

**DWARKA INTERNATIONAL SCHOOL**  
**CLASS XII, BUSINESS STUDIES**  
**HOLIDAY HOME WORK**

**QUESTIONS: THIS WORK SHOULD BE DONE IN CLASSWORK NOTEBOOK ONLY.**

1. Make 10 case study questions with answer of principles of management
  - a. Five on F.W. Taylor
  - b. Five on Henry FayolInstruction: make sure it should not be copied from any source.
2. Complete your notebook.
3. Answer the following questions:
  - a. What is meant by Fayol's principle of 'esprit de corps'?
  - b. Telco Ltd is manufacturing files and folders from the old clothes to discourage use of plastic files and folders. For this, they employ people from nearby villages where very less job opportunities are available. An employee, Harish, designed a plan for the cost reduction but it was not welcomed by the production manager. Another employee gave some suggestion for improvement in design, but it was also not appreciated by the production manager.
    - I. State the principle of management described in the above para.
    - II. Identify any two values that the company wants to communicate to the society.
  - c. Voltech India Ltd is manufacturing LED bulbs to save electricity and running under heavy losses. To revive from the losses, the management thought of shifting the unit to a backward area where labour is available at a low cost. The management also asked the workers to work overtime without any additional payment and promised to increase the wages of the workers after achieving its mission. Within a short period the company started earning profits because both the management and the workers honoured their commitments.
    - i. State the principle of management described in the above para.
    - ii. Identify any two values that the company wants to communicate to the society.
  - d. Explain Fayol's principles of 'equity' and 'order' with examples.
  - e. Ashutosh Goenka was working in 'Axe Ltd.', a company manufacturing air purifiers. He found that the profits has started declining from the last six months. Profit has an implication for the survival of the firm, so he analysed the business environment to find out the reasons for this decline.

Identify the level of management at which Ashutosh Goenka was working.

State three other functions being performed by Ashutosh Goenka

**PROJECT WORK: IT SHOULD BE DONE ON A4 SIZE SHEET.**

**COVER PAGE SHOULD BE MADE FROM HANDMADE SHEET(GREEN COLOUR)**

4. Make project of business studies consists of 20 marks including presentation and viva.

**1. 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.

**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.
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.

**INSTRUCTION: The students should have 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.**

## **2. Stock Exchange**

**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 totaling 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**

- λ 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.
- λ 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.
- λ 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,
- λ Change of seasons.
- λ Festivals.

- λ Spread of epidemic.
- λ Strikes and accidents
- λ Natural and human disasters.
- λ Political environment.
- λ Lack of faith in the government policies.
- λ Impact of changes in government policies for specific industry.
- λ International events.
- λ Contract and treaties at the international scene.
- λ Relations with the neighbouring countries.
- λ 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.

### **3. 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

**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  
 $\lambda$  Manufacturer.  $\lambda$  Wholesaler.  $\lambda$  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.

λ Product λ Place λ Price λ 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.

**Instructions:**

**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-
  - λ Cover page should include the title of the Project, student information, school and year.
  - λ List of contents.
  - λ Acknowledgements and preface (acknowledging the institution, the places visited and the persons who have helped).
  - λ Introduction.
  - λ Topic with suitable heading.
  - λ Planning and activities done during the project, if any.
  - λ Observations and findings of the visit.
  - λ Conclusions (summarized suggestions or findings, future scope of study)
5. It should be made by the student “not to be purchased and copied with any source”
6. Every student content depends on the topic and area whatever they had picked, it should not be identical to anyone else.