



**INDIAN SCHOOL AL WADI AL KABIR
DEPARTMENT OF COMMERCE
CLASS XII**

PROJECT WORK IN ACCOUNTANCY 2024-25

It is expected that the Project Work will help the students in developing the skills to comprehend, analyse and interpret accounting data of the business firms and make it meaningful for taking business decisions.

Objectives

To develop the competence of reading accounting data from quarterly or half yearly or annual reports of business firms and interpreting the information on the basis of given guidelines to present the desirable information in required format in the Project File for Specific Projects.

PRACTICAL

Total Marks: 20

Project file – 12 Marks

Viva Voce - 8 Marks

Project File will be evaluated and the marks are to be awarded based on:

- Content
- Coverage
- Presentation
- Interpretation and Conclusion.
- Originality and Quality of work.

Each student has to prepare specific project based on financial statement analysis of a company covering the following two aspects of Indian company:

1. Comparative and common size financial statements

2. Segment Reports.

Specific Project- 1

Comparative Analysis based on income statement of financial year 2023-2024.of a company

- Obtain the information from net or newspaper or annual report.
- Brief Introduction about the company.
- Compare quarterly, half yearly, nine monthly, yearly performance(any 2 out of 4 periods).

- Graphical presentation.
- Comment/reasons for change in the performance.
- Conclusion.

Specific Project-2

Segment Analysis based on segment report of financial year 2023-2024 of a company.

- Brief introduction about the company
- Present Revenue, Net profit before interest and tax and capital employed of the segments of a company in a common size statement
- Graphical presentation.
- Report on segment performance by calculating Return on Investment (ROI)/Return on capital employed (ROCE) of each segment.
- Conclusion.



**INDIAN SCHOOL AL WADI AL KABIR
DEPARTMENT OF COMMERCE
CLASS XII**

GUIDELINES FOR PROJECT WORK IN BUSINESS STUDIES-XII-24-25

Introduction

With the purpose to help the students understand the framework within which a business operates, and its interaction with the social, economic, technological and legal environment, the Project Work is to be done in Business Studies. 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. By means of Project Work the students are exposed to life beyond textbooks giving them opportunities to refer materials, gather information, analyze it further 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, analyzing 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.

Students are supposed to select one unit out of four and are required to make only ONE project from the selected unit. (Consist of one project of 20 marks)

Project One: Elements of Business Environment (Any one out of 4 topics)

1. Changes witnessed over the last few years on mode of packaging and its economic impact.

- 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 students are to enquire about

- a) Reasons of stopping the manufacturing of the above-mentioned drinks in India THEN.
- b) The introduction of Thumps 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

- a. joint families
- b. nuclear families,
- c. women as a bread earner of the family
- d. changes in the requirement trend of mixers, washing machines, micro wave and standard of living.
- e. Successful women in India
- f. Women Empowerment through the Constitution of India

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

Following points should be kept in mind while doing the project

- a. What is child labour and how it affects children?
- b. How does UNICEF define child labour?
- c. What forms of child labour are there (Where do child labourers in India work?)
- d. What are the causes of child labour in India?
- e. What needs to be done to stop child labour in India?
- f. How does SOS Children's Villages in India help?
- g. Child Labour Statistics according to latest census
- h. m. Industries that employ child labour in India
 - Diamond industry
 - Fireworks manufacture
 - Silk manufacture
- i. Initiatives against child labour in India

- j. Are there not Indian laws against child labour?
- k. Implementation of Child Labour Laws
- l. Acts that control child Labour in India

Factories Act, 1948

Mines Act, 1952

Juvenile Justice (Care and Protection of Children)
Act, 2015

Right to children Free and Compulsory Education
Act, 2009.

- m. Bonded child labour in India.
- n. Consequences of child labour

II. Project Two: Principles of Management (EITHER FAYOL'S PRINCIPLES OR TAYLOR'S PRINCIPLES)

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
7. Order.
8. Equity.
9. Discipline
10. Subordination of individual interest to general interest.
11. Initiative.
12. Centralization 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. Standardization and simplification of work.
3. Method study.
4. Motion Study.
5. Time Study.
6. Fatigue Study.
7. Differential piece rate plan.

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 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 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, Relation with 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.
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 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 39. Learning Toys 40. Lipstick 41. Microwave oven 42. Mixers 43. Mobile 44. Moisturizer 45. Music player 46. Nail polish 47. Newspaper 48. Noodles 49. Pen 50. Pen drive 51. Pencil 52. Pickles 53. Razor 54. Ready Soups 55. Refrigerator 56. RO system 57. Roasted snacks 58. Salt 59. Sarees 60. Sauces/ Ketchup 61. Shampoo 62. Shaving cream 63. Shoe polish 64. Shoes 65.

Squashes 66. Suitcase/ airbag 67. Sunglasses 68. Tea 69. Tiffin Wallah 70. Toothpaste 71. Wallet 72. Washing detergent 73. Washing machine 74. Washing powder 75. Water bottle 76. Water storage tank 77. Wipes

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 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 licenses 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 wholesalerWhat is the profit margin in percentage to the Manufacturer.
Wholesaler and 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. 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. 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.

Presentation and Submission of Project Report

Each student will prepare and submit his/her project report on 12th of August, 2024

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 (summarized 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 center so that the report may not be reused but is available for reference only. The project will be returned after evaluation. The school may keep the best projects.

ASSESSMENT:

Allocation of Marks = 20 Marks

The marks will be allocated under the following heads:

1 Initiative, cooperativeness and participation	2 Mark
2 Creativity in presentation	2 Mark
3 Content, observation and research work	4 Marks
4 Analysis of situations	4 Marks
5 Viva	8 Marks
Total	20 Marks



**INDIAN SCHOOL AL WADI AL KABIR
DEPARTMENT OF COMMERCE**

GUIDELINES FOR PROJECT WORK IN ECONOMICS-XII-24-25

- **Students are supposed to select any ONE from the two suggestive lists(I/II)**

I. Project (Option One): What's Going Around Us

The purpose of this project is to –

- Enable the student to understand the scope and repercussions of various Economic events and happenings taking place around the country and the world. (eg. The Dynamics of the Goods & Services Tax and likely impacts on the Indian Economy or the Economics behind the Demonetization of 500 and 1000 Rupee Notes and the Short Run and Long Run impact on the Indian economy.)
- Probe deeper into concepts learnt in classes XI and XII, analyse and evaluate real world economic scenarios using theoretical constructs and arguments.
- Provide an opportunity to the learner to develop economic reasoning and acquire analytical skills to observe and understand the economic events.
- Make students aware about the different economic developments taking place in the country and across the world.
- Develop the understanding that there can be more than one view on any economic issue and to develop the skill to argue logically with reasoning.
- Compare the efficacy of economic policies and their respective implementations in real world situations and analyse the impact of Economic Policies on the lives of common people.
- Provide an opportunity to the learner to explore various economic issues both from his/her day to day life and also issues which are of broader perspective.

Objective of the project: To enable the learners to:

- probe deeper into theoretical concepts learnt in class XII
- analyze and evaluate real world economic scenarios using theoretical constructs and arguments
- follow up aspects of economics in which learners have interest

- develop the communication skills to argue logically

The expectations of the project work are:

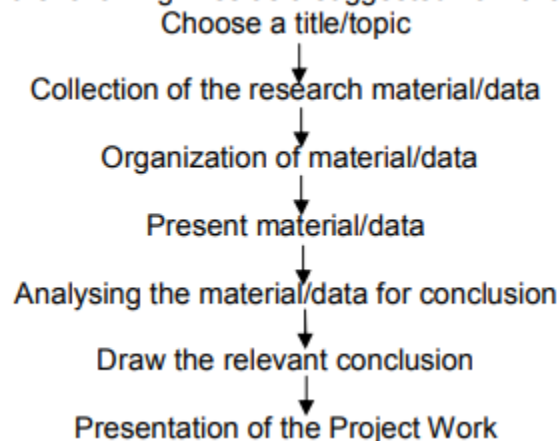
- learners will complete only ONE project in each academic session
- project should be of 3,500-4,000 words OR
Minimum 20 A4 sheets excluding cover page, diagrams & graphs
- It should be hand-written
- The project should have an eye-catching cover page related to the topic.
- It should contain the **topic of the project** with the following information:
SUBJECT NAME CLASS SECTION ROLL NO BOARD ROLL NO
- it will be an independent, self-directed piece of study.

Scope of the project: Student may work upon the following lines:

1. Introduction
2. Details of the topic
3. Pros and Cons of the economic event/happening
4. Major criticism related to the topic (if any)
5. Students' own views/perception/ opinion and learning from the work
6. Any other valid idea as per the perceived notion of the student who is actually working and presenting the Project-Work.

OR

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



- **Mode of presentation and submission of the Project:**

At the end of the stipulated term, each student will present the work in the Project File (with viva voce) to the external examiner.

- **Marking Scheme:** Marks are suggested to be given as –

S. No.	Heading	Marks Allotted
1.	Relevance of the topic	3
2.	Knowledge Content/Research Work	6
3.	Presentation Technique	3
4.	Viva	8
Total		20 Marks

- **Suggestive List of Topics from Option (I)**

1. *Aatmanirbhar Bharat*
2. *Contemporary Employment Situation in India.*
3. *Comparative Study of Economies(Maximum three economies)*
4. *G-20: Inclusive and Action Oriented (India's G20 presidency)*
5. *Rise of Concrete Jungle- Trend Analysis*

II. Project (Option Two): Analyze any concept from the syllabus

The purpose of this project is to –

- To expose the student to the rigour of the discipline of economics in a systematic way.
- Develop interest of the students in the concepts of Economic theory and application of the concept to the real life situations.
- Provide opportunity to the learners to develop economic reasoning *vis-a-vis* to the given concept from the syllabus.
- Impact of Economic Theory/ Principles and concepts on the lives of common people
- Enable the students to understand abstract ideas, exercise the power of thinking and to develop his/her own perception
- Compare the efficacy of economic policies in real world situations

- **Scope of the project:**

Following essentials are required to be fulfilled in the project.

Explanation of the concept:

1. Meaning and Definition
2. Application of the concept
3. Diagrammatic Explanation (if any)
4. Numerical Explanation related to the concept etc. (if any)
5. Students' own views/perception/ opinion and learning from the topic.

- **Mode of presentation and submission of the Project:**

At the end of the stipulated term, each student(s) will present their work in the Project File (with viva voce) to the external examiner.

- **Marking Scheme:**

S. No.	Heading	Marks Allotted
1.	Relevance of the topic	3
2.	Knowledge Content/Research Work	6
3.	Presentation Technique	3
4.	Viva	8
Total		20 Marks

- **Suggestive List for Option (II)**

1. ***Agricultural diversification - Back bone of India***
2. ***Bumper Production- Boon or Bane for the farmer.***
3. ***Money and Banking (Role of RBI in Control of Credit)***
4. ***Sustainable Development Goals (SDG's)***
5. ***Government budget and its components***



INDIAN SCHOOL AL WADI AL KABIR

Class: XII	Department: Commerce
Subject: ENTREPRENEURSHIP	PROJECT DETAILS 2024 - 25

PROJECT WORK

Assessment details for the project work:

Market Survey	10 marks
Business Plan	10 marks
Practical written paper (Numerical Assessment)	05 marks
Viva Voce	05 marks
Total Marks	30 marks

RUBRICS PROJECT FILE

CRITERIA	MARKET SURVEY	BUSINESS PLAN
Presentation	03	03
Content	06	06
Creativity	03	03
Total Marks	10	10

DEADLINE: 9th AUGUST, 2024

TOPICS FOR THE PROJECT:

TWO TOPICS ARE PROVIDED AND BOTH TOPICS ARE COMPULSORY.

1. Conduct a simple market research with the objective of estimating demand for an existing product in the market. Students will have to give an innovative suggestion to the product. Conduct a survey for a new innovative product.

WHAT ARE YOU REQUIRED TO DO HERE?

You need to figure out how many people want to buy a product that is already available in the market. Think of a creative idea to make the product better or more attractive to customers. This could be:

- A new feature.
- An improved design.

Now, imagine you've come up with a new and exciting version of the product. You need to find out if people would be interested in it. For this you will have to conduct a survey

HOW TO CONDUCT A SURVEY?

1. Prepare a questionnaire

Prepare the questions that you would ask in your survey.

2. Distribute the survey

You can share the survey with people face to face and even online

3. Analysis and interpretation of the survey

You can do the analysis of the survey in the form of graphs, tables, etc.

THE FORMAT for presentation of report/market survey

PLEASE FOLLOW THE SEQUENCE GIVEN BELOW

a) External cover page	Make a good creative cover page
b) Acknowledgement	Teacher will provide
c) Executive summary	
d) Index	Should have 3 columns: Column 1: Sr No Column 2: Table of Contents Column 3: Page No. THIS IS A COMPULSORY FORMAT
e) Introduction to the topic (Introduction, objectives)	
f) Profile of the product/organization (Details about the competitive product or brand.)	
g) Data analysis and interpretation	Show bar graphs and charts
h) Conclusion and recommendation	Give suggestions and recommendations
i) Photographs (if any)	
j) Bibliography	Mention the links from where you have taken the content
k) Appendix (Sample questionnaire to be attached)	A copy of ONLY the

2. PREPARATION OF BUSINESS PLAN

WHAT ARE YOU REQUIRED TO DO HERE?

1) **Your business idea: (Main product or service)**

Describe what your business will sell or offer. For example, for service you may want to start a coffee shop, for a product maybe you would like to sell baked items

2) **Name of your business, its logo and tagline**

Name of Your Business: Choose a catchy name for your business.

Logo: Create a simple design that represents your business.

Tagline: A short and memorable phrase that describes your business. For example, "Fresh Coffee, Every Day"

3) **Are there similar products or services in the market?**

Research if there are other businesses offering the same product or service.

4) **What is your competitive advantage and what is your unique selling proposition (USP)?**

Competitive Advantage: What makes your business better than others? For example, if your coffee shop uses organic beans, that's an advantage.

Unique Selling Proposition (USP): What makes your product unique? For example, "The only coffee shop in town with 100% organic coffee."

5) **Your marketing plan:**

a) Your market research plan (Describe your competitor, demand for your product/service – is it available or you think you can create it?)

Talk about at least 3 competitors if it is an existing product. If it is a new product, then analyse the demand for the product.

Competition:

Identify at least 3 businesses similar to yours. For example, if you're starting a coffee shop, look at other coffee shops in your area. Write down:

- Their names
- What they offer
- What makes them popular
- Create a **SWOT ANALYSIS FOR YOUR PRODUCT**

Demand

Analyze if there's a demand for your product:

- Are People Looking for It?: Check if people are already interested in your product. You can do this by:

Talking to potential customers

Looking at online reviews and discussions

Checking social media trends

- **Can You Create Interest?:** If there isn't much demand yet, think about how you can make people interested.

b) Your target customers and how will you reach them?

Example: children, teenager, homemaker, working persons etc.

c) Your advertising and promotion ideas

Just mention the tools of promotion mix which you will be using.

Tools of Promotion: Decide how you will advertise (social media, flyers, events, etc.).

d) Packaging (if applicable)

How Will Your Product Look?: describe how you will package your product.

If it's a service you can't do packaging.

e) Distribution (How do you intend reaching your customers?)

Channel of distribution – direct and indirect

f) What does quality mean for your product or service?

Describe the standards you will maintain to ensure good quality.

6) What is the cost per unit of your product or service? Also, show the computation or explain the logic.

Calculate how much it costs to produce one unit of your product. Include raw materials, labor, and other expenses.

7) What is your selling price and your reason for it?

Decide how much you will charge for your product. Explain why you chose that price.

8) Give details of your start-up costs here.

- 1) Land
- 2) Building
- 3) Computers
- 4) Equipment
- 5) Machinery
- 6) Vehicles
- 7) Vessels
- 8) Software
- 9) Inauguration ceremony
- 10) Raw material
- 11) Salary
- 12) Rent advance

9) How would you meet your startup costs (be realistic)?

Plan how you will finance your start-up costs. Will you use savings, loans, or investors?

10) What are the likely risk factors in your business and how do you plan to mitigate them?

Risk Factors: Identify potential problems your business might face.

Mitigation: Plan how to reduce or handle these risks.

11) Suppose it is now a year since you started your business. Give us one month's profit

and loss statement for the first month of the second year to cover the following main items:

(All figures to be for one whole month.) (Refer to the text book for the format.)

Assume it's been a year since you started. Show the income and expenses for one month

12) What is the break-even point of your business? Show the computation assuring the selling price and units which will be sold.

Calculate how many units you need to sell to cover all your costs. Show the math behind your calculation.

Expected Checklist for the Project Work:

- Introduction of topic/title
- Identifying the product/service
- Various stakeholders and effect on each of them
- Use of different tools for market assessment and it's analysis
- Implication of 4P's in the process of marketing
- Calculation of various costs involved in the business planning process
- 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.

Project File details are as follows:

- 1. The project should be done individually.**
- 2. The project should be hand written on one side ruled sheet**
- 3. The pictures, photographs to be stuck on the LEFT-HAND SIDE ONLY**
- 4. Page limit – 15-20 pages for Market Survey. (Approx.)**
- 5. 20 pages for Business Plan. (Approx.)**



**INDIAN SCHOOL AL WADI AL KABIR
DEPARTMENT OF COMMERCE
PROJECT WORK IN GENERAL STUDIES**

General Studies is the subject assessed internally by the school.

As per the Scheme of Studies, a candidate will be eligible to get the pass certificate of the Board, if he/she gets a grade higher than 'E' in all subjects of internal assessment.

The student has to develop a project on any one of the following topics. The project will be internally evaluated by the school to allot a grade for the subject.

Topic:

- 1. LATEST TRENDS IN THE FIELD OF SCIENCE AND TECHNOLOGY**
- 2. CONTEMPORARY PROBLEMS OF INDIAN SOCIETY**
- 3. CORPORATE SOCIAL RESPONSIBILITY**

1. LATEST TRENDS IN THE FIELD OF SCIENCE AND TECHNOLOGY

- Various types of trends like: Bio technology, Crypto currencies, Robotics, A.I ...etc
- Pros and Cons
- Its implications in today's world

2. CONTEMPORARY PROBLEMS OF INDIAN SOCIETY

- Issues related to women
- Health Care System
- Contemporary phase

3. CORPORATE SOCIAL RESPONSIBILITY(CSR)

- Role of Corporates in conservation of the society
- Importance of CSR
- Principles of CSR

PRESENTATION OF PROJECT:

The project needs to be printed and is to be submitted as a project file with 15 to 20 pages including images.



INDIAN SCHOOL AL WADI AL KABIR

Class: XII	Department: Commerce
Subject: Marketing	Guidelines for the Project 2024-25

OBJECTIVES OF THE PROJECT WORK:

Objectives of project work are to enable learners to:

1. Probe deeper into personal enquiry, initiate action and reflect on knowledge and skills, views etc. acquired during the course of class
2. Analyze and evaluate real world scenarios in which the businesses have applied the theories taught in class to be successful
3. Demonstrate the knowledge of critical data assimilation and creative thinking skills to produce an independent and extended piece of work
4. Develop the secondary data research skills to support the topic.

PROJECT DETAILS AS FOLLOWS:

Assessment details for the project work

Lab Activities (ICT Skills- PPT)	10 marks
Practical File (Green Skills)	10 marks
Project File (Main Project)	10 marks
Viva Voce	10 marks
Total Marks	40 marks

1. LAB ACTIVITY (ICT SKILLS- PPT)

Prepare a PPT (Power Point Presentation) on any one of the topics given below:

1. Emerging trends on marketing including social media platforms, use of web pages and websites.
2. Promotion mixes practices followed by Indian firms. (1 or 2 Firms)
3. PLC – of any One Product.
4. SEO – Marketing

5. Influencer Marketing

6. Why is price the most crucial element of marketing mix?

RUBRICS PRESENTATION (ICT) SKILLS

Presentation	03
Media embedded (video, pictures, gifs)	03
Content	04
Total Marks	10

2PRACTICAL FILE - BASED ON GREEN SKILLS:

Contents of the topic:

- **Introduction to Green Skills**
- **Initiatives taken by the Government**
- **Introduction to your product**
- **How will your product benefit the environment?**

RUBRICS – GREEN SKILLS PROJECT FILE

Presentation	03
Content	06
Creativity	03
Total Marks	10

3.TOPICS FOR THE MAIN PROJECT:(ANY 1 OUT OF 7)

TOPIC 1: PRODUCT LIFE CYCLE (PLC)

Students are required to:

1. Create a detailed practical file highlighting the movement of few (8-10) products through different stages of product life cycle. Diagrammatic representation and creative inputs are welcome. Include products from Aviation industries, FMCG brands, etc.

CONTENTS OF THE TOPIC:

- Introduction of PLC concept
- Explaining the stages (Elaborate the content - please refrain only using textbook content)
- Choose 8-10 brands. If the student chooses aviation industry, then all 8-10 brands should be from aviation only. If the student chooses FMCG goods then all 8-10 goods should be from the FMCG area.
- Explain the PLC of the brands
- Compare the PLC of the brands

EXPECTED OUTCOME:

The students must show a comparison of the PLC of the brands. How the PLC of a particular brand has been affected due to the advent of other brands. In case the brand has successfully faced the competition then what did it do to revive its product from the decline stage.

TOPIC 2: PACKAGING AND LABELLING

Students are required to:

1. Collect various 20 to 25 packages for fast moving consumer goods. Create a practical file demonstrating environmentally friendly packaging and labeling strategies adopted by various firms keeping in mind sustainable development goals.

CONTENTS OF THE TOPIC:

- Introduction to Packaging and labelling
- Materials used for packaging
- Introduction to Sustainable packaging and labelling
- Materials used in sustainable packaging and labelling
- Importance of sustainable packaging
- Future of sustainable packaging and labelling
- Sustainable packaging and labelling strategies adopted by FMCG brands

TIP: The student can stick actual product packages (in case the package is in the form of a wrapper) apart from a printed picture.

Expected Outcome:

The project must highlight how the brands have benefitted by adopting sustainable packaging and labelling.

TOPIC 3: PROMOTION MIX

1. Create a project on promotion mix practices followed by Indian firms.

CONTENTS OF THE TOPIC:

- Introduction of promotion mix
- Importance of promotion mix
- Elements of promotion mix
- Promotion mix strategies followed by 5-10 Indian firms
- Comparison of promotion mix followed by Indian firms

TIP: The students have to compare the promotion strategies undertaken by the Indian firms. They can pick one-one popular strategies from each brand and compare the strategies. The students can then give their opinion on which Indian firms strategy was the best and how did they benefit from it.

EXPECTED OUTCOME:

The project must consist the promotion strategies adopted by Indian firms and their comparisons. It should also include information on how the firm benefitted after adopting that strategy.

TOPIC 4: EMERGING TRENDS

Students are required to:

1. Prepare a project report on emerging trends on marketing including social media platforms, use of web pages and websites

CONTENTS OF THE TOPIC:

- Introduction to the emerging trends in the market (detailed explanation of various trends)
- Importance of each trend
- Benefit of the trend to the brands
- Upcoming trends which might become a huge success in the market
- Benefit of social media platforms, web pages and websites to the brand

TIP: The students can write about a brand which benefitted from a particular trend. For e.g., Air India has benefitted from the Chatbot Marketing trend which helped the brand to answer queries on time which led to high sales. The students can write a detailed success story for every trend that they mention.

The same procedure can be repeated for social media platforms as well. For e.g., How Zomato uses IG for creating reels and posts which helped them to get out of many controversies.

EXPECTED OUTCOME:

The project must contain a complete study on how brands will benefit from the emerging trends and social media platforms.

TOPIC 5: CHANNELS OF DISTRIBUTION

Students will be required to:

1. Create a project by visiting different marketing organizations in your locality (retailers, wholesalers, distributor etc.). Take 5 products of your choice and find out which type of channel was involved before it reaches your hand. Also discuss functions of various intermediaries.

CONTENT OF THE TOPIC:

- Introduction to channels of distribution
- Intermediaries in the channels of distribution
- Importance of intermediaries
- Introduction of the products and its type which have been chosen
- The channel of distribution used for reaching the selected product to the consumer and its reason
- New trends in the channels of distribution

TIP: New trends in channel of distribution must include any new method of reaching the product to the end consumer

EXPECTED OUTCOME:

The project file must include information about channels of distribution, its intermediaries, any new trend in the field, etc.

TOPIC 6: PRODUCT DEVELOPMENT

Students will be required to:

1. Develop your own product.

CONTENTS OF THE TOPIC:

- Introduction of your product It must include the following:
 - Name
 - Logo
 - Tagline
 - Packaging - with front Labeling, side Labeling and back Labeling
 - Levels of Packaging
- Type of product (HINT: Classification of product)
- Features of your product
- Unique Selling Proposition of your product

- Price of the product and pricing strategy followed and why?
- Channel of Distribution to be used and why?
- In what Stage of PLC have you place your product?
- Which Marketing Strategy will you adopt during this stage and why?
- Top 5 competitors for your product
- Promotion mix strategies to be adopted

TIP: The students need to design a product on their own. They can create their own IG accounts, dummy websites, etc and paste the pictures of the same in the project file. A 3D model (if possible) of the product can be carried along during the viva voce. The students can also develop eco-friendly product. In case they do this, they can share information about their eco-friendly and sustainable packaging and how it benefits the environment.

EXPECTED OUTCOME:

The project file must consist of a product idea which is not plagiarized from the internet and should have original name, logo, tagline, etc.

TOPIC 7: PRICING STRATEGIES

Students will be required to:

1. Prepare a project file on the pricing strategies adopted by Indian brands.

CONTENTS OF THE TOPIC:

- Introduction to pricing
- Importance of pricing
- Various pricing strategies
- Pricing strategies of 8-10 Indian brands
- Benefit of these strategies to the brands.
- Comparison of the strategies.

TIP: The students need to research about the pricing strategy of Indian brands. Compare the pricing strategies of the brands dealing in the same kind of product. For e.g., the student can research on the pricing strategy of soft drinks and compare them with each other. They can write about how the strategy benefitted the brand.

EXPECTED OUTCOME:

The project file must contain pricing strategies of various brands and its comparisons.

STEPS INVOLVED IN THE CONDUCT OF THE PROJECT:

Students may work upon the following lines as a suggested:

1. Choose a title/topic
2. Collection of the research material/data
3. Organization of material/data
4. Present material/data
5. Analyzing the material/data for conclusion
6. Draw the relevant conclusion
7. Presentation of the Project Work

EXPECTED CHECKLIST FOR THE PROJECT WORK:

1. Introduction of topic/title
2. Identifying the product/service/entrepreneur
3. Identify the State handicraft
4. Various stakeholders and effect on each of them
5. Use of different tools for market assessment and it's analysis
6. Calculation of various costs involved in the selling process
7. Validity, reliability, appropriateness and relevance of data used for research work and for presentation in the project file
8. Presentation and writing that is succinct and coherent in project file
9. Citation of the materials referred to, in the file in footnotes, resources section, bibliography etc.

Viva based on Project

The teacher conducting the final practical examination may ask verbal questions related to the project, if any, done by the student.

RUBRICS PROJECT FILE (MAIN PROJECT FILE)

Presentation	03
Content	06
Creativity	03
Total Marks	10