

DELHI PUBLIC SCHOOL, JAMMU

HOLIDAY HOMEWORK

SESSION-2022-23

CLASS
SUB-BUSINESS STUDIES

XII

Good management is the art of making problems so interesting and their solutions so constructive that everyone wants to get to work and deal with them.

Topic- Prepare a project on any one product/service which the students may like to manufacture/provide [pre-assumption].

Instructions for the Project work

Students may work upon the following lines :

Choose a title/topic

Collection of the research material/data

Organization of material/data

Present material/data

Analysing the material/data for conclusion

Draw the relevant conclusion

Presentation of the Project Work

• The project report should include the following:

1. Type of product /service identified and the (consumer/industries) process involved therein.
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.

Details of Project File:

1. Title Page
2. Acknowledgment
3. Certificate

4. Index
5. Introduction of product/service (name, logo, tagline)
6. Pricing of the product
7. Selecting the distribution channel
8. Promotional strategies
9. Comparative analysis
10. Conclusion
11. Bibliography.

Note: The file is to be prepared on Plain White A4 sized sheets.

Rubrics

Creativity in Presentation	4 marks
Content	4 marks
Timely submission	2 marks