d) It is intangible
5. Management works with the following objectives
 - (a) Objective of profit maximisation
 - (b) Objective of sales maximisation
 - (c) Objective of becoming market leader
 - (d) Multiple objective
6. A good manager focuses on
 - (a) Prosperity of management
 - (b) Prosperity of employees
 - (c) Prosperity of both management and employees
 - (d) None of the above
7. Managers apply management principles by using creativity. This is related to
 - (a) Management as Science
 - (b) Management as an Art
 - (c) Management as both Science and Art
 - (d) Management as a profession
8. Liaison with the outside world is the function of
 - (a) Top Level
 - (b) Supervisory Level
 - (c) Middle Level
 - (d) All of the above
9. Providing good working conditions and ensuring quality work is the function of
 - (a) Top Level
 - (b) Middle Level
 - (c) Supervisory Level
 - (d) All of the above
10. As Top Level is responsible for the welfare and operations of whole organisation, Middle Level is responsible for the welfare and operations of
 - (a) Workers
 - (b) Department
 - (c) Both (a) and (b)
 - (d) None of the above
11. Coordination is
 - (a) A function of management
 - (b) An essence of management
 - (c) Part of Management
 - (d) None of the above

12. Which function of management ensures work accomplishment as per plan?
- (a) Planning (b) Directing
(c) Controlling (d) Organising
13. The process by which a manager integrates and synchronises the activities of different department is called
- (a) Management (b) Controlling
(c) Planning (d) Coordination
14. Coordination is more important in an organisation
- (a) Performing or dealing with single function
(b) Performing or dealing with multiple functions
(c) Performing or dealing with manufacturing goods
(d) All of the above
15. All the businessmen prefer their children to do MBA and then join business. This is related to
- (a) Management as Science (b) Management as an Art
(c) Management as a profession (d) Management as both Science and Art
16. Ankita is engaged in manufacturing chocolates and biscuits by using environmental friendly methods of production. Which management objective is used here?
- (a) Individual objective (b) Organisational objective
(c) Social objective (d) Economic objective
17. In order to enter into profession one has to acquire an educational degree by clearing specified examination conducted by registered institutes. Which feature of profession is being revealed?
- (a) Restricted entry (b) Ethical code of conduct
(c) Professional association (d) Well defined body of knowledge
18. Which level of management is concerned to coordinate the activities of different departments according to overall objectives?
- (a) Top level (b) Supervisory level
(c) Middle level (d) Operational level
19. "It involves leading, influencing and motivating the employees to perform the assigned task", highlight which function of management.
- (a) Staffing (b) Planning
(c) Directing (d) Controlling
20. To exploit fully the growth potential of the organization management is talking about which objective?
- (a) Social objective (b) Personal objective
(c) Organisational objective (d) Economic objective

Chapter-2

1. When a superior does not fulfil the promise to raise the salary/wages of workers on achievement of target effectively and efficiency, it is violation of
 - (a) Principle of Remuneration
 - (b) Principle of Discipline
 - (c) both (a) and (b)
 - (d) None of the above
2. Management Principles provide
 - (a) Readymade solution to managerial problems
 - (b) Guidelines for managerial action
 - (c) Guarantee for success of an organisation
 - (d) All of the above
3. Gang Plank permits direct communication between
 - (a) Employees working at same level
 - (b) Any employees irrespective of their level
 - (c) Employees of same department only
 - (d) None of the above
4. Organisation Interest supersede employees interest is indicated in
 - (a) Principle of Subordination of Individual Interest to General Interest
 - (b) Principle of Espirit De Corps
 - (c) Principle of Initiative
 - (d) Principle of Discipline
5. The employees should be judiciously penalised for their actions against the organisation is indicated in
 - (a) Principle of Equity
 - (b) Principle of Responsibility, Authority
 - (c) Principle of Discipline
 - (d) None of the above
6. Principle of Responsibility and Authority insists on
 - (a) Responsibility > Authority
 - (b) Authority > Responsibility
 - (c) Responsibility = Authority
 - (d) All of the above
7. Frequent transfer and turnover of employees lead to violation of
 - (a) Principle of Espirit De Corps
 - (b) Principle of Discipline
 - (c) Principle of Initiative
 - (d) Principle of Stability of Personnel
8. Principle of Initiative-
 - (a) Boosts up the morale of employees
 - (b) Brings down the morale of employees
 - (c) Does not effect on morale of employees
 - (d) None of the above
9. Unity of Command insists on
 - (a) One Boss One employee
 - (b) Orders from a single superior
 - (c) Match between orders of different bosses
 - (d) All of the above
10. If a manager is biased in dealing with people from different states, he is violating
 - (a) Principle of Discipline
 - (b) Principle of Espirit De Corps
 - (c) Principle of Remuneration
 - (d) Principle of Equity
11. Simplification technique insists on
 - (a) Using simple method of production
 - (b) More varieties of product
 - (c) Elimination of unnecessary diversity of products, size and types
 - (d) All of the above
12. The main objective of Fatigue Study is
 - (a) To eliminate tiring movements of workers
 - (b) To decide number, duration and frequency of break intervals

- (c) To differentiate productive and non-productive movements of workers
 (d) All of the above
13. **Unity of Direction insists on**
 (a) One unit one plan
 (b) Efforts of all employees should be directed in one direction only
 (c) No overlapping of different department
 (d) All of the above
14. **Technique of mental revolution is based on the principle of**
 (a) Harmony not discord (b) Science not rule of thumb
 (c) Principle of responsibility and authority (d) All of the above
15. **Principle of Order insists on**
 (a) Orders from single superior
 (b) Fix and right place for every men and material
 (c) Employees must work as per order of superior only
 (d) One boss one command
16. **According to Fayol**
 (a) Organisation must use policy of centralisation
 (b) Organisation must use policy of decentralisation
 (c) Organisation must use combination of centralisation and decentralisation
 (d) None of the above
17. **The principles of management can be changed according to the prevailing situation in organisation. This shows that management principles are**
 (a) Flexible (b) Behavioral
 (c) Scientific (d) Universal
18. **The principle which states that there should be good supervisors at all levels for smooth and systematic working of an organisation is:**
 (a) Equity (b) Initiative
 (c) Discipline (d) Order
19. **“ Panchayats in our country have been given more powers to decide and spend funds granted to them by the government for welfare of villages”. Identify the principle of management highlighted in the statement:**
 (a) Equity (b) Centralisation and decentralisation
 (c) Authority and responsibility (d) Espirit De Corps
20. **Administrative principles were given by**
 (a) FW Taylor (b) Henry Fayol
 (c) Abraham Maslow (d) WW Taylor

Chapter-3

Multiple Choice Questions

1. Business environment includes
 - (a) Surroundings of Business
 - (b) Forces, Factors, Institutions which directly or indirectly effect business
 - (c) Customers and Employees
 - (d) None of the above
2. The forces in Business Environment that effect all the business houses are known as
 - (a) General
 - (b) Specific
 - (c) Particular
 - (d) Influential
3. The conditions in Business Environment keep changing as it is
 - (a) External Environment
 - (b) Complex
 - (c) Dynamic
 - (d) None of the above
4. The environment scanning helps to identify
 - (a) Opportunities
 - (b) Threats
 - (c) Both (a) and (b)
 - (d) None of the above
5. The importance of business environment which helps to know in advance forthcoming constraints and threats of business is
 - (a) Helpful in getting first mover advantage
 - (b) Early warning signals
 - (c) Assist in planning and policy making
 - (d) All of the above
6. Change in taxes is part of
 - (a) Economic Environment
 - (b) Political Environment
 - (c) Legal Environment
 - (d) Social Environment
7. Demonetisation had direct impact on
 - (a) Social Environment
 - (b) Political Environment
 - (c) Economic Environment
 - (d) None of the above
8. It is compulsory that advertisement on baby food must inform that mother's milk is the best is related to
 - (a) Social Environment
 - (b) Economic Environment
 - (c) Political Environment
 - (d) Legal Environment
9. Relaxation or removal of strict rules and regulations is part of
 - (a) Liberalisation
 - (b) Globalisation
 - (c) Privatisation
 - (d) All of the above
10. Opening doors for private sector in the area reserved for public sector is known as
 - (a) Privatisation
 - (b) Liberalisation
 - (c) Globalisation
 - (d) None of the above
11. Swachh Bharat Abhiyan started by BJP government is part of
 - (a) Legal Environment
 - (b) Social Environment
 - (c) Political Environment
 - (d) Economic Environment
12. Creating a website and selling online is related to
 - (a) Social Environment
 - (b) Political Environment
 - (c) Economic Environment
 - (d) Technologic

13. Attitude of customers towards innovation, lifestyle, etc. is part of
(a) Technological Environment (b) Social Environment
(c) Political Environment (d) Legal Environment
14. Change in sensex and Nifty during election is part of
(a) Political Environment (b) Social Environment
(c) Legal Environment (d) Economic Environment
15. Shift of youth in India towards packed food, online buying is part of
(a) Political Environment (b) Social Environment
(c) Legal Environment (d) Technological Environment
16. Through environmental scanning, business firms can enjoy _____.
(a) Competition (b) First mover advantages
(c) Benefit of Tax (d) Tapping useful resources
17. Face book, Twitter and Whatsapp is the result of _____.
(a) Political Environment (b) Economic Environment
(c) Social Environment (d) Technological Environment
18. "Sudden announcement of demonetisation by our Prime Minister" is an example of this feature of business environment.
(a) Relativity (b) specific and general forces
(c) Inter related (d) uncertain

Chapter-4

1. **Planning is the**
 - (a) Primary/First function of manager
 - (b) Last function of manager
 - (c) Both (a) and (b)
 - (d) None of the above
2. **Making assumptions for future is called**
 - (a) Making derivative plans
 - (b) Making policy
 - (c) Setting planning premises
 - (d) All of the above
3. **The composite plan which involves setting up of long term objective finding course of action and allocation of resources is called**
 - (a) Policy
 - (b) Strategy
 - (c) Programme
 - (d) Procedure
4. **The plan which includes objective, policy, procedure and rule is called**
 - (a) Strategy
 - (b) Budget
 - (c) Programme
 - (d) All of the above
5. **Standardised way in which a task has to be performed is called**
 - (a) Policy
 - (b) Procedure
 - (c) Strategy
 - (d) Method
6. **The sequence of steps or actions to be taken to enforce a policy and attain pre-determined objectives is called**
 - (a) Objective
 - (b) Policy
 - (c) Procedure
 - (d) Strategy
7. **Organisations own customised way of handling problems or taking decisions is called**
 - (a) Strategy
 - (b) Policy
 - (c) Budget
 - (d) Rule
8. **End Results towards which all the activities are directed is called**
 - (a) Policy
 - (b) Strategy
 - (c) Objective
 - (d) Programme
9. **Controlling device from which deviations can be taken care of is**
 - (a) Procedure
 - (b) Strategy
 - (c) Policy
 - (d) Budget
10. **Planning is performed at**
 - (a) Top Level
 - (b) Middle Level
 - (c) Supervising Level
 - (d) All Level
11. **Planning is**
 - (a) Routine Activity
 - (b) Mental exercise
 - (c) None of the above
 - (d) All of the above
12. **After implementation of plan**
 - (a) Planning ends
 - (b) New plan is made
 - (c) Follow up is done
 - (d) None of the above
13. **Standing Plan**
 - (a) Stands as an example for other planner
 - (b) Recurring plans
 - (c) Discarded after use
 - (d) All of the above

14. **Single use plan**
- | | |
|-------------------------------|------------------------------------|
| (a) Used only once | (b) Used for one single department |
| (c) Used by single individual | (d) All of the above |
15. **Planning establish base or standard for**
- | | |
|----------------|-----------------|
| (a) Organising | (b) Staffing |
| (c) Directing | (d) Controlling |
16. **A company is manufacturing garments. The manager wants to increase profits by purchasing new high speed machines or increasing the sale price or using waste materials in manufacturing stuffed toys. He decided that "using waste material" is the best solution for him.**
- Identify the concept of management involved.**
- | | |
|---------------|------------------|
| (a) Directing | (b) Coordination |
| (c) Planning | (d) Organising |
17. **Rahim wanted to start with a stationery app. to help students of schools and college to provide stationery to them. He felt that students were not able to get the needed stationery easily and hence wanted to provide the stationery directly to students in the school. He list out the various ways of setting up this business and finally selected the best way to set up this business is by developing an app. Suggest what should be the next step of him:**
- | | |
|----------------------------|--|
| (a) Developing premises | (b) Identifying the alternative course of action |
| (c) Implementation of plan | (d) Follow up action |
18. **What are certain assumptions about the future on the basis of which the plan will be ultimately formulated?**
- | | |
|---------------------|-------------------------|
| (a) Method premises | (b) Planning premises |
| (c) Esteem needs | (d) Management premises |



PROJECT WORK



CBSE Guidelines for Project Work and Sample Project

20 Marks

Introduction

The course in Business Studies is introduced at Senior School level to provide students with a sound understanding of the principles and practices bearing in business (trade and industry) as well as their relationship with the society. Business is a dynamic process that brings together technology, natural resources and human initiative in a constantly changing global environment. With the purpose to help them understand the framework within which a business operates, and its interaction with the social, economic, technological and legal environment, the CBSE has introduced Project Work in the Business Studies Syllabus for Classes XI and XII. The projects have been designed to allow students to appreciate that business is an integral component of society and help them develop an understanding of the social and ethical issues concerning them.

The project work also aims to empower the teacher to relate all the concepts with what is happening around the world and the student's surroundings, making them appear more clear and contextual. This will enable the student to enjoy studies and use his free time effectively in observing what's happening around.

By means of Project Work the students are exposed to life beyond textbooks giving them opportunities to refer materials, gather information, analyze it further to obtain relevant information and decide what matter to keep.

Objectives

After doing the Project Work in Business Studies, the students will be able to do the following:

- develop a practical approach by using modern technologies in the field of business and management;
- get an opportunity for exposure to the operational environment in the field of business management and related services;
- inculcate important skills of team work, problem solving, time management, information collection, processing, analysing and synthesizing relevant information to derive meaningful conclusions
- get involved in the process of research work; demonstrate his or her capabilities while working independently and
- make studies an enjoyable experience to cherish.

GUIDELINES FOR TEACHERS

Students are supposed to select one unit out of four and are required to make only ONE project from the selected unit. (Consist of one project of 20 marks)

1. Help students to select any ONE Topic for the entire year.
2. The topic should be assigned after discussion with the students in the class and should then be discussed at every stage of the submission of the project.

The teacher should play the role of a facilitator and should closely supervise the process of project completion. The teachers must ensure that the project work assigned to the students whether individually or in group are discussed at different stages right from assignment to drafts review and finalization. Students should be facilitated in terms of providing relevant materials or suggesting websites, or obtaining required permissions from business houses, malls etc for their project. The periods assigned to the Project Work should be suitably spaced throughout the academic session. The teachers MUST ensure that the student actually go through the rigors and enjoy the process of doing the project rather than depending on any readymade material available outside.

3. The students must make a presentation of the project before the class.
4. The teachers must ensure that the student's self-esteem and creativity is enhanced and both the teacher and the student enjoy this process.
5. The teachers should feel pride in the fact that they have explored the different dimensions of the project in an innovative way and their students have put in genuine work.

Project One Elements of Business Environment

The teachers should help the students in selecting any ONE element of the following:

Changes witnessed over the last few years on mode of packaging and its economic impact.

The teacher may guide the students to identify the following changes:

- a) The changes in transportation of fruits and vegetables such as cardboard crates being used in place of wooden crates, etc. Reasons for above changes.
- b) Milk being supplied in glass bottles, later in plastic bags and now in tetra-pack and through vending machines.
- c) Plastic furniture [doors and stools] gaining preference over wooden furniture.
- d) The origin of cardboard and the various stages of changes and growth.
- e) Brown paper bags packing to recycled paper bags to plastic bags and cloth bags.
- f) Re use of packaging [bottles, jars and tins] to attract customers for their products.
- g) The concept of pyramid packaging for milk.
- h) Cost being borne by the consumer/manufacturer.
- i) Packaging used as means of advertisements.

The reasons behind changes in the following:

Coca-Cola and Fanta in the seventies to Thums up and Campa Cola in the eighties to Pepsi and Coke in nineties. The teacher may guide the students to the times when India sold Coca Cola and Fanta which were being manufactured in India by the foreign companies.

The students may be asked to enquire about:

- Reasons of stopping the manufacturing of the above mentioned drinks in India THEN.
- The introduction of Thums up and Campa cola range.
- Re entry of Coke and introduction of Pepsi in the Indian market.
- Factors responsible for the change.
- Other linkages with the above.
- Leading brands and the company having the highest market share.
- Different local brands venturing in the Indian market.
- The rating of the above brands in the market.
- The survival and reasons of failure in competition with the international brands.
- Other observations made by the students

The teacher may develop the following on the above lines

- Changing role of the women in the past 25 years relating to joint families, nuclear families, women as a bread earner of the family, changes in the requirement trend of mixers, washing machines, micro wave and standard of living.
- The changes in the pattern of import and export of different Products.
- The trend in the changing interest rates and their effect on savings.
- A study on child labour laws, its implementation and consequences.
- The state of 'anti plastic campaign,' the law, its effects and implementation.
- The laws of mining /setting up of industries, rules and regulations, licences required for running that business.
- Social factors affecting acceptance and rejection of an identified product. (Dish washer, Atta maker, etc)
- What has the effect of change in environment on the types of goods and services?

The students can take examples like:

- Washing machines, micro waves, mixers and grinder.
 - Need for crèche, day care centre for young and old.
 - Ready to eat food, eating food outside, and tiffin centres.
- Change in the man-machine ratio with technological advances resulting in change of cost structure.
 - Effect of changes in technological environment on the behaviour of employee.

Project Two Principles of Management

The students are required to visit any one of the following:

- A departmental store
- An Industrial unit
- A fast food outlet
- Any other organisation approved by the teacher

They are required to observe the application of the general Principles of management advocated by Fayol.

Fayol's principles

1. Division of work
2. Unity of command
3. Unity of direction
4. Scalar chain
5. Esprit de corps
6. Fair remuneration to all
7. Order
8. Equity

9. Discipline
11. Initiative
13. Stability of tenure

10. Subordination of individual interest to general interest
12. Centralisation and decentralisation
14. Authority and Responsibility

OR

They may enquire into the application of scientific management techniques by F.W. Taylor in the unit visited.

Scientific techniques of management

1. Functional foremanship
2. Standardisation and simplification of work
3. Method study
4. Motion Study
5. Time Study
6. Fatigue Study
7. Differential piece rate plan

Tips to teacher

- (i) The teacher may organize this visit.
- (ii) The teacher should facilitate the students to identify any unit of their choice and guide them to identify the principles that are being followed.
- (iii) Similarly, they should guide the students to identify the techniques of scientific management implemented in the organisation.
- (iv) It may be done as a group activity.
- (v) The observations could be on the basis of
 - The different stages of division of work resulting to specialisation.
 - Following instructions and accountability of subordinates to higher authorities.
 - Visibility of order and equity in the unit.
 - Balance of authority and responsibility.
 - Communication levels and pattern in the organisation.
 - Methods and techniques followed by the organisation for unity of direction and coordination amongst all.
 - Methods of wage payments followed. The arrangements of fatigue study.
 - Derivation of time study.
 - Derivation and advantages of method study.
 - Organisational chart of functional foremanship.
 - Any other identified in the organisation
- (vi) It is advised that students should be motivated to pick up different areas of visit. As presentations of different areas in the class would help in better understanding to the other students.
- (vii) The students may be encouraged to develop worksheets. Teachers should help students to prepare observation tools to be used for undertaking the project. *Examples:* worksheets, questionnaire, interviews and organisational chart etc.

Project Three Stock Exchange

The purpose of this project is to teach school students the values of investing and utilising the stock market. This project also teaches important lessons about the economy, mathematics and financial responsibility.

The basis of this project is to learn about the stock market while investing a specified amount of fake money in certain stocks. Students then study the results and buy and sell as they see fit.

This project will also guide the students and provide them with the supplies necessary to successfully monitor stock market trends and will teach students how to calculate profit and loss on stock.

The project work will enable the students to:

- understand the topics like sources of business finance and capital market;
- understand the concepts used in stock exchange; and
- inculcate the habit of watching business channels, reading business journals/newspapers and seeking information

from their elders.

The students are expected to:

- a) Develop a brief report on History of Stock Exchanges in India. (your country)
 - b) Prepare a list of at least 25 companies listed on a Stock Exchange.
 - c) To make an imaginary portfolio totalling a sum of Rs. 50,000 equally in any of the 5 companies of their choice listed above over a period of twenty working days.
- The students may be required to report the prices of the stocks on daily basis and present it diagrammatically on the graph paper.
 - They will understand the weekly holidays and the holidays under the Negotiable Instruments Act. They will also come across with terms like closing prices, opening prices, etc.
 - During this period of recording students are supposed to distinctively record the daily and starting and closing prices of the week other days under the negotiable instrument act so that they acquire knowledge about closing and opening prices.
 - The students may conclude by identifying the causes in the fluctuations of prices. Normally it would be related to the front page news of the a business journal, for example,
 - Change of seasons
 - Festivals
 - Spread of epidemic
 - Strikes and accidents
 - Natural and human disasters
 - Political environment
 - Lack of faith in the government policies
 - Impact of changes in government policies for specific industry
 - International events
 - Contract and treaties at the international scene
 - Relations with the neighbouring countries
 - Crisis in developed countries, etc.

The students are expected to find the value of their investments and accordingly rearrange their portfolio. The project work should cover the following aspects:

1. Graphical presentation of the share prices of different companies on different dates.
2. Change in market value of shares due to change of seasons, festivals, natural and human disasters.
3. Change in market value of shares due to change in political environment/ policies of various countries/crisis in developed countries or any other reasons
4. Identify the top ten companies out of the 25 selected on the basis of their market value of shares.

It does not matter if they have made profits or losses.

Project Four Marketing

- | | | |
|----------------------|-------------------------|-----------------|
| 1. Adhesives | 2. Air conditioners | 3. Baby diapers |
| 4. Bathing Soap | 5. Bathroom cleaner | 6. Bike |
| 7. Blanket | 8. Body Spray | 9. Bread |
| 10. Breakfast cereal | 11. Butter | 12. Camera |
| 13. Car | 14. Cheese spreads | 15. Chocolate |
| 16. Coffee | 17. Cosmetology product | 18. Crayons |
| 19. Crockery | 20. Cutlery | 21. Cycle |
| 22. DTH | 23. Eraser | 24. e-wash |
| 25. Fairness cream | 26. Fans | 27. Fruit candy |
| 28. Furniture | 29. Hair Dye | 30. Hair Oil |
| 31. Infant dress | 32. Inverter | 33. Jams |

- | | | |
|------------------------|---------------------|-----------------------|
| 34. Jeans | 35. Jewellery | 36. Kurti |
| 37. Ladies bag | 38. Ladies footwear | 39. Learning Toys |
| 40. Lipstick | 41. Microwave oven | 42. Mixers |
| 43. Mobile | 44. Moisturizer | 45. Music player |
| 46. Nail polish | 47. Newspaper | 48. Noodles |
| 49. Pen | 50. Pen drive | 51. Pencil |
| 52. Pickles | 53. Razor | 54. Ready Soups |
| 55. Refrigerator | 56. RO system | 57. Roasted snacks |
| 58. Salt | 59. Sarees | 60. Sauces/ Ketchup |
| 61. Shampoo | 62. Shaving cream | 63. Shoe polish |
| 64. Shoes | 65. Squashes | 66. Suitcase/ airbag |
| 67. Sunglasses | 68. Tea | 69. Tiffin Wallah |
| 70. Toothpaste | 71. Wallet | 72. Washing detergent |
| 73. Washing machine | 74. Washing powder | 75. Water bottle |
| 76. Water storage tank | 77. Wipes | |

Any more as suggested by the teacher.

Note: The teacher must ensure that the identified product should not be items whose consumption/use is discouraged by the society and government like alcohol products/pan masala and tobacco products, etc.

Identify one product/service from the above which the students may like to manufacture/provide [pre-assumption].

Now the students are required to make a project on the identified product/service keeping in mind the following:

1. Why have they selected this product/service?
2. Find out '5' competitive brands that exist in the market.
3. What permission and licences would be required to make the product?
4. What are your competitors Unique Selling Proposition [U.S.P.]?
5. Does your product have any range give details?
6. What is the name of your product?
7. Enlist its features.
8. Draw the 'Label' of your product.
9. Draw a logo for your product.
10. Draft a tag line.
11. What is the selling price of your competitor's product?
 - (i) Selling price to consumer
 - (ii) Selling price to retailer
 - (iii) Selling price to wholesaler
 What is the profit margin in percentage to the
 - Manufacturer
 - Wholesaler
 - Retailer
12. How will your product be packaged?
13. Which channel of distribution are you going to use? Give reasons for selection?
14. Decisions related to warehousing, state reasons.
15. What is going to be your selling price?
 - (i) To consumer
 - (ii) To retailer
 - (iii) To wholesaler
16. List 5 ways of promoting your product.
17. Any schemes for
 - (i) The wholesaler
 - (ii) The retailer
 - (iii) The consumer
18. What is going to be your 'U.S.P.?'
19. What means of transport you will use and why?
20. Draft a social message for your label.
21. What cost effective techniques will you follow for your product.
22. What cost effective techniques will you follow for your promotion plan.

At this stage the students will realise the importance of the concept of marketing mix and the necessary decision regarding the four P's of marketing – • Product • Place • Price • Promotion

On the basis of the work done by the students the project report should include the following:

1. Type of product /service identified and the (consumer/industries) process involve there in
2. Brand name and the product
3. Range of the product
4. Identification mark or logo
5. Tagline
6. Labeling and packaging
7. Price of the product and basis of price fixation
8. Selected channels of distribution and reasons thereof
9. Decisions related to transportation and warehousing. State reasons
10. Promotional techniques used and starting reasons for deciding the particular technique
11. Grading and standardization

Mode of Presentation/Submission of the Project

At the end of the stipulated term, each student will prepare and submit his/her project report.

Following essentials are required to be fulfilled for its preparation and submission.

1. The total length of the project will be of 25 to 30 pages.
2. The project should be handwritten.
3. The project should be presented in a neat folder.
4. The project report should be developed in the following sequence:
 - Cover page should include the title of the Project, student information, school and year
 - List of contents
 - Acknowledgements and preface (acknowledging the institution, the places visited and the persons who have helped)
 - Introduction
 - Topic with suitable heading
 - Planning and activities done during the project, if any
 - Observations and findings of the visit
 - Conclusions (summarized suggestions or findings, future scope of study)
 - Photographs (if any)
 - Appendix
 - Teacher's observation
 - Signatures of the teachers
 - At the completion of the evaluation of the project, it should be punched in the centre so that the report may not be reused but is available for reference only
 - The project will be returned after evaluation. The school may keep the best projects

ASSESSMENT

Allocation of Marks = 20 Marks

The marks will be allocated under the following heads:

S. No.	Heading	Marks Allotted
1.	Initiative, cooperativeness and participation	2 Marks
2.	Creativity in presentation	2 Marks
3.	Content, observation and research work	4 Marks
4.	Analysis of situations	4 Marks
5.	Viva	8 Marks
	Total	20 Marks