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CENTRAL BOARD OF SECONDARY EDUCATION

(An Autonomous Organization under the Union Ministry of Human Resource Development, Govt. of India)

"Shiksha Sadan", 17, Rouse Avenue, New Delhi-110 002

ACAD/CBSE/EO(C)/2012

Circular No. Acad-9/2012

2nd May, 2012

**All the Heads of the
CBSE affiliated schools**

Subject: Guidelines for Project Work in Business Studies for Classes XI and XII w.e.f. the academic session 2012-13 and the Board Examination 2013.

Dear Principal,

Kindly refer to the Business Studies syllabus for Classes XI and XII pertaining to the Board Examination year 2013 which provides for Project Work of 10 marks in both the classes at senior school level. The Board has brought out Guidelines for Project Work for perusal of the Business Studies teachers. Kindly bring these to the notice of concerned teachers and students.

The teachers are requested to 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 16 periods assigned to the Project Work should be suitably spaced throughout the academic session. The teachers **MUST** ensure that the students actually go through the rigors and enjoy the process of doing the project rather than depending on any readymade material available outside.

The revised Sample Question Papers (Theory) in Business Studies for Class XII will soon be uploaded on the CBSE website.

Kindly bring these to the notice of concerned teachers and students.

Yours sincerely

**N. Nagaraju
Director (Academic)**

Encl.: Guidelines for Project work in Business Studies, Classes XI and XII.

Copy with a request to respective Heads of Directorates/KVS/NVS/CTSA as indicated below to also disseminate the information to all concerned schools under their jurisdiction:-

1. The Commissioner, Kendriya Vidyalaya Sangathan, 18-Institutional Area, Shaheed Jeet Singh Marg, New Delhi-110 016.
2. The Commissioner, Navodaya Vidyalaya Samiti, A-28, Kailash Colony, New Delhi.
3. The Director of Education, Directorate of Education, Govt. of NCT of Delhi, Old Secretariat, Delhi-110 054.
4. The Director of Public Instructions (Schools), Union Territory Secretariat, Sector 9, Chandigarh-160 017.
5. The Director of Education, Govt. of Sikkim, Gangtok, Sikkim - 737 101.
6. The Director of School Education, Govt. of Arunachal Pradesh, Itanagar-791 111.
7. The Director of Education, Govt. of A&N Islands, Port Blair-744 101.
8. The Secretary, Central Tibetan School Administration, ESSESS Plaza, Community Centre, Sector 3, Rohini, Delhi-110 085.
9. All the Regional Officers of CBSE with the request to send this circular to all the Heads of the affiliated schools of the Board in their respective regions.
10. The Education Officers/AEOs of the Academic Branch, CBSE.
11. The Joint Secretary (IT) with the request to put this circular on the CBSE website.
12. Joint Secretary(ACAD).
13. The Library and Information Officer, CBSE
14. EO to Chairman, CBSE
15. PA to CE, CBSE
16. PA to Secretary, CBSE
17. PA to HOD (AIEEE)
18. PA to HOD (Edusat)
19. The PRO, CBSE

DIRECTOR (ACADEMIC)

PROJECT WORK IN BUSINESS STUDIES FOR CLASS XI AND XII

(Effective from the Academic Session 2012-13 and Board Examination of Class XII, 2013.)

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, analyse 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.

CLASS XI

GUIDELINES FOR TEACHERS

This section provides some basic guidelines for the teachers to launch the projects in Business Studies. It is very necessary to interact, support, guide, facilitate and encourage students while assigning projects to them.

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 16 periods assigned to the Project Work should be suitably spaced throughout the academic session. The teachers **MUST** ensure that the students actually go through the rigors and enjoy the process of doing the project rather than depending on any readymade material available commercially.

The following steps might be followed:

1. Students must take any one topic during the academic session of Class XI.
2. The project may be done in a group or individually.
3. The topic should be assigned after discussion with the students in the class and should then be discussed at every stage of submission of the draft/final project work.
4. The teacher should play the role of a facilitator and should closely supervise the process of project completion.
5. The teachers must ensure that the student's self esteem should go up, and he /she should be able to enjoy this process.
6. The project work for each term should culminate in the form of Power Point Presentation/Exhibition/Skit before the entire class. This will help in developing ICT and communication skills among them.

THE TEACHER SHOULD HELP STUDENTS TO IDENTIFY ANY ONE PROJECT FROM THE GIVEN TOPICS.

1. Project ONE: FIELD VISIT.

The objective of introducing this project among the students is to give a first hand experience to them regarding the different types of business units operating in their surroundings, to observe their features and activities and relate them to the theoretical knowledge given in their text books.

The students should select a place of field visit from the following: -

(Add more as per local area availability.)

1. Visit to a Handicraft unit.
2. Visit to an Industry.
3. Visit to a Whole sale market. (vegetables, fruits, flowers, grains, garments.)
4. Visit to a Departmental store.
5. Visit to a Mall.

The following points should be kept in mind while preparing this visit.

1. Select a suitable day free from rush/crowd with lean business hours..
2. The teacher must visit the place first and check out on logistics. It's better to seek permission from the concerned business- incharge.
3. Visit to be discussed with the students in advance. They should be encouraged to prepare a worksheet containing points of observation and reporting.
4. Students may carry their cameras (at their own risk) with prior permission for collecting evidence of their observations.

1. Visit to a Handicraft Unit.

The purpose of visiting a Handicraft unit is to understand nature and scope of its business, stake holders involved and other aspects as outlined below-

- a) The raw material and the processes used in the business: People /parties/firms from which they obtain their raw material.
- b) The market, the buyers, the middlemen, and the areas covered.
- c) The countries to which exports are made.
- d) Mode of payment to workers, purchasers etc.
- e) Working conditions.
- f) Modernization of the process over a period of time.



- g) Facilities, security and training for the staff and workers.
- h) Subsidies available/ availed.
- i) Any other aspect that the teachers deem fit.

2. Visit to an Industry.

The students are required to observe the following:

- a) Nature of the business organisation.
- b) Determinants for location of business unit.
- c) Form of business enterprise: Sole Proprietorship, Partnership, Undivided Hindu Family, Joint Stock Company(a Multinational Company).
- d) Different stages of production/process
- e) Auxiliaries involved in the process.
- f) Workers employed, method of wage payment, training programmes and facilities available.
- g) Social responsibilities discharged towards workers, investors, society, environment and government.
- h) Levels of management.
- i) Code of conduct for employers and employees.
- j) Capital structure employed- borrowed v/s owned.
- k) Quality control, recycling of defective goods.
- l) Subsidies available/availed.
- m) Safety Measures employed..
- n) Working conditions for labour in observation of Labour Laws.
- o) Storage of raw material and finished goods.
- p) Transport management for employees, raw material and finished goods.
- q) Functioning of various departments and coordination among them (Production, Human Resource, Finance and Marketing)
- r) Waste Management.
- s) Any other observation.



3. Visit to a whole sale market : vegetables/fruits/flowers/grains/garmentsetc.

The students are required to observe the following:

- a) Sources of merchandise.

- b) Local market practices.
- c) Any linked up businesses like transporters, packagers, money lenders, agents, etc.
- d) Nature of the goods dealt in.
- e) Types of buyers and sellers.
- f) Mode of the goods dispersed, minimum quantity sold, types of packaging employed.
- g) Factors determining the price fluctuations.
- h) Seasonal factors (if any) affecting the business.
- i) Weekly/ monthly non working days.
- j) Strikes, if any- causes thereof.
- k) Mode of payments.
- l) Wastage and disposal of dead stock.
- m) Nature of price fluctuations, reason thereof.
- n) Warehousing facilities available\availed.
- o) Any other aspect.



4. Visit to a Departmental store

The students are required to observe the following:

- a) Different departments and their lay out.
- b) Nature of products offered for sale.
- c) Display of fresh arrivals.
- d) Promotional campaigns.
- e) Spaces and advertisements.
- f) Assistance by Sales Personnel.
- g) Billing counter at store - Cash, Credit Card/ Debit Card, swipe facility. Added attractions and facilities at the counter.
- h) Additional facilities offered to customers
- i) Any other relevant aspect.



5. Visit to a Mall.

The students are required to observe the following:

- a. Number of floors, shops occupied and unoccupied.

- b. Nature of shops, their ownership status
- c. Nature of goods dealt in: local brands, international brands,
- d. Service business shops- Spas, gym, saloons etc.
- e. Rented spaces, owned spaces,
- f. Different types of promotional schemes.
- g. Most visited shops.
- h. Special attractions of the Mall- Food court, Gaming zone or Cinema etc.
- i. Innovative facilities.
- j. Parking facilities.

Teachers may add more to the list.

II. Project TWO : CASE STUDY ON A PRODUCT

- a) Take a product having seasonal growth and regular demand with which students can relate. For example,
 - Apples from Himachal Pradesh, Kashmir.
 - Oranges from Nagpur,
 - Mangoes from Maharashtra/U.P./Bihar/Andhra Pradesh etc.
 - Strawberries from Panchgani,
 - Alivora from Rajasthan,
 - Walnuts/almonds from Kashmir,
 - Jackfruit from South,
 - Guavas from Allahbad,
 - Fishes from coastal areas.

Students may develop a Case Study on the following lines:

- (i) Research for change in price of the product. For example, apples in Himachal Pradesh during plucking and non plucking season.
- (ii) Effect on prices in the absence of effective transport system.
- (iii) Effect on prices in the absence of suitable warehouse facilities.
- (iv) Duties performed by the warehouses.
- (v) Demand and supply situation of the product during harvesting season, prices near the place of origin and away.

Students may be motivated to find out the importance of producing and selling these products and their processed items along with the roles of Transport, Warehousing,

Advertising, Banking, Insurance, Packaging, Wholesale selling, Retailing, Co-operative farming, Co-operative marketing etc.

The teacher may develop the points for other projects on similar lines for students to work on.

The teacher may assign this project as 'group' project and may give **different** products to different groups. It could conclude in the form of an exhibition.

III. Project THREE: AIDS TO TRADE.

Taking any one AIDS TO TRADE, for example Insurance and gathering information on following aspects:

1. History of Insurance Lloyd's contribution.
2. Development of regulatory Mechanism.
3. Insurance Companies in India
4. Principles of Insurance.
5. Types of Insurance. Importance of insurance to the businessmen.
6. Benefits of crop, orchards, animal and poultry insurance to the farmers.
7. Terminologies used (premium, face value, market value, maturity value, surrender value) and their meanings
8. Anecdotes and interesting cases of insurance. Reference of films depicting people committing fraudulent acts with insurance companies.
9. Careers in Insurance.

Teachers to develop such aspects for other aids to trade.

IV. Project FOUR: STOCK EXCHANGE

The students are already exposed to the Stock Exchange under Globalization in the Economics Unit of Social Science Syllabus of class X. The Project Work will enable them to understand the topics 'Sources of Business Finance,' Unit 7 of Class XI and 'Capital Market,' Unit 10 of Class XII.

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/ news papers and seeking information from their elders.

On the basis of the knowledge of Sources of Business Finance in class XI, 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 a Stock Exchange.
- c) make an imaginary portfolio totalling a sum of Rs 50,000 equally in any of the 5 companies of their choice listed above.

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 weekly and 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 Economic Times, for example,
 - Change of seasons.
 - Festivals.
 - Spread of epidemic.
 - Strikes and accidents
 - Natural and human disasters.
 - Political environment.
 - Lack in 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 neighboring 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.
2. Change in market value of shares due to change in political environment / policies of various countries / crisis in developed countries or any other reasons
3. 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.

V. Project FIVE : IMPORT /EXPORT PROCEEDURE.

Any one from the following

I. IMPORT /EXPORTPROCEDURE.

The students should identify a product of their city/country which needs to be imported /exported. They are required to find the details of the actual import/export procedure. They may take help from the Chambers of Commerce, Banker, existing Importers/Exporters, etc.

They should find details of the procedure and link it with their Text knowledge.

The specimens of documents collected should be pasted in the Project file with brief description of each. They may also visit railway godowns/dockyards/ transport agencies and may collect pictures of the same.

PRESENTATION AND SUBMISSION OF PROJECT REPORT.

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 project will be in a file format, consisting of the recordings of the value of shares and the graphs.
2. The project will be handwritten.
3. The project will be presented in a neat folder.
4. The project report will be developed in the following sequence-
 - Cover page should project the title, student information, school and year.
 - List of contents.
 - Acknowledgements and preface (acknowledging the institution, the news papers read, T.V. channels viewed, places visited and persons who have helped).
 - Introduction.
 - Topic with suitable heading.
 - Planning and activities done during the project, if any.
 - Observations and findings while conducting the project.
 - News paper clippings to reflect the changes of share prices.
 - Conclusions (summarised suggestions or findings, future scope of study).
 - Appendix (if needed).
 - Teachers report.
 - Teachers will initial preface page.
 - At the completion of the evaluation of the project, it will be punched in the centre so that the report cannot be reused but is available for reference only.
 - The projects will be returned after evaluation. The school may keep the best projects.

ASSESSMENT

The marks will be allocated on the following heads.

1. Initiative, cooperativeness and participation	1 Mark
2. Creativity in presentation	1 Mark
3. Content, observation and research work	2 Mark
4. Analysis of situations	2 Mark
5. Viva	4 Mark

Total	10 Marks

CLASS XII

GUIDELINES FOR TEACHERS

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.
7. 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 16 periods assigned to the Project Work should be suitably spaced throughout the academic session. The teachers MUST ensure that the students 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.

(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 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.

2. 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 were being manufactured in India by the foreign companies.

The students may be asked to enquire about

- a. Reasons of 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 a bread earner of the family, changes in the requirement trend of mixers, washing machines, micro wave 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 been on the types of goods and services? The students can take examples like:
 - a. Washing machines, micro waves, 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 technological environment on the behaviour of employee.

(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. Esprit de corpse
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, questionnaire, interviews and organisational chart etc.

(III) Project THREE : MARKETING MANAGEMENT

It is advised that teachers should assign the students to do a simple market research with the objective of finding out a product /service whose marketing may be profitable like

- i. Toothpaste
- ii. Noodles
- iii. Shampoo
- iv. Bathing soap
- v. Washing detergent

- vi. Washing powder
- vii. Lipstick
- viii. Moisturiser
- ix. Shoe polish
- x. Pen
- xi. Shoes
- xii. Hair dye
- xiii. Mobile
- xiv. Chocolate
- xv. Sauces/ketchup
- xvi. Ready soups
- xvii. Body spray
- xviii. Fairness cream
- xix. Hair oil
- xx. Roasted Snacks
- xxi. Jeans
- xxii. Pickles
- xxiii. Squashes
- xxiv. Jams
- xxv. Salt
- xxvi. Bread
- xxvii. Butter
- xxviii. Shaving cream
- xxix. Razor
- xxx. Cheese spreads
- xxxi. e -Wash
- xxxii. Tiffin wallah

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 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 packed?
 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
- 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. 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.

PRESENTATION AND SUBMISSION OF PROJECT REPORT.

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 (summarised 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 projects will be returned after evaluation. The school may keep the best projects.

ASSESSMENT

ALLOCATION OF MARKS (TEN)

The marks will be allocated under the following heads:

1.	Initiative, cooperativeness and participation	1 Mark
2.	Creativity in presentation	1 Mark
3.	Content, observation and research work	2 Mark
4.	Analysis of situations	2 Mark
5.	Viva	4 Mark

	Total	10 Marks
