



HOLIDAY ASSIGNMENT 2018 - 2019

CLASS : XII

SUBJECT : BUSINESS STUDIES

Issue Date : _____

Submission Date : _____

Name: _____ Roll No _____ Class _____ Sec _____

PROJECT ONE - Elements of Business Environment

Select any **one** of the following:-

1. 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. Reason 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) The concept of pyramid packaging for milk.
2. The trend in the changing interest rates and their effect on savings.
3. A study on child labour laws, its implementation and consequences.
4. The state of ‘anti plastic campaign’, the law, its effects and implementation.
5. What has the effect of change in environment on the types of goods and services? The students can take examples like:
 - (a) Washing machines, microwaves, mixers and grinder.
 - (b) Ready to eat food, eating food outside and tiffin centres.

Note : Please find the Common Guidelines for presentation and submission of project report at the end.



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PROJECT TWO : Principles of Management

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

1. A departmental store.
2. An industrial unit.
3. A fast food outlet.
4. 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
10. Subordination of individual interest to general interest.
11. Initiative.
12. Centralisation and decentralisation.
13. Stability of tenure.

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Project Three : Stock Exchange .

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 students are expected to:

- (a) Develop a brief report on history of Stock Exchanges in India.
- (b) Prepare a list of at least 25 companies listed on Stock Exchange.
- (c) To make an imaginary portfolio totalling a sum of Rs.50,000 equally in any of the five companies of their choice listed above over a period of twenty working days.

The students may be required to report the prices of 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 the period of recording students are supposed to distinctively record the daily and starting and closing prices of the week other days under the negotiable instruments 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 disaster.
- Political environment.
- Lack of faith in government policies.
- Impact of changes in government policies for specific industry.
- International events.
- Contract and treaties at the international scenes.
- 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 changes in political environment/policies of various countries/crisis in developed countries or any other reason.
4. Identify the top 10 companies out of the 25 selected on basis of their market value of shares.

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

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PROJECT FOUR-MARKETING

Adhesives	Fairness cream	Mixer
Air conditioners.	Fans.	Mobile.
Bathing Soap	Fruit candy.	Moisturiser.
Bike.	Furniture.	Music player.
Bread	Hair oil.	Nail polish.
Breakfast cereal.	Jams	Newspaper.
Butter.	Jeans	Noodles.
Camera	Ladies bag	Pen
Chocolate.	Learning toys.	Ready soups
Eraser.	Microwave oven	RO System
Roasted snacks.	shampoo	Squashes
Salt.	Shaving cream	Suitcase / airbag
Sarees	Shoe polish	Sunglasses
Sauces / ketchup	Shoes	tea
Toothpaste	Washing machine	
Wallet	Washing powder	
Washing detergent	Water bottle	

To make the project on the identified product /service keeping in mind the following-

1. Why have you selected this product/service?
2. Find out five competitive brands that exist in the market.
3. What permission and licenses could be required to make the product?
4. What are your competitors unique selling proposition (USP)?
5. Does your product have any range give details?
6. What is the name of your product ?
7. List its features.
8. Draw the label of your product .
9. Draw a logo of your product.
10. Draft a tagline.

11. What is the selling price of your competitors product?
 - a- Selling price to consumer.
 - b- Selling price to retailer.
 - c- Selling price to Whole saler.

What is the profit margin in the 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?
 - a- To consumer.
 - b- To retailer.
 - c- To wholesaler.
16. List five ways of promoting your product.
17. Any schemes for – Wholesaler, retailer and the consumer.
18. What is going to be your USP? What means of transport you will use and why
19. Draft a social message for your label.
20. What cost effective techniques will you follow for your products?
21. What cost effective techniques will you follow for your promotion plans.

At this stage the students will realise the importance of the concept of the marketing mix and the necessary decision regarding the four P's of marketing.

- PRODUCT.
- PLACE.
- PRICE.
- PROMOTION.

Note : Please find the Common Guidelines for presentation and submission of project report at the end.

COMMON GUIDELINES FOR PRESENTATION AND SUBMISSION OF PROJECT REPORT-

1. Total length of the project will be 25 to 30 pages.
2. Project should be handwritten.
3. Project should be presented in a neat folder.
4. Project should be developed in the following sequence-
 - Cover page should include the title of the project, student information, school, year and roll no.
 - List of contents.
 - Acknowledgement and preface(acknowledging the institution, 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.
 - Conclusion(Summarise suggestions or findings , future scope of study)
 - Photographs if any
 - Appendix
 - Teachers observation.
 - At the completion of the project certificate will be given by the school to be enclosed in the project.