

## Class 12 Project for Business Studies

### **Project ONE: ELEMENTS OF BUSINESS ENVIRONMENT**

1. Changes witnessed over the last few years on mode of packaging and it's economic
  - The students to identify the following changes:
  - The changes in transportation of fruits and vegetables such as cardboard
  - Crates being used in place of wooden crates, etc. Reasons for above changes
  - Milk being supplied in glass bottles , later in plastic bags and now in tetra pack and through vending machines.
  - Plastic furniture [doors and stools] gaining preference over wooden furniture.
  - The origin of cardboard and the various stages of changes and growth.
  - Brown paper bags packing to recycled paper bags to plastic bags and cloth bags.
  - Re use of packaging [bottles, jars and tins] to attract customers for their products.
  - The concept of pyramid packaging for milk.
  - Cost being borne by the consumer/manufacturer.
  - 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 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
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, licenses 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.

**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 organization 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 corpse
6. Fair remuneration to all. 7. Order.
8. Equity.
9. Discipline
10. Subordination of individual interest to general interest.
11. Initiative.
12. Centralization and decentralization.

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.
- Method study.
4. Motion Study.
5. Time Study.
6. Fatigue Study
7. Differential piece rate plan.

**(III) Project THREE : MARKETING MANAGEMENT**

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

Shaving cream

xxix. Razor

xxx. Cheese spreads

xxxi. e -Wash

xxxii. Tiffin wallah

Any more as suggested by the teacher.

Please make sure 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?

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.

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.

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## **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 |

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Total 10 Marks  
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All the best :

**Mrs. Alka Joshi**

**Lecturer Business Studies**

## **Value Base Questions Business Studies class 12**

### **Unit –II Principles of Management**

Q.8 In an organization Ashok and Sheela are working at the same posts but being male employee Ashok has more rights than Sheela. Which value is violated here? Q.9 A firm has taken the decision to employ more male employees than female employees because they can work overtime in case of excess work. Which values are being affected here?

Q.10 An organization proposes the use of CFL's and LED's which consumes less electricity than normal bulbs for its lighting arrangements. Which value is attained by the organization?

Q.11 An organization has done plantation around its factory premises and only after purifying the wastes, it throws it into the drains. Which values are being followed by the organization?

Q.12 An entrepreneur wants to start his business in backward area because govt. gives many incentives & rebates in taxes. Which results in low cost and he will be able to see the product at low prices. There he will be able to get large area by deforestation. Which values are being affected here?

### **Unit –III Management and Business Environment**

Q.13 In recent times the Govt. has increased the prices of diesel and LPG. Which value is being overlooked here?

Q.14 After the change in Government Policies, foreign companies like coca-cola has prohibited to work in India. These steps of the government have boosted which values?

### **Unit-IV Planning**

Q.15 Which quality of employee is restricted by the act of planning?

Q.16 Removal of mobile towers from residential area is being planned by the government to promote which value?

Q.17 Government is planning to construct a ware house in remote area to store necessary goods. So as to make them available even at the time of bad weather regularly. Which values are being considered here to be achieved by the government?

Q.18 In order to reduce the cost, an organization is planning the following:

- a) To reduce the charities to the social and religious institution.
- b) To arrange skilled workers from outside inspite of semi-skilled local employees.
- c) To increase the working hours.
- d) To increase the rate of remuneration.

Which value will be affected by the decisions?

Q.19 Tobacco manufacturer is planning to sell its products outside the School & colleges. Which values are violated here from your point of view?

Q.20 In an organization executive director takes all the decision himself. He does give order only to the subordinates. Which value is overlooked here?

## **VALUE BASED QUESTIONS PART-A**

### **Unit –V Organising**

Q.21 An electronic company manufacturing TV and Refrigerator wants to bring two new products Washing Machines and AC's in the market. For each product separate division are to be set up. Incharge of working machine division and AC's division will be female and disabled person respectively. Which values have been considered here?

Q.22 In an organization top level management has not distributed work among the subordinate according to their abilities and skill but has been distributed on the basis of caste and religions. Which values are neglected here?

Q.23 A manager has kept all right of decision making with himself. Each and every employee has to come to him for orders again and again. Which values are being violated here?

Q.24 In an organization formal organization is followed strictly where the employees have to work as per the directions only. The employees are performing under pressure. In your view, what changes are required in this company?

### **Unit –VI Staffing**

Q.25 A personnel manager while selecting new employees appoints only those persons who fulfills his personal requirement directly or indirectly. Which values are violated here?

Q.26 In an organization the female employees are getting promotion late as compared to male employees. Which value is missing here?

Q.27 An employee has been terminated due to a small mistake without hearing him, while the other one was not terminated on the same mistake. Which value has been neglected here?

Q.28 An automobile Company runs a factory in a backward area. It has opened a training center to train the people. Which value has been kept in mind here?

Q.29 An organization places an advertisement for employment mentioning some terms there in. those terms are not followed during selection of employee. Which values are ignored here?

Q.30 A production manager pays less than the minimum wages and gets their signatures on minimum wages. Which values are not being followed by him?

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### **Unit –VII Directing**

Q.31 A Supervisor hears the suggestions and also implements the good suggestions while taking decision for the employees? Which value has been given importance here?

Q.32 In an organization the good environment, refreshment Corner and entertainment rooms have been made for all employees. Which values have been considered here?

Q.33 In an organization the employees are being paid fair wages/ remuneration and productivity based bonus. Which values are highlighted here?

Q.34 A liquor manufacturing firm provides liquors to its employees at cheaper rates to motivate them. Which values are deficient in this plan?

Q.35 In an organization, informal communication is stressed instead of formal communication which results in non reaching of proper communication to proper person in proper time. It results in either non completion or delay in work. Which values have been violated her?

Q.36 A leader solves the problems relating to work and the personal problems also of the followers. Which value he is following here?

### **Unit –VIII Controlling**

Q.37 In controlling process, standards were set according to the efficiency of the average employee. Which value has been kept in mind while setting the standards?

Q.38 On coming to know the negative deviations, fines are imposed on errorssing employees. Which value is being violated her?

Q.39 In company employees achieved quantitative standard but could not attain qualitative standards. Which values have been ignored here?

Q.40 A manager observes that an old employee is not doing the required work. Manager scolds him rudely without asking him the reasons. In your view how the manager would have behaved and which values he should have kept in his mind?

Q.41 A supervisor observes that during working hours some employees were busy in gossiping instead of working. Inspite of instructions they did not start working .when the matter was brought to the notice of management the union threatened to go on strike. In your view was the behavior of employee and the union was justified?

### **Unit –IX Financial Management**

Q.42 In a company profits are heavy and in future less scope of expansion exists. Company has decided to pay a very less dividends. Here which value and whose interest have been affected?

Q.43 A company wants to show higher profit and for this:

- a) Depreciation was charged at lower rates.
- b) Goodwill, Patents, Trademarks and other intangible assets were shown at higher value.

Explain the value which is affected here?

Q.44 A wholesaler of onion comes to know that due to less production the prices of onion will increase heavily. He store the onion and during rising prices. Earn heavy profits by selling the stored onion. From the earned profits he provides some money for social activities also. In this situation which values he affects here.

### **Unit –X Financial Market**

Q.45 A public Ltd. Co. achieved the minimum subscriptions by (private placement). Whose interest has been ignored here?

Q.46 A fast food manufacturing foreign company plans to open chain of cheap fast food centers near the schools in Delhi. According to you what will be the results of this plan?

Q.47 A Company does window dressing in its financial statement to attract investors and creditors. Is it correct in your opinion? Which values are affected here?

### **Unit –XI Marketing Management**

Q.48 A tea producer uses such packets/things for packing tea, which can be used even after consuming the tea inside for other purposes. In this which values are being affected by him?

Q.49 A cosmetics manufacturing co. claims in advertisement that its face cream improves the face complexion. On using it was found incorrect. Here which values are being ignored?

Q.50 A commercial unit uses rocks, trees, electric poles, historical movements and walls to advertise its products. This advertising policy shows which faults of the company?

Q.51 A soft drink manufacturing co. uses dangerous stunts in the advertisements claiming that its drinks make the user fearless and stronger. In your view what could be the bad effects of this? How it can be stopped?

Q.52 One manufacturer of electronic product produces such products which need special care while using it. But the co. has not given the instructions to consumers. If you are the manager of that co. what steps you would take?

Q.53 A company uses same promotional schemes like buy one get one free, free samples, free gifts and so on to boost the sales of its products and to earn higher profits. This results in

unnecessary hike in the prices of the products. In your opinion, is this policy in the interest of society

### **Unit -XII Consumer Protection**

Q.54 Mr. X is a sweet maker (Halwai), who collects milk from village to village and prepares sweet on Deepawali, due to increased demands, he purchased khoya from other shopkeeper which was adult rated, because it was not possible to meet the demand from collected milk. For meeting the demand quickly he has not maintained cleanliness while preparation of sweets. He kept two children for packing the sweet and one female at cash counter. Which social values he is affecting and how?

Q.55 A company engaged in selling spice, claims about purity in its advertisement but in laboratories after examination, the spices were found adult rated. Which values are being violated here?

Q.56 A Pharmacy Co. doesn't provide information for the expiry date on the packet of his drug. This manufacture violates which value?

Q.57 A manufacture of food products uses bad quality material for packing the product resulting in spoiling goods the reaching the consumers. Which value is being ignored here?

Q.58 A toy manufacturing co. uses low quality plastics and harmful colors which affects the health the children. Which value is being ignored here?

Q.59 Mohan purchased a press for Rs.1000/-. On using it he found it defective. The seller did not respond to the complaint. In your view what should be done by seller as well as Mohan?

Q.60 A patient didn't read carefully the instructions on the pack of the drug. On using it his health deteriorated further instead of improvement. If you are in his place than what you would do?



Time : 3 hrs. M.M. : 90

1. Write the name of business organization which is formed with the motive of Welfare of its members. 1
2. Write the full form of ATM. 1
3. Give an example of Chain store. 1
4. Define outsourcing. 1
5. Name any two application of E-business. 1
6. Give one example of economic responsibility. 1
7. Write one difference between ethic and law. 1
8. Give two example of Traditional Industries. 1
9. What is the parameter used by the Government to identify small unit. 1
10. What is a women enterprise. 1
11. What is a letter of credit? Why it is needed? 3
12. What is Departmental undertaking? Write its any two features. 3
13. No business is risk Free . In the light of this statement explain business risk and its causes (any two). 3
14. What is business Finance? Why do business need Funds. 3
15. State the features of cottage industries. 3
16. Explain any four features of NEFT. 4
17. What are the services offered by retailers to the consumer. 4
18. Discuss the limitation of electronic mode of doing business. Are these limitations severe enough to restrict its scope? Give any three reasons to support your answer. 4
19. What is environmental pollution? Why do the business enterprises need to

adopt pollution control measures.

20. Commerce is the sum of those processes which are engaged in the removal

Of hindrances of person, Place and time . In the light of this statement

explain the hindrances which are solved by the effective commerce. 5

21. Explain the principle documents used in exporting. 5

22. Define partnership deed and write its main contents.

23. Write about the major reform brought in by the govt. in the public sector in the Industrial policy of 1991. 5

24. What is the difference between GDR and ADR. 5

25. Public Deposits as a source of finance is better than raising loans  
comment. 6

Or

Discuss the importance of Preference and Equity shares as sources of long term finance.

26. Explain the main types of Itinerant Retailers. 6

Or

Explain the advantages of consumer cooperative store.

27. Explain the stage of formation of Joint Stock company. 6

Or

Explain any six factors which affect the choice of form of business organisation.

28. Describe various types of insurance and examine the nature of risks protected by each type of Insurance. 6

Or

What do you mean by services? Explain their characteristics.

Time : 3 hrs. M.M. : 90

1. Insurance is essential for business. Why? 1
2. What is EFT. 1
3. Write the full form of CII. 1
4. Name the type of manufacturing industry in which one material is separated into several useful products. 1
5. Name the form of business organisation which is found only in India. 1
6. What is the maximum no. of partners in a partnership firm carrying on banking business. 1
7. Explain the meaning of unlimited liability. 1
8. Write one function of NSIC 1
9. Write the meaning of tiny Sector 1
10. Name the type of public Enterprise which is established by a special Act of parliament. 1
11. Explain the nature of Business Finance. 3
12. Explain the meaning of Memorandum of understanding. 3
13. Explain the role of Karta in joint Hindu Family Business. 3
14. What is Joint Venture? Give its two limitations. 3
15. Business is an economic activity. Do you agree? Why? 3
16. Profit maximisation cannot be the sole objective of business. Comment. 4
17. Write about four features of multinational company. 4
18. What is e-banking? What are its advantages. 4
19. Explain the four features of small scale industries. 4
20. Write a note on various telecom services available for enhancing business. 5
21. State and explain types of outsourcing of services. 5

22. Explain licensing and Franchising. How they differ? 5
23. Make difference between departmental and multiple shops. 5
24. Explain any Five types of preference shares. 5
25. Define Retained earning. Write merits of retained earning.

Or

What are the difference between share and Debenture.

26. What are Super Bazar? Explain their two advantages and two disadvantages. 6

Or

Give advantages and limitation of mail order business.

27. What do you mean by Business Ethics? What are its elements. 6

Or

Business is essentially a social Institution and not merely a profit - making activity. Explain.

28. What do you understand by Joint stock company? Explain it s Five Features. 6

Or

Which form of business organisation is suitable for following types of business and why

i) Beauty Parlour

ii) Hotel

iii) Bakery Shop

iv) Shopping Mall

v) Small retail outlet

vi) Chartered Accountancy Firm.