

HOLIDAY HOMEWORK
CLASS – XII
SUBJECT - BUSINESS STUDIES

1 project on any of the topics:

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

Project Title: Marketing Management

1. Introduction

- 1.1. About the project
- 1.2. Objective of the Project
- 1.3. Research Methodology
- 1.4. Survey through Questionnaire**

Prepare a questionnaire of about 15-20 questions

1.5. About the Company (History, Growth, Financial, etc...)

1.6. Competitive brands

List at least 5 competitive brands with figure and special features and price

1.7. License and Registration requirements if any for you product

2. Product Mix

- 2.1. About your product**
- 2.2. Key features of your product**
- 2.3. Key ingredients of your product**
- 2.4. Range of your product**

2.5. Branding

- 2.5.1. Name
- 2.5.2. Logo
- 2.5.3. Tagline

2.6. Labelling

2.7. Packaging (variety)

2.8. Unique Selling Proposition (USP) of your Product

3. Price

3.1. Selling price of your product

- 3.1.1. To Consumer

- 3.1.2. To Retailer
 - 3.1.3. To Wholesaler
- 4. Promotion Mix
 - 4.1. Advertisement (Media & Budget)
 - 4.2. Sales Promotion
 - 4.2.1. Scheme for consumer
 - 4.2.2. Scheme for Retailer
 - 4.2.3. Scheme for wholesaler
- 5. Place
 - 5.1. Distribution Channel (with reasons)
 - 5.2. Means of Transportation
 - 5.3. Decision Relation to Warehouse
 - 5.4. Integration of production and distribution process
- 6. Cost effective techniques followed by you as compare to competitors
- 7. Conclusion
- 8. Reference
 - 8.1. Websites
 - 8.2. Books

Project Title: Stock Exchange

- 9. Introduction
 - 9.1. About the project
 - 9.2. Objective of the Project
 - 9.3. Research Methodology
- 10. Business Finance
 - 10.1. Sources of Business Finance
 - 10.2. Financial Market
 - 10.3. Money Market
 - 10.4. Capital Market
 - 10.5. Primary Market (IPO)
 - 10.6. Secondary Market
- 11. Importance / Functions of Stock Exchange
- 12. Development of Stock Exchange in India
 - 12.1. History
 - 12.2. Bombay Stock Exchange (With Figure of BSE)
 - 12.2.1. Market Segment

12.3. National Stock Exchange(With Figure of NSE)

12.3.1. Market Segment

12.4. SENSEX

12.4.1. Meaning

12.4.2. Table of Constituents

Sl. No.	Name of Company	Sector	Market Capitalisation
1			

12.5. NIFTY

12.5.1. Meaning

12.5.2. Table of Constituents

Sl. No.	Name of Company	Sector	Market Capitalisation
1			

12.6. **Leading Global Staci Indices (NASDAQ, S & P 500, Dow Jones Industrial Average, FTSE 100, NIKKI 225, Sanghai composite, HenSeng, SGX Nifty)**

13. Trading Procedure

14. Settlement Procedure

15. Trading Time

16. Trading Holidays

17. List of some companies listed In Stock Exchange(at least 25 shares)

Sl. No.	Company Name	Sector	Stock Exchange	Current Market Price
1				

18. Portfolio (Purchase share of 5 companies and invest Rs. 50,000)

18.1. Date of creation

On 25th Nov. 2014 I have created a portfolio of the following shares;

18.2. Name of Company with sector (area of business)

19. Price movement of portfolio shares

19.1. Company 1 (for one month starting from Nov. 25) Table and graph

Date	Previous Close	Open price	High Price	Low Price	Close Price
Nov 25					

19.2. Company 2 (for one month starting from Nov. 25)

Table

Graph (date and closing price)

19.3. Company 3 (for one month starting from Nov. 25)

- Table
- Graph (date and closing price)
- 19.4. Company 4 (for one month starting from Nov. 25)
 - Table
 - Graph (date and closing price)
- 19.5. Company 5 (for one month starting from Nov. 25)
 - Table
 - Graph (date and closing price)

20. Sale of Portfolio

Date of sale: After 30 days

Stock Name	Quantity Purchased	Purchase Price per share	Total Investment amount	Selling price per share	Value of Investment on sale date	Net Gain / Loss
1						In Amount In Percentage

21. Analysis and conclusion

- 21.1. Reasons for fluctuation of price
- 21.2. Conclusion

22. References

- 22.1. Websites (List all websites you have visited)
- 22.2. Books

**Project Title: Principle of Management
(Big Bazaar / McDonald / Domino's)**

23. Introduction

- 23.1. About the project
- 23.2. Objective of the Project
- 23.3. Research Methodology
- 23.4. Prepare a questionnaire of about 10 to 15 questions, to asked to various members of the orgainsation

24. About the company of your study

- 24.1.1. History & Growth
- 24.1.2. Business Interest
- 24.1.3. Product offered
- 24.1.4. Give picture and figure etc with above

25. Various principle of Henry Fayol

- 25.1. About Henry Fayol

25.2. Explain all principles of management one by one

25.2.1. Meaning

25.2.2. Positive Effect

25.2.3. Adverse effects of Violation

25.2.4. Applicability of this principle

25.3. Finally make a table to show your observation

Sl. No.	Name of Principle	Applicable	Not-Applicable

26. conclusion

27. References

27.1. Websites (List all websites you have visited)

27.2. Books

Project Title: Effects of Business Environment on Indian Soft Drinks Industry

28. Introduction

28.1. About the project

28.2. Objective of the Project

28.3. Research Methodology

28.4. About the soft drinks markets

29. Participants of Indian soft Drink Industry

29.1. From Sixties to Nineties

29.1.1. History

29.1.2. Details of all participants

29.1.3. Their In and Out of Indian market

29.2. From 1991 onwards

Writes notes on all important event and introduction of products

29.3. Competitive brands in the Industry

List at least 5 competitive brands with figure and special features, taste etc.

30. Impact of Business Environment

30.1. Introduction Paragraph

30.2. Economic Environment (With Photograph and graph if any)

30.3. Social Environment (With Photograph and graph if any)

30.4. Impact of Technological Environment (With Photograph and graph if any)

30.5. Legal Environment (With Photograph and graph if any)

31. Environmental Factors

32. Conclusion

33. Reference

33.1. Websites

33.2. Books

- 34. Changes witnessed over the last few years on mode of packaging and its economical.
The changes in transportation of fruits and vegetables such as cardboard
- 35. Milk being supplied in glass bottles , later in plastic bags and now in tetrapack and through vending machines.
- 36. Plastic furniture [doors and stools] gaining preference over wooden furniture.
- 37. The origin of cardboard and the various stages of changes and growth.
- 38. Brown paper bags packing to recycled paper bags to plastic bags and cloth
- 39. Re use of packaging [bottles, jars and tins] to attract customers for their product
- 40. The concept of pyramid packaging for milk.
- 41. Cost being borne by the consumer/manufacturer.
- 42. Packaging used as means of advertisements.

REVISION ASSIGNMENTS

Chapter – 1: Nature and Significance of Management

Very Short Answer Type Questions: [1 Mark Each]

- Q.1. Name any two designations given to the first level managers.
- Q.2. What is the aim of management?
- Q.3. Why is management an intangible force?
- Q.4. Prachi Ltd. uses environmental-friendly methods of production. Identify the objective it is trying to achieve.

Short Answer Type Questions: [3/4 Marks]

- Q.5. Management is a science like Physics & Chemistry. Do you agree with this statement? Give reasons in support of your answer.
- Q.6. Mr. Ram, Mr. Rahim and Mr. Joy are the production managers of three different manufacturing firms; they follow different strategies to manage production. Due to power failure most of the times, Mr. Ram, operates on double shifts in order to complete target production. He is able to achieve target but at higher cost. Mr. Rahim's main consideration is cost cutting. So he concentrates more on producing goods with fewer resources. He is unable to achieve target production. Mr. Joy uses minimum resources to achieve target production and is also able to produce goods at lower cost. (i) In the above case two important aspects of management have been

highlighted, which are alike two sides of the same coin. Identify and explain those two aspects. (ii) Identify the manager who has considered both aspects. (iii) Identify the managers who have considered only one aspect. (iv) Though Mr. Ram and Mr. Rahim have failed to achieve both the aspects identified in part (i) above, yet they have strived to achieve the same. Identify the value being highlighted.

- Q7. Management of XYZ Ltd fulfills all its objectives and the organization is able to work effectively and efficiently. It is using environment friendly methods of production and disposing off the waste material either by recycling it or using the same for landfill in such a manner that the aquatic life is not disturbed. Thus it also provides employment opportunities to the disadvantaged section of the society. (i) Identify the objective of Management of XYZ Ltd which it wants to fulfill by doing the above activities. (ii) State the other two values which Management of XYZ Ltd. should fulfill. (iii) Identify any two values which management of XYZ Ltd can communicate through fulfilling the objectives as stated in part (ii).
- Q8. Rajan Ltd. is engaged in manufacturing electrical appliances. The company has been facing lot of problems for the last few months because of chaos between two departments viz; Production department and Sales Department. Sales Department blames Production Department for delayed production. However, production Department blames Sales Department for poor sales. The force that can integrate the two Departments is missing. (i) Identify the missing force in the above case and list its two characteristics. (ii) List any two values which can be cultivated among the employees by using the force identified in (a) above.

Long Answer Type Questions: 5/6 Marks]

- Q.9 "To manage is to forecast & to plan, to organize, to command, to co-ordinate & to control." Explain briefly the functions of management in the light of this statement.
- Q.10 "Management is a series of continuous interrelated function with no pre-determined sequence." Comment.
- Q.11 Do you think management has the characteristic of a full -fledged profession?

Chapter – 9 Business Finance

Short Answer Type Questions: [3/4 Marks]

- Q.1 'Wealth Maximization' is an important objective of financial management. Explain briefly.
- Q.2. Are the shareholders of a company likely to gain with a debt component in the Capital employed? Explain with the help of an example.
- Q.3. Length of production cycle affects the working capital requirements of an organization. Explain how?

Long Answer Type Questions: [5/6 Marks]

- Q.4. What is meant by Working Capital? How is it calculated? Discuss five important determinants of working capital requirements.
- Q.5. "Financing decision determines the overall cost of capital and financial risk. Explain.
- Q6. It is one of the decision taken under financial decisions that involves how much profit earned by the company (after paying tax) is to be distributed among the shareholders and how much of it should be retained in the business. (i) Identify the financial decision involved in the above paragraph. (ii) What is the main objective of the decision identified in (i). (iii) Name the value being emphasized in the financial decision identified in (i) above.
- Q7. A State Electricity Board under the ownership of State Government was privatized in 2001. The company raised funds by issue of equity shares of Rs. 10 each sold at a premium of 100% i.e. for Rs. 20 each. The market price of share reached a value of Rs. 32 on first day of trading. The company has since been in operation for eight years as a private sector company. The company has shown remarkable growth as indicated by rise in revenues, operating profit, profit after tax resulting into maximization of wealth of its shareholders. It has increased its assets base by buying fixed assets. As a private sector company, it has paid dividends in accordance with the policy stated in the prospectus. (i) What decisions have been taken in achievement of the objectives of financial management after privatization? (ii) Explain the decision identified in (i). (iii) How has a company maximized the wealth of its shareholders.
- Q8. Financial planning is essentially the preparation of a financial blueprint of an organization's future operations. The objective of financial planning is to ensure that enough funds are available at right time. (i) State any one importance of financial planning. (ii) What will happen if enough funds are not available at the right time? (iii) Identify the value which is being emphasized in financial planning.
- Q9. On the one hand investors in general, view an increase in dividend as good news and stock prices react positively to it but on the other hand the Companies Act places certain restrictions on payouts as dividend. These restrictions must be adhered to while declaring the dividend. (i) Identify the factor affecting dividend decision under which investors consider an increase in dividend as a good news. (ii) Identify the value which is being emphasized by the Companies Act in placing certain restrictions on payouts as dividends. (iii) Identify the value which is being emphasized when company declares dividend as per the provisions of the Companies Act.

Chapter – 10 Financial Markets

Very Short Answer Type Questions: [1 Mark Each]

- Q.1. Define Depository.
- Q.2. Mention any two documents which are required to open a demat account.
- Q.3. What are depository services.

Short Answer Type Questions: [3/4 Marks]

- Q.4. (i) Who are financial intermediaries in the capital market? (ii) Explain briefly the importance of capital market.
- Q.5. Explain the different types of depository services.
- Q.6. Define Demat Account. Briefly explain the benefits of opening Demat Account.
- Q.7. "Securities & Exchange Board of India (SEBI) is the watch dog of the securities market." Do you agree? Give four reasons in support of your answer.

Long Answer Type Questions:[5/6 Marks]

- Q.8. A Stock Exchange is an institution which provided a platform for buying and selling of existing securities. As a market, the stock exchange facilitates conversion of a security (shares, debentures etc.) into money and vice versa. Stock exchanges help companies raise finance, provide liquidity and safety of investment to the investors, pricing of securities etc. (i) State any two more functions of stock exchange. (ii) Name the values which stock exchange strives to fulfill through its functions.
- Q.9. Few years ago, there were many malpractices and unfair trading practices like price – rigging, unofficial premium on new shares etc. All these had eroded investors' confidence and multiplied their grievances. To overcome these, Government of India decided to set up a separate regulatory body for this purpose. (i) Name the separate body set up by Government of India. (ii) Write two objectives of that regulatory body. (iii) Identify the value which the separate body identified in (i) strives to fulfill through its functions.
- Q.10. The basic purpose of SEBI is to create an environment to facilitate efficient mobilization and allocation of resources through the securities markets. It also aims to stimulate competition and encourage innovation. This aims at meeting the needs of the three groups which basically constitute the markets. (i) Name the three groups which basically constitute the markets. (ii) What is the overall objective of SEBI? (iii) Give one regulatory function of SEBI. (iv) With a view to making all intermediaries like brokers, merchant bankers etc competitive and professional; all intermediaries are to be regulated by a code of conduct. Identify the value which is being emphasized in regulating the code of conduct.
- Q.10. Financial market is a market where financial transactions in the form of creation of financial assets such as initial issue of shares/debentures and/or exchange of financial assets such as purchase/sale of shares/debentures occur. (i) Name the two classifications of financial market. (ii) It is one of the constituents of either of the

above two classifications of financial market through which funds are raised by issuing prospectus. Name it. (iii) It is one of the constituents of either of two classification of financial market, which provides liquidity and marketability to existing securities. Name it. (iv) Identify the value emphasized in the functions performed by the financial market.

Unit 11 : Marketing Management

Chapter – 11 Marketing

Very Short Answer Type Questions: 1 Mark Each]

- Q.1 How does marketing help an enterprise to establish a place in the market?
- Q.2. Is marketing mix a set of controllable or uncontrollable variables?
- Q.3. Which concept of marketing suggests that the organization should earn profit through consumer satisfaction & social welfare?

Short Answer Type Questions: [3/4 Marks]

- Q.4. “Depending on the role that an organization wants to play in the market, it determines its product prices.” Explain the types of roles that are available to the organization and their effect on price determination.
- Q.5. “Place Mix has no relevance and, therefore, it should not be a part of the marketing mix.” Comment.

Long Answer Type Questions: [5/6 Marks]

- Q6. The process of marketing involves market research, product planning & development, branding and pricing. Explain.
- Q.7. What are the major activities involved in the physical distribution of goods?
- Q.8. Bhuvan & Company has invented a fuel saving instrument which can reduce the consumption of the petrol & diesel if it is attached in the engine of a vehicle. Which management philosophy is demonstrated?
- Q.9. It is one of the elements of market mix which contains one of the most important decisions that a marketer has to take to promote sales. This decision was taken by Mr. Sunder, Sales Manager of Creative Ltd., which facilitated the customers in product identification and hence ensured quality. It also built up their confidence and help in increasing their level of satisfaction. (i) Identify the element of market mix and the important decision taken by Mr. Sunder mentioned above. (ii) Name the other elements of marketing mix. (iii) How does the important decision help the marketer? State any two benefits. (iv) Identify the value being emphasized by ensuring quality products for the consumers.
- Q.10 Ajay was appointed a marketing head of ‘Alfa Enterprise’ manufactures of toothpastes and toothbrushes. His target sale was 2,000 units a month. Apart from

thinking about various channels of distribution to achieve the target, he himself started visiting schools in backward areas. He found that even after taking various steps and counseling, some school children had not started brushing their teeth. He investigated and found that they could not afford to buy toothbrush and toothpaste. So, with due permission, he started donating 200 toothbrushes and toothpastes every month to the school. (i) Identify the channel of distribution 'Ajay' would adopt for distribution of toothpaste and toothbrushes and justify it by giving on reason. (ii) State any two values which Ajay wants to communicate to the society.

Unit 12 : Consumer Protection

Chapter – 12 Consumer Protection

Very Short Answer Type Questions: [1 Mark Each]

- Q.1. Shobhit purchased a house for Rs. 50 lakhs and found it different from what was agreed. He wants his money back. Suggest him the appropriate authority to file his complaint in the three-tier machinery under the Consumer Protection Act, 1986?
- Q.2. Which consumer Right gives the business firms freedom to set up their own consumer service and grievance cell?

Short Answer Type Questions: [3/4 Marks]

- Q.2. I saw an advertisement in the newspaper regarding a domestic iron and ordered the same to the shopkeeper. What will be my responsibilities as a consumer, so that I shall not be exploited by the shopkeeper?
- Q3. Who can file a complaint before the appropriate consumer forum and against whom?

Long Answer Type Questions: [5/6 Marks]

- Q.4. "Consumer protection is in long-term interest of business. Mention the aspect which is highlighted by this statement and explain any two more points of this aspect.
- Q.5. Name the types of organizations besides Government which play active role in consumer protection and explain any four functions relevant for promoting and protecting interest of consumers.
- Q6. Under one of the legislations of the Parliament, enacted in 1986, every consumer has a right to be protected against goods and services which are hazardous to life and health. Electro Ltd. manufactures and sells substandard electrical appliances. As these appliances did not conform to the safety norms and a mark assuring quality specification was missing. Cases were noticed where these substandard appliances had caused serious injury to many consumers. (i) Identify the legislation referred above. (ii) Which consumer right has been highlighted in the above case? (iii) Name the mark which the consumer should see before buying any electrical appliances to

ensure safety. (iv) Name and explain the consumer right where a consumer has a right to have complete information about that product he intends to buy.

- Q.7. The owner of a restaurant is charging Rs. 30 for a bottle of water from a customer, whereas the maximum retail price of the bottle is Rs. 12. One of the consumers (a member of NGO) has objected to this but the owner continues with this malpractice. (i) What may be the possible reasons why other consumers are not objecting to this? (ii) Which right of the consumer Protection Act is required to be known by the consumers to have objection for this type of malpractice? Explain the right. (iii) Identify any two social values that the manufacturer must follow.
- Q.8. Tanuja purchased some households' goods from a 'General Store'. After reaching home she found a body lotion in her bag which had not billed for. She checked the date of expiry and other details and after satisfying herself she started using it. Immediately she developed some rashes on her skin. (i) As a consumer where should Tanuja file a complaint? (ii) Also state who can file a complaint under Consumer Protection Act, 1986? (State any two). (iii) Which 'value' may be conveyed to the society from the above case and how?
- Q.9. A consumer has the freedom to choose from a variety of products at competitive prices. The marketers should offer a wide variety of products in terms of quality, brand, price, size etc and allow a consumer to make a choice from amongst these. Jaya, a class XII student was in need of a ball-pen. She went to the nearest stationery shop. The shopkeeper showed her a wide variety of ball-pens having of different prices. She selected a pen and paid Rs. 250, the maximum retail price of the pen, and took cash memo for the same. (i) Which consumer right is available to Jaya? (ii) Identify the right that powers a consumer to file a complaint and to be heard in case of dissatisfaction with a good or a service. (iii) Name the value which is emphasized by providing a consumer right mentioned in part (i) above.
- Q10. Mr. Piyush purchased one laptop for Rs. 1.5 Lakh from ABC Electronics. After few days of operating the laptop, Mr. Piyush found its keyboard of the laptop defective. He filed his complaint to ABC Electronics. Despite, many complaints, the defect was not rectified. (i) Where can he file his complaint? (ii) Within what period must the complaint be filed? (iii) What other options are available to him if he is not satisfied with the above referred body? (iv) Suppose Mr. Piyush bought 70 Laptops, instead of one, at Rs. 1,05,00,000 with defective keypads, then where can he file his complaint. (v) What remedies are available to him if the court is satisfied with the genuineness of the complaint?