

## **BUSINESS STUDIES (Code No. 054)**

### **Rationale**

The courses in Business Studies are introduced at + 2 stage of Senior Secondary Education as formal commerce education is provided after the first ten years of schooling. Therefore, it becomes necessary that instructions in these subjects are given in such a manner that students have a good 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. To understand the framework in which a business operates, a detailed study of the organisation and management of business processes and its interaction with the environment is required. Globalisation has changed the way organizations transact their business.

Information Technology is becoming a part of business operations in more and more organizations. Computerized systems are fast replacing other systems. E-business and other related concepts are picking up fast which need to be emphasized in the curriculum.

The course in Business Studies prepares students to analyze, manage, evaluate and respond to changes which affect business. It provides a way of looking at and interacting with the business environment. It recognizes the fact that business influences and is influenced by social, political, legal and economic forces.

It allows students to appreciate that business is an integral component of society and develops an understanding of many social and ethical issues.

Therefore, to acquire basic knowledge of the business world, a course in Business Studies would be useful. It also informs students of a range of study and work options and bridges the gap between school and work.

### **Objectives:**

- To inculcate business attitude and develop skills among students to pursue higher education, world of work including self employment.
- To develop students with an understanding of the processes of business and its environment;
- To acquaint students with the dynamic nature and interdependent aspects of business;

- To develop an interest in the theory and practice of business, trade and industry;
- To familiarize students with theoretical foundations of the process of organizing and managing the operations of a business firm;
- To help students appreciate the economic and social significance of business activity and the social cost and benefits arising there from;
- To acquaint students with the practice of managing the operations and resources of business;
- To enable students to act more effectively and responsibly as consumers, employers, employees and citizens;

## BUSINESS STUDIES (CODE -054)

### CLASS–XII (2021-22) TERM WISE CURRICULUM

Units	TERM 1-MCQ BASED QUESTION PAPER THEORY - 40 MARKS DURATION:90 MINUTES	Periods	Marks
<b>Part A</b>	<b>Principles and Functions of Management</b>		
1.	Nature and Significance of Management	12	16
2	Principles of Management	11	
3	Business Environment	08	
4	Planning	08	14
5	Organising	10	
	<b>Total</b>	<b>49</b>	<b>30</b>
<b>Part B</b>	<b>Business Finance and Marketing</b>		
11	Marketing Management	24	10
	<b>Total</b>	<b>24</b>	<b>10</b>
	<b>Total</b>	<b>73</b>	<b>40</b>
	<b>PROJECT WORK (PART 1)</b>		<b>10</b>

Students would prepare only ONE project in the entire academic session, which is divided into 2 terms i.e. Term I and Term II.

#### Term 1:

#### Part A: Principles and Functions of Management

##### Unit 1: Nature and Significance of Management

Concept	After going through this unit, the student/ learner would be able to:
Management - concept, objectives, and importance	<ul style="list-style-type: none"> <li>Understand the concept of management.</li> <li>Explain the meaning of 'Effectiveness and Efficiency.</li> <li>Discuss the objectives of management.</li> <li>Describe the importance of management.</li> </ul>
Management as Science, Art and Profession	<ul style="list-style-type: none"> <li>Examine the nature of management as a science, art and profession.</li> </ul>
Levels of Management	<ul style="list-style-type: none"> <li>Understand the role of top, middle and lower levels of management</li> </ul>
Management functions-planning, organizing, staffing, directing and controlling	<ul style="list-style-type: none"> <li>Explain the functions of management</li> </ul>
Coordination- concept and importance	<ul style="list-style-type: none"> <li>Discuss the concept and characteristics of coordination.</li> <li>Explain the importance of coordination.</li> </ul>

##### Unit 2: Principles of Management

Principles of Management- concept and significance	<ul style="list-style-type: none"> <li>Understand the concept of principles of management.</li> <li>Explain the significance of management</li> </ul>
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	principles.
Fayol's principles of management	<ul style="list-style-type: none"> <li>Discuss the principles of management developed by Fayol.</li> </ul>
Taylor's Scientific management- principles and techniques	<ul style="list-style-type: none"> <li>Explain the principles and techniques of 'Scientific Management'.</li> </ul>

### Unit 3: Business Environment

Business Environment- concept and importance	<ul style="list-style-type: none"> <li>Understand the concept of 'Business Environment'.</li> <li>Describe the importance of business environment</li> </ul>
Dimensions of Business Environment- Economic, Social, Technological, Political and Legal	<ul style="list-style-type: none"> <li>Describe the various dimensions of 'Business Environment'.</li> </ul>

### Unit 4: Planning

Planning: Concept, importance and limitation	<ul style="list-style-type: none"> <li>Understand the concept of planning.</li> <li>Describe the importance of planning.</li> <li>Understand the limitations of planning.</li> </ul>
Planning process	<ul style="list-style-type: none"> <li>Describe the steps in the process of planning.</li> </ul>

### Unit 5: Organising

Organising: Concept and importance	<ul style="list-style-type: none"> <li>Understand the concept of organizing as a structure and as a process.</li> <li>Explain the importance of organising.</li> </ul>
Organising Process	<ul style="list-style-type: none"> <li>Describe the steps in the process of organizing</li> </ul>
Structure of organisation- functional and divisional concept	<ul style="list-style-type: none"> <li>Describe functional and divisional structures of organisation.</li> </ul>
Delegation: concept, elements and importance	<ul style="list-style-type: none"> <li>Understand the concept of delegation.</li> <li>Describe the elements of delegation.</li> <li>Appreciate the importance of Delegation.</li> </ul>
Decentralization: concept and importance	<ul style="list-style-type: none"> <li>Understand the concept of decentralisation.</li> <li>Explain the importance of decentralisation.</li> <li>Differentiate between delegation and decentralisation.</li> </ul>

## Part B: Business Finance and Marketing

### Unit 11: Marketing

Marketing – Concept, functions and philosophies	<ul style="list-style-type: none"> <li>Understand the concept of marketing.</li> <li>Discuss the functions of marketing.</li> <li>Explain the marketing philosophies.</li> </ul>
Marketing Mix – Concept and elements	<ul style="list-style-type: none"> <li>Understand the concept of marketing mix.</li> <li>Describe the elements of the</li> </ul>

	marketing mix.
Product - branding, labelling and packaging – Concept	<ul style="list-style-type: none"> <li>• Understand the concept of product as an element of marketing mix.</li> <li>• Understand the concepts of branding, labelling and packaging.</li> </ul>
Price - Concept, Factors determining price	<ul style="list-style-type: none"> <li>• Understand the concept of price as an element of marketing mix.</li> <li>• Describe the factors determining price of a product.</li> </ul>
Physical Distribution – concept	<ul style="list-style-type: none"> <li>• Understand the concept of physical distribution.</li> </ul>
Promotion – Concept and elements; Advertising, Personal Selling, Sales Promotion and Public Relations	<ul style="list-style-type: none"> <li>• Understand the concept of promotion as an element of marketing mix.</li> <li>• Describe the elements of the promotion mix.</li> <li>• Understand the concept of advertising and personal selling</li> <li>• Understand the concept of sales promotion.</li> <li>• Discuss the concept of public relations.</li> </ul>

**PROJECT WORK IN BUSINESS STUDIES (ONLY ONE PROJECT): GUIDELINES AS GIVEN IN CLASS XII CURRICULUM**

**BUSINESS STUDIES-(CODE-054)**  
**CLASS–XII (2021-22)-TERM WISE CURRICULUM**

Units	TERM-2 SUBJECTIVE QUESTION PAPER Theory- 40 Marks DURATION:-2 Hrs.	Periods	Marks
<b>Part A</b>	<b>Principles and Functions of Management</b>		
6	Staffing	13	20
7	Directing	09	
8	Controlling	07	
	<b>Total</b>	<b>29</b>	<b>20</b>
<b>Part B</b>	<b>Business Finance and Marketing</b>		
9	Financial Management	20	15
10	Financial Markets	18	
12	Consumer Protection	05	5
	<b>Total</b>	<b>43</b>	<b>20</b>
	<b>Total</b>	<b>72</b>	<b>40</b>
	PROJECT WORK (PART – 2)		10

**Term 2: Principles and Functions of Management**

**Unit 6: Staffing**

Staffing: Concept and importance	<ul style="list-style-type: none"> <li>Understand the concept of staffing.</li> <li>Explain the importance of staffing</li> </ul>
Staffing process	<ul style="list-style-type: none"> <li>Describe the steps in the process of staffing</li> </ul>
Recruitment process	<ul style="list-style-type: none"> <li>Understand the meaning and steps in the process of recruitment.</li> <li>Discuss the sources of recruitment.</li> </ul>
Selection – process	<ul style="list-style-type: none"> <li>Understand the meaning of selection.</li> <li>Describe the steps involved in the process of selection.</li> </ul>
Training and Development - Concept and importance, Methods of training - on the job and off the job - vestibule training, apprenticeship training and internship training	<ul style="list-style-type: none"> <li>Understand the concept of training and development.</li> <li>Appreciate the importance of training to the organisation and to the employees.</li> <li>Discuss on the job and off the job methods of training.</li> <li>Discuss the meaning of vestibule training, apprenticeship training and internship training.</li> <li>Differentiate between training and development.</li> </ul>

## Unit 7: Directing

Directing: Concept and importance	<ul style="list-style-type: none"><li>• Describe the concept of directing.</li><li>• Discuss the importance of directing</li></ul>
Elements of Directing	<ul style="list-style-type: none"><li>• Describe the various elements of directing</li></ul>
Motivation - concept, Maslow's hierarchy of needs, Financial and non-financial incentives	<ul style="list-style-type: none"><li>• Understand the concept of motivation.</li><li>• Develop an understanding of Maslow's Hierarchy of needs.</li><li>• Discuss the various financial and non-financial incentives.</li></ul>
Leadership - concept, styles - authoritative, democratic and laissez faire	<ul style="list-style-type: none"><li>• Understand the concept of leadership.</li><li>• Understand the various styles of leadership.</li></ul>
Communication - concept, formal and informal communication;	<ul style="list-style-type: none"><li>• Understand the concept of communication</li><li>• Discuss the concept of formal and informal communication.</li></ul>

## Unit 8: Controlling

Controlling - Concept and importance	<ul style="list-style-type: none"><li>• Understand the concept of controlling.</li><li>• Explain the importance of controlling.</li></ul>
Steps in process of controlling	<ul style="list-style-type: none"><li>• Discuss the steps in the process of controlling.</li></ul>

## Part B: Business Finance and Marketing

### Unit 9: Financial Management

Financial Management: Concept, role and objectives	<ul style="list-style-type: none"><li>• Understand the concept of financial management.</li><li>• Explain the role of financial management in an organisation.</li><li>• Discuss the objectives of financial management</li></ul>
Financial decisions: investment, financing and dividend- Meaning and factors affecting	<ul style="list-style-type: none"><li>• Discuss the three financial decisions and the factors affecting them.</li></ul>
Financial Planning - concept and importance	<ul style="list-style-type: none"><li>• Describe the concept of financial planning.</li><li>• Explain the importance of financial planning.</li></ul>
Capital Structure – concept and factors affecting capital structure	<ul style="list-style-type: none"><li>• Understand the concept of capital structure.</li><li>• Describe the factors determining the choice of an appropriate capital structure of a company.</li></ul>
Fixed and Working Capital - Concept and factors affecting their requirements	<ul style="list-style-type: none"><li>• Understand the concept of fixed and working capital.</li><li>• Describe the factors determining the requirements of fixed and working capital.</li></ul>

## Unit 10: Financial Markets

Financial Markets: Concept, Functions and types	<ul style="list-style-type: none"><li>• Understand the concept of the financial market.</li><li>• Explain the functions of the financial market.</li><li>• Understand capital market and money market as types of financial markets.</li></ul>
Money market and its instruments	<ul style="list-style-type: none"><li>• Understand the concept of the money market.</li><li>• Describe the various money market instruments.</li></ul>
Capital market: Concept, types (primary and secondary), methods of floatation in the primary market	<ul style="list-style-type: none"><li>• Discuss the concept of capital market.</li><li>• Explain primary and secondary markets as types of capital market.</li><li>• Differentiate between capital market and money market.</li><li>• Discuss the methods of floating new issues in the primary market.</li><li>• Distinguish between primary and secondary markets.</li></ul>
Stock Exchange – Meaning, Functions and trading procedure	<ul style="list-style-type: none"><li>• Give the meaning of a stock exchange.</li><li>• Explain the functions of a stock exchange.</li><li>• Discuss the trading procedure in a stock exchange.</li><li>• Give the meaning of depository services and demat account as used in the trading procedure of securities.</li></ul>
Securities and Exchange Board of India (SEBI) - objectives and functions	<ul style="list-style-type: none"><li>• State the objectives of SEBI.</li><li>• Explain the functions of SEBI.</li></ul>

## Unit 12: Consumer Protection

Consumer Protection : Concept	<ul style="list-style-type: none"><li>• Understand the concept of consumer protection.</li></ul>
<p>The Consumer Protection Act, 2019: Source:</p> <hr/> <p>Meaning of consumer Rights and responsibilities of consumers Who can file a complaint? Redressal machinery Remedies available</p>	<p>Understand the concept of a consumer according to the Consumer Protection Act, 2019.</p> <ul style="list-style-type: none"><li>• Explain the consumer rights</li><li>• Understand the responsibilities of consumers</li><li>• Understand who can file a complaint and against whom?</li><li>• Discuss the legal redressal machinery under Consumer Protection Act, 2019.</li><li>• Examine the remedies available to the consumer under Consumer Protection Act, 2019</li></ul>

**PROJECT WORK IN BUSINESS STUDIES (ONLY ONE PROJECT): GUIDELINES AS GIVEN IN CLASS XII CURRICULUM**



## **GUIDELINES FOR PROJECT WORK IN BUSINESS STUDIES IN CLASSES XII**

**MARKS: 20 Marks (10 + 10 MARKS FOR TERM 1 AND TERM 2)**

### **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.

### **One Project to be done throughout the session, as per the existing scheme.**

#### **1. The objectives of the project work:**

Objectives of project work are to enable learners to:

- probe deeper into personal enquiry ,initiate action and reflect on knowledge and skills, views etc. acquired during the course of class XI-XII .
- analyse and evaluate real world scenarios using theoretical constructs and arguments
- demonstrate the application of critical and creative thinking skills and abilities to produce an independent and extended piece of work
- follow up aspects in which learners have interest
- develop the communication skills to argue logically

#### **2. Role of the teacher:**

The teacher plays a critical role in developing the thinking skills of the learners. A teacher should:

- help each learner select the topic after detailed discussions and deliberations of the topic;
- play the role of a facilitator to support and monitor the project work of the learner through periodic discussions;
- guide the research work in terms of sources for the relevant data;

- ensure that students must understand the relevance and usage of primary evidence and other sources in their projects and duly acknowledge the same;
- ensure that the students are able to derive a conclusion from the content; cite the limitations faced during the research and give appropriate references used in doing the research work.
- educate learners about plagiarism and the importance of quoting the source of the information to ensure authenticity of research work.
- prepare the learner for the presentation of the project work.
- arrange a presentation of the project file.

### **3. Steps involved in the conduct of the project:**

Students may work upon the following lines as a suggested flow chart:

Choose a title/topic

Collection of the research material/data

Organization of material/data

Present material/data

Analysing the material/data for conclusion

Draw the relevant conclusion

Presentation of the Project Work

- The project work can be in the form of PowerPoint Presentation/Exhibition/Skit /albums/files/song and dance or culture show /story telling/debate/panel discussion, paper presentation and so on. Any of these activities which are suitable to visually impaired/differently-abled candidates can be performed as per the choice of the student.

### **4. Expected Checklist for the Project Work:**

- Introduction of topic/title
- Identifying the causes,events, consequences and/or remedies
- Various stakeholders and effect on each of them
- Advantages and disadvantages of situations or issues identified
- Short-term and long-term implications of strategies suggested in the course of research
- Validity, reliability, appropriateness and relevance of data used for research work and for presentation in the project file
- Presentation and writing that is succinct and coherent in project file
- Citation of the materials referred to, in the file in footnotes, resources section, bibliography etc.

### 5. Term-Wise Assessment of Project Work:

- Project Work has broadly the following phases: Synopsis/ Initiation, Data Collection, Data Analysis and Interpretation, Conclusion.
- The aspects of the project work to be covered by students can be assessed during the two terms.

#### **TERM-I PROJECT WORK (Part 1): 10 Marks**

The teacher will assess the progress of the project work in the term I in the following manner:

Month	Periodic Work	Assessment Rubrics	Marks
1-3 July-September	Instructions about Project Guidelines, Background reading Discussions on Theme and Selection of the Final Topic, Initiation/ Synopsis	Introduction, Statement of Purpose/Need and Objective of the Study, Hypothesis/Research Question, Review of Literature, Presentation of Evidence, Key Words, Methodology, Questionnaire, Data Collection.	5
4-5 October-November	Planning and organisation: forming an action plan, feasibility or baseline study, Updating/modifying the action plan, Data Collection	Significance and relevance of the topic; challenges encountered while conducting the research.	5
October-November	<b>Midterm Assessment by internal examiner</b>		<b>10</b>

#### **TERM- II - PROJECT WORK (Part 2): 10 Marks**

The teacher will assess the progress of the project work in the term II in the following manner:

Month	Periodic Work	Assessment Rubrics	Marks
6-7 December-January	Content/data analysis and interpretation.  Conclusion, Limitations, Suggestions, Bibliography, Annexures and Overall Presentation of the project.	Content analysis and its relevance in the current scenario.  Conclusion, Limitations, Bibliography, Annexures and Overall Presentation.	5
8 January/February	<b>Final Assessment and VIVA by both Internal and External Examiners</b>	External/ Internal Viva based on the project	5
		TOTAL	10

## **6. Viva-Voce**

- At the end of the stipulated term, each learner will present the research work in the Project File to the External and Internal examiner.
- The questions should be asked from the Research Work/ Project File of the learner.
- The Internal Examiner should ensure that the study submitted by the learner is his/her own original work.
- In case of any doubt, authenticity should be checked and verified.

## **CLASS XII**

**The teacher should help students to identify any one project from the given topics.**

**Students are supposed to select one unit out of four and are required to make only ONE project from the selected unit.**

**20 marks assigned for Project Work will be divided into two terms for 10 marks each.**

### **I. Project One: Elements of Business Environment**

The teachers should help the students in selecting any one element 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. Reasons for above changes.
  - b) Milk being supplied in glass bottles, later in plastic bags and now in tetrapack 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 recycled paper bags to plastic bags and cloth bags.
  - f) Reuse 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.

2. The reasons behind changes in the following:

Coca – Cola and Fanta in the seventies to Thumbs up and Campa Cola in the eighties to Pepsi and Coke in the 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

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

The teacher may develop the following on the above lines

3. Changing role of the women in the past 25 years relating to joint families, nuclear families, women as bread earners of the family, changes in the requirement trend of mixers, washing machines, microwave and standard of living.

4. The changes in the pattern of import and export of different Products.

5. The trend in the changing interest rates and their effect on savings.

6. A study on child labour laws, its implementation and consequences.

7. The state of 'anti plastic campaign,' the law, its effects and implementation.

8. The laws of mining /setting up of industries, rules and regulations, licences required for running that business.

9. Social factors affecting acceptance and rejection of an identified product. (Dish washer, Atta maker, etc)

10. What has the effect of change in the environment on the types of goods and services?

The students can take examples like:

a) Washing machines, microwaves, mixers and grinder.

b) Need for crèche, day care centre for young and old.

c) Ready to eat food, eating food outside, and tiffin centres.

11. Change in the man-machine ratio with technological advances resulting in change of cost structure.

12. Effect of changes in the technological environment on the behaviour of employees.

## **II. 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. Espirit 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.

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, questionnaires, interviews and organisational charts etc.

### III. 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
- ☐ 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 a 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 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.

#### **IV. Project Four: Marketing**

- |                         |                        |
|-------------------------|------------------------|
| 1. Adhesives            | 40. Lipstick           |
| 2. Air conditioners     | 41. Microwave oven     |
| 3. Baby diapers         | 42. Mixers             |
| 4. Bathing Soap         | 43. Mobile             |
| 5. Bathroom cleaner     | 44. Moisturizer        |
| 6. Bike                 | 45. Music player       |
| 7. Blanket              | 46. Nail polish        |
| 8. Body Spray           | 47. Newspaper          |
| 9. Bread                | 48. Noodles            |
| 10. Breakfast cereal    | 49. Pen                |
| 11. Butter              | 50. Pen drive          |
| 12. Camera              | 51. Pencil             |
| 13. Car                 | 52. Pickles            |
| 14. Cheese spreads      | 53. Razor              |
| 15. Chocolate           | 54. Ready Soups        |
| 16. Coffee              | 55. Refrigerator       |
| 17. Cosmetology product | 56. RO system          |
| 18. Crayons             | 57. Roasted snacks     |
| 19. Crockery            | 58. Salt               |
| 20. Cutlery             | 59. Sarees             |
| 21. Cycle               | 60. Sauces/ Ketchup    |
| 22. DTH                 | 61. Shampoo            |
| 23. Eraser              | 62. Shaving cream      |
| 24. e-wash              | 63. Shoe polish        |
| 25. Fairness cream      | 64. Shoes              |
| 26. Fans                | 65. Squashes           |
| 27. Fruit candy         | 66. Suitcase/ airbag   |
| 28. Furniture           | 67. Sunglasses         |
| 29. Hair Dye            | 68. Tea                |
| 30. Hair Oil            | 69. Tiffin Wallah      |
| 31. Infant dress        | 70. Toothpaste         |
| 32. Inverter            | 71. Wallet             |
| 33. Jams                | 72. Washing detergent  |
| 34. Jeans               | 73. Washing machine    |
| 35. Jewellery           | 74. Washing powder     |
| 36. Kurti               | 75. Water bottle       |
| 37. Ladies bag          | 76. Water storage tank |
| 38. Ladies footwear     | 77. Wipes              |
| 39. Learning Toys       |                        |

Any more as suggested by the teacher.

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 Propositions?[U.S.P.]?
5. Does your product have any range of 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 tagline.
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 will you 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 involved therein.
2. Brand name and the product.
3. Range of the product.
4. Identification mark or logo.
5. Tagline.
6. Labelling 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 standardisation