

List of Assignments and Projects for Std. XII

- Project 1 The students are required to visit any one of the followings:
a) A Departmental Store.
b) An Industrial Unit
c) A fast food Outlet
d) Any other organisation approved by the teacher
- Observe the Principles of Management advocated by Fayol which are being followed and write a brief report of the same.
- Project 2 Changes witnessed over the last few years on mode of packaging and its economic impact. Students have to identify any one of the following changes:
a) 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) Reuse of packaging (Bottles, Jars and Tins) to attract customers for their products.
- Project 3 Visit to a factory or an Industrial unit to find out about the Sources of Recruitment to be followed to recruit employees at all levels.
- OR**
- Visit to a factory or an Industrial Unit to find out the test adopted to select the employees.
- Project 4 Visit to a factory or an Industrial Unit to find out the various steps taken in controlling.
- Project 5 Marketing objectionable advertisements. Collect information related to five objectionable advertisements presented by any media and explain the objections.
- Project 6 Marketing useful advertisements. Collect five printed advertisements and interpret their message.
- Project 7 Marketing physical distribution. Observe the marketing plan of any two companies and find the levels adopted by them for distribution of their product.
- Project 8 Marketing Sales promotion. Select any two famous firms/companies and find out the sales promotion techniques generally adopted by them.
- Project 9 Find at least 10 companies of consumer explanation of different types (defective goods and deficient services). Also, mention the decision thereof.
- Project 10 Consumer protection – Role of NGOs. As a consumer, contact an NGO for a complaint for any defective good or deficient service and report the assistance provided by them.

Business Studies Std. XII

II nd Formative Exam

The following weightage should be followed for setting the question paper for the II nd Formative Exam.

<u>Topics</u>	<u>Weightage</u>
Organising	5 Marks
Staffing	5 Marks
Directing	7 Marks
Controlling	3 Marks

Total	20 marks