**BUSINESS STUDIES (Code No. 054)**

**CLASS–XI (2014-15)**

**100 Marks 3 Hours**

 **Units Periods Marks**

 **Part A Foundations of Business**

1 Nature and Purpose of Business 22 20

2 Forms of Business Organisations 26

3 Public, Private and Global Enterprises 22 18

4 Business Services 22

5 Emerging Modes of Business 12 12

6 Social Responsibility of Business and Business Ethics 16

 **120 50**

**Part B Finance and Trade**

7 Sources of Business Finance 30 20

8 Small Business 16

9 Internal Trade 30 20

10 International Business 14

11 Project Work 30 10

 **120 50**

**PART A: FOUNDATION OF BUSINESS 120 Periods**

**Unit 1: Nature and Purpose of Business: 22 Periods**

Concept and characteristics of business.

Business, profession and employment -Meaning and their distinctive features.

Objectives of business - Economic and social, role of profit in business

Classification of business activities: Industry and Commerce.

Industry - types: primary, secondary, tertiary - Meaning and sub types

Commerce - trade: types (internal, external, wholesale and retail; and auxiliaries to trade: banking, insurance,

 transportation, warehousing, communication, and advertising.

Business risks - Meaning, nature and causes.

Concept includes meaning and characteristics / features.

*Meaning of business with special reference to economic and non-economic activities.Two or three definitions of*

*business with one conclusive definition.*

*Fundamental features of business which differentiate it with other activities of society.*

*Meaning of profession and employment with one definition of each including all their features.*

*Differentiating features of business, profession and employment.*

*Meaning and classification of objectives of business as: Economic and Social*

*Economic Objectives - Profit earning, survival, growth*

*Social Objectives - Production and supply of quality goods and services*

*Role of Profit - As a source of income for business persons for meeting expansion requirements.*

*Indication of efficient working of business and building its reputation of business.*

*Meaning of industry and commerce with examples.*

*Industry: Meaning of primary, secondary and tertiary industries with 2-3 examples.*

*Commerce : Meaning of Trade and Auxiliaries to trade. Meaning of commerce : Meaning of different types of trade*

*-Internal, External, Wholesale, and Retail Traders: Meaning of different auxiliaries to trade- Banking, Insurance, Transportation, Warehousing, Communication and Advertising.*

*Meaning of risks as a special characteristic of business including all possible causes.*

**Unit 2: Forms of Business organizations 26 Periods**

Sole Proprietorship- meaning, features, merits and limitations.

Partnership- Features, types, merits and limitations of partnership and partners, registration of a partnership

 firm, partnership deed. Type of partners.

Hindu Undivided Family Business: features.

Cooperative Societies- features, types, merits and limitations.

Company: private and public company -features, merits and limitations.

Formation of a company- four stages, important document (Memorandum of Association, Articles of

 Association, relevance of certificate of incorporation and certificate of commencement.)

Starting a business - Basic factors.

*Meaning of forms of business organisations*

*Meaning and definition of sole proprietorship, its features merits and limitations.*

*Definition of partnership as per partnership act 1932*

*Types of partnership : On the basis of duration or on the basis of liability.*

*Limited liability partnership- Meaning and examples*

*Types of partners: Active, sleeping, secret and nominal partner, partner by estoppel.*

*Meaning of partnership firms with 5-6 major aspects*

*Need for registration*

*Types : Consumers, producers, marketing, farmers, credit and housing co-operatives.*

*Meaning and definition of private and public company.*

*Difference between private and public company.*

*Features, merits and limitations of private and public company.*

*Stages in the formation of a company in brief.*

*Knowledge about selection of a business and its size and form of business organization.*

*Understanding factor to decide location of business, financing and physical facilities.*

**Unit 3: Public, Private and Global Enterprises 22 Periods**

Private sector and public sector enterprises.

Forms of public sector enterprises: features, merits and limitations of departmental undertakings, statutory corporation and Government Company.

Changing role of public sector enterprises.

Global enterprises, Joint ventures, Public Private Partnership - Features

*Develop an understanding of public, private and global enterprises.*

*Activity to identify various types of public enterprises.*

*Develop an understanding for the changing patterns by studying global enterprises joint ventures and public private partnership.*

*Private Sector and Public Sector: Meaning*

*Forms of Public Sector Enterprises: Departmental Undertakings, Statutory Corporation, Government Company*

***(Features, Meaning, Merits and Limitation of each.)***

*Global enterprises, Joint ventures, Public private partnership- Meaning and Features.*

**Unit 4: Business Services 22 Periods**

Banking: Types of bank accounts- savings, current, recurring, fixed deposit and multiple option deposit

account.

Banking services with particular reference to issue of bank draft, banker's cheque (pay order), Real Time

Gross Settlement(RTGS), National Electronic Funds Transfer (NEFT), bank overdraft, cash credits and

e- banking.

Insurance: principles, concept of life, health, fire and marine insurance.

Postal and telecom services: mail Under Postal Certificate (UPC), registered post, parcel, speed post and

courier) and other services.

*Banking: Types of Bank Accounts- Saving, current, recurring and fixed deposit Accounts along with specific features of each.*

*Banking Services Meaning and special features of each bank draft, banker's cheque (Pay order), RTGS (Real Time Gross Settlement) NEFT (National Electronic Funds Transfer). Bank overdraft, cash credits, e-banking.*

*E Banking : Meaning of e- banking and ways of e-banking: Automated Teller Machine (ATM), Debit Card, Credit Card, internet banking and mobile banking.*

*Meaning and principle of insurance utmost good faith, insurance interest, indemnity, contribution, doctrine of*

*subrogation and cause proxima.*

*Meaning and distinction between life, health, fire and marine insurance.*

*Meaning and uses of mail* Under Postal Certificate (UPC), *Registered Post, Parcel, Speed Post, Courier) and*

*Saving schemes (Recurring Deposit, National Savings Certificated (NSCs), Kisan Vikas Patra (KVP), Public*

*Provident Fund (PPF), Monthly Income Scheme (MIS).*

**Unit 5: Emerging Modes of Business 12 Periods**

E-business - scope and benefits, resources required for successful e-business implementation, online transactions, payment mechanism, security and safety of business transactions.

Outsourcing-concept, need and scope of Business Process Outsourcing (BPO) and Knowledge Process

Outsourcing (KPO).

Smart cards and ATM's meaning and utility

***E-Business - Scope and Benefits, Resources required for successful e-business implementation, Online***

***transactions, Payment mechanism, Security and Safety of business transactions.***

*Meaning benefits and limitations of e-banking*

*Meaning and process of online transaction*

*Ways of payment through online*

*Methods of secure and safe business transactions*

***Outsourcing-Concept, Need and Scope of Business Process Outsourcing (BPO) and Knowledge Process***

***Outsourcing (KPO).***

*Meaning and features of outsourcing and its need*

*Meaning of Business Process and Knowledge Process Outsourcing.*

**Unit 6: Social Responsibility of Business and Business Ethics 16 Periods**

Concept of social responsibility

Case for social responsibility

Responsibility towards owners, investors, consumers, employees, government and community

Environment protection and business

*Meaning definition and need of social response sibling of business.*

*Responsibility towards investors, consumers, employees, government and community.*

*Meaning, need and role of environmental protection.*

*Meaning and basic elements of business ethics*

**PART B: FINANCE AND TRADE 120 Periods**

**Unit 7: Sources of Business Finance 30 Periods**

Concept of business finance

Owner's funds - equity shares, preference share, Global Depository Receipt (GDR), American Depository

Receipt (ADR), International Depository Receipt (IDR) and retained earnings.

Borrowed funds: debentures and bonds, loan from financial institution, loans from commercial banks,

public deposits, trade credit, Inter Corporate Deposits (ICD).

*Meaning and need of business finance*

*Sources- Owners funds; Borrowed funds*

*Meaning, merits and limitations of owners' funds, equity shares, preference shares and retained earnings.*

*Borrowed Funds- Debentures and bonds, loans from financial institutions, loans from Commercial banks, public deposits, Trade Credit, Inter Corporate Deposits (ICD).*

*Meaning, merits and limitations of borrowed funds, debentures, bonds, loans from financial institutions, trade credit and inter corporate deposits*

**Unit 8: Small Business 16 Periods**

Small scale enterprise as defined by MSMED Act 2006 (Micro, Small and Medium Enterprise Development Act).

Role of small business in India with special reference to rural areas.

Government schemes and agencies for small scale industries: (National Small Industries Corporation) and

District Industrial Center (DIC) with special reference to rural, backward and hilly areas.

*Meaning and definition of small scale enterprise as per MSMED Act 2006*

*Distinction between Micro, Small and Medium enterprises.*

*Different government schemes and functions of agencies.*

**Unit 9: Internal Trade 30 Periods**

Services rendered by a wholesaler and a retailer

Types of retail -trade - Itinerant and small scale fixed shops

Large scale retailers - Departmental stores, chain stores, mail order business

Concept of automatic vending machine

Chambers of Commerce and Industry: Basic functions

Main documents used in internal trade: Performa invoice, invoice, debit note, credit note. Lorry receipt

(LR) and Railway Receipt (RR)

Terms of Trade: Cash on Delivery (COD) , Free on Board (FOB), Cost, Insurance and Freight (CIF),

Errors and Omissions Excepted (E&OE)

*Types of Retail Trade - Itinerants and small scale fixed shops:- Meaning and features.*

*Large Scale Retailers- Department stores, Chain Stores, Mail Order Business, Automatic Vending Machine.*

*Chambers of Commerce and Industry: Basic Functions*

*Main Documents Used in Internal trade: Performa Invoice, Invoice, Debit Note, Credit Note, LR (Lorry Receipt), RR (Railway Receipt) Meaning , uses and formats*

*Terms used in Trade: Cash on Delivery (COD), Free on Board (FOB), Cost Insurance and Freight (CIF),Errors*

*and Omissions Excepted (E&OE): Meaning.*

**Unit 10: International Trade 14 Periods**

Meaning, difference between internal trade and external trade: Meaning and characteristics of international trade.

Problems of international trade: Advantages and disadvantages of international trade

Export Trade - Meaning, objective and procedure of Export Trade

Import Trade - Meaning, objective and procedure: Meaning and functions of import trade; purpose and procedure

Documents involved in International Trade; documents involved in export trade, indent, letter of credit,

shipping order, shipping bills, mate's receipt, bill of lading, certificate of origin, consular invoice,

documentary bill of exchange (DA/DP), specimen, importance

World Trade Organization (WTO) meaning and objectives

*Need of International Trade and Complexities faced by Business enterprises in International Trade.*

*Uses of different documents used in International Trade.*

*Procedure followed in Export and Import Business.*

*Historical perspective of WTO*

*Different types of agreement (Four agreement)*

**Unit 11: Project Work 30 Periods**

As per CBSE guidelines

**Accountancy (Code No.055)**

**Class–XI (2014-15)**

 **Theory: 90 Marks 3 Hours**

**Units Periods Marks**

**Part A: Financial Accounting-I**

Unit-1: Theoretical Framework 25 15

Unit-2: Accounting Process and Special Accounting Treatment 95 35

 **120 50**

**Part B: Financial Accounting-II**

Unit-3: Financial Statements of Sole Proprietorship from Complete and Incomplete Records 40 15

Unit-4: Financial Statements of Not-for-Profit Organisations 30 15

Unit-5: Computers in Accounting 20 10

 **90 40**

**Part C: Project Work 30 10**

**Part A: Financial Accounting - I 50 Marks**

**Unit 1: Theoretical Framework 25 Periods**

Introduction to Accounting 11 Periods

• Accounting- objectives, advantages and limitations, types of accounting information; users of accounting

information and their needs.

• Basic accounting terms: business transaction, account, capital, drawings, liability (Non - current and

current); asset (Non - current; Fixed Assests: tangible and intangible assets and current assets), receipts

(capital and revenue), expenditure (capital, revenue and deferred), expense, income, profits, gains and

losses, purchases, purchases returns, sales, sales returns, stock, trade receivables (debtors and bills

receivable), trade payables (creditors and bills payable), goods, cost, vouchers, discount - trade and cash.

**Theory Base of Accounting 14 Periods**

• Fundamental accounting assumptions: going concern, consistency, and accrual.

• Accounting principles: accounting entity, money measurement, accounting period, full disclosure, materiality, prudence, cost concept, matching concept and dual aspect.

• Bases of accounting - cash basis and accrual basis.

• Accounting Standards and IFRS (International Financial Reporting Standards): Concept and Objectives

**Unit 2: Accounting Process and Special Accounting Treatment 95 Periods**

**Recording of Transactions 23 Periods**

• Accounting equation: analysis of transactions using accounting equation.

• Rules of debit and credit: for assets, liabilities, capital, revenue and expenses.

• Origin of transactions- source documents (invoice, cash memo, pay in slip, cheque), preparation of

vouchers - cash (debit and credit) and non cash (transfer).

• Books of original entry: format and recording - Journal.

• Cash Book: Simple Cash Book, Cash Book with Discount Column and Cash Book with Bank and

Discount Columns, Petty Cash Book.

• Other books: purchases book, sales book, purchases returns book, sales returns book and journal proper.

**Preparation of Bank Reconciliation Statement, Ledger and Trial Balance. 23 Periods**

• Bank reconciliation statement- calculating bank balance at an accounting date: need and preparation.

Corrected cash book balance.

• Ledger - format, posting from journal, cash book and other special purpose books, balancing of accounts.

• Trial balance: objectives and preparation

(Scope: Trial Balance with balance method only)

**Depreciation, Provisions and Reserves 16 Periods**

• Depreciation: concept, need and factors affecting depreciation; methods of computation of depreciation:

straight line method, written down value method (excluding change in method)

• Accounting treatment of depreciation: by charging to asset account, by creating provision for

depreciation/ accumulated depreciation account, treatment of disposal of asset.

• Provisions and reserves: concept, objectives and difference between provisions and reserves; types of

reserves- revenue reserve, capital reserve, general reserve and specific reserves.

**Accounting for Bills of Exchange 16 Periods**

• Bills of exchange and promissory note: definition, features, parties, specimen and distinction.

• Important terms : term of bill, due date, days of grace, date of maturity, discounting of bill, endorsement

of bill, bill sent for collection, dishonour of bill, noting of bill , retirement and renewal of a bill.

• Accounting treatment of bill transactions.

**Rectification of Errors 17 Periods**

• Errors: types-errors of omission, commission, principles, and compensating; their effect on Trial Balance.

• Detection and rectification of errors; preparation of suspense account.

**Part B: Financial Accounting - II 40 Marks**

**Unit 3: Financial Statements of Sole Proprietorship: From Complete and Incomplete Records 40 Periods**

• Financial Statements: objective and importance.

• Profit and loss account: gross profit, operating profit and net profit.

• Balance Sheet: need, grouping, marshalling of assets and liabilities.

• Adjustments in preparation of financial statements : with respect to closing stock, outstanding expenses,

prepaid expenses, accrued income, income received in advance, depreciation, bad debts, provision for

doubtful debts, provision for discount on debtors, manager's commission, abnormal loss, goods taken

for personal use and goods distributed as free samples.

• Preparation of Trading and Profit and Loss Account and Balance Sheet of sole proprietorship.

• Incomplete records: use and limitations. Ascertainment of profit/loss by statement of affairs method.

**Unit 4: Financial Statements of Not-for-Profit Organizations 30 Periods**

• Not-for-profit organizations: concept.

• Receipts and Payment account: features.

• Income and Expenditure account: features. Preparation of Income and Expenditure account and Balance

Sheet from the given Receipts and Payments account with additional information.

**Scope:**

(i) Adjustments in a question should not exceed 3 or 4 in number and restricted to subscriptions,

consumption of consumables, and sale of assets/ old material.

(ii) Entrance/ admission fees and general donations are to be treated as revenue receipts.

(iii) Trading Account of incidental activities is not to be prepared.

**Unit 5: Computers in Accounting 20 Periods**

• Introduction to Computer and Accounting Information System {AIS}: Introduction to computers

(Elements, Capabilities, Limitations of Computer system),

• Introduction to operating software, utility software and application software. Introduction to Accounting Information System (AIS), as a part of MIS

• Automation of Accounting Process. Meaning

• Stages in automation (a) Accounting process in a computerised environment (Comparison between

manual accounting process and Computerised accounting process.) (b) Sourcing of accounting Software

(Kinds of software: readymade software; customised software and tailor-made software; Generic

Considerations before sourcing accounting software)(c)Creation of Account groups and hierarchy ( d)

Generation of reports - Trial balance, Profit and Loss account and Balance Sheet.

• The scope of the unit is to understand accounting as an information system for the generation of

accounting information and preparation of accounting reports.

• It is presumed that the working knowledge of Tally software will be given to the students for the

generation of accounting software. For this, the teachers may refer Chapter 4 of Class XII NCERT

textbook on Computerized Accounting System.

**Part C: Project Work (Any One) 10 Marks 30 Periods**

1. Collection of Source Documents, Preparation of Vouchers, Recording of Transactions with the help of

vouchers.

2. Preparation of Bank Reconciliation Statement with the given cash book and the pass book with twenty

to twenty-five transactions.

3. Comprehensive project starting with journal entries regarding any sole proprietorship business, posting

them to the ledger and preparation of Trial balance. The students will then prepare Trading and Profit

and Loss Account on the basis of the prepared trial balance. Expenses, incomes and profit (loss) are to be

depicted using pie chart / bar diagram.

**BUSINESS STUDIES(054)**

**CLASS–XII (2014-15)**

**One Paper 3 Hours 100 Marks**

**Units Periods Marks**

**Part A Principles and Functions of Management**

**1 Nature and Significance of Management 14**

**2 Principles of Management 14 16**

**3 Business Environment 12**

**4 Planning 14 14**

**5 Organising 18**

**6 Staffing 16**

**7 Directing 18 20**

**8 Controlling 14**

 **120 50**

**Part B Business Finance and Marketing**

**9 Financial Management 22 15**

**10 Financial Markets 20**

**11 Marketing Management 32 15**

**12 Consumer Protection 16**

**Part C Project Work 30 20**

 **120 50**

**Part A: Principles and Functions of Management**

**Unit 1: Nature and Significance of Management 14 Periods**

 **Management- concept, objectives and importance.**

 **Management as Science, Art and Profession.**

 **Levels of Management**

 **Management functions- planning, organising, staffing, directing and controlling.**

 **Coordination- concept and importance.**

***Concept includes meaning and characteristics/features.***

***Objectives - organizational, social and personal.***

***Management as art- Features of art and the existence of these features in management.***

***Management as science- Features of science and the existence of these features in management. Management as profession- features of profession and the existence of these features in management.***

***Levels of management-Functions of management at top, middle and supervisory levels with names of job***

***positions.***

**Unit 2: Principles of Management 14 Periods**

Principles of Management- concept and significance.

Fayol's principles of management.

Taylor's Scientific management- principles and techniques.

*Meaning of principles of management. Nature of principles of management by stating their basic characteristics.*

*Significance or need of principles of management. Principles of Scientific. Management given by Taylor- Science, not rule of thumb; Harmony, not discord; Cooperation, not individualism;*

*Development of each and every person to his or her greatest efficiency and prosperity. Taylor's techniques of*

*Scientific management: Functional Foremanship; Standardisation and Simplification;*

*Work study: Method study, Motion study, Time study, Fatigue study. Differential piece wage system.*

*Basis of his thought Mental Revolution.*

**Unit 3: Management and Business Environment 12 Periods**

Business Environment- concept and importance.

Dimensions of Business Environment- Economic, Social, Technological, Political and Legal.

Impact of Government policy changes on business with special reference to liberalization, privatization

and globalization in India.

*Dimensions of Business Environment- meaning and components only.*

**Unit 4: Planning 14 Periods**

Concept, importance and limitations.

Planning process

Single use and standing plans. Objectives, Strategy, Policy, Procedure, Method, Rule,Budget and Programme.

*Limitations- internal and external. Meaning of single use and standing plans.*

**Unit 5: Organising 18 Periods**

Concept and importance.

**Organising Process.**

Structure of organisation- functional and divisional- concept. Formal and informal organisationconcept.

Delegation: concept, elements and importance.

Decentralization: concept and importance.

*Structure of organisation- functional and divisional- merits and limitations.*

*Formal and informal - merits and limitations.*

**Unit 6: Staffing 16 Periods**

Concept and importance of staffing.

Staffing as a part of Human Resource Management- concept.

Staffing process

Recruitment- sources

Selection –process

Training and Development- Concept and importance. Methods of training- on the job and off the

job- Induction training, vestibule training, apprenticeship training and internship training.

*Recruitment Sources- Internal-promotion, transfer; External -Direct recruitment, Casual callers, Advertisements-(newspapers, journals, television), Employment Exchange, Placement Agencies and Management Consultants,Campus Recruitment, Web Publishing, Labour Contractors, Recommendations of employees .*

*Methods of on-the-job training and off-the job training-meaning.*

**Unit 7: Directing 18 Periods**

Concept and importance

Elements of Directing

- Supervision- concept, functions of a supervisor.

- Motivation- concept, Maslow's hierarchy of needs, Financial and non-financial incentives.

- Leadership- concept, styles- authoritative, democratic and laissez faire.

- Communication-concept, formal and informal communication; barriers to effective

communication, how to overcome the barriers.

*Motivation- Financial incentives-meaning, types- Pay and Allowances, Productivity linked wage incentive,*

*bonus, Profit sharing, co-partnership/stock option, Retirement benefits, Perquisites; Non-financial incentivesmeaning, types-Status, Career advancement opportunity, Job enrichment, Job security, Employee recognition programmes, Job enrichment, Employee participation, Employee empowerment.*

*Formal and informal communication- concept; barriers to effective communication- semantic barriers (badly*

*expressed message, symbols with different meanings, faulty translations, unclarified assumptions, technical*

*jargon), psychological barriers (premature evaluation, lack of attention, distrust), organisational barriers*

*(organisational policy, rules and regulations, complexity in organisational structure, organisational facilities),*

*personal barriers ( fear of challenge to authority, lack of confidence of superior on his subordinates, unwillingness to communicate, lack of proper incentives). How to overcome barriers: Communicate according to the needs of the receiver, clarify the ideas before communication, be aware of the language, tone and content of the message, communicate for present as well for the future, ensure proper feedback and be a good listener.*

**Unit 8: Controlling 14 Periods**

Concept and importance.

Relationship between planning and controlling

Steps in the process of control

**PART B: BUSINESS FINANCE AND MARKETING**

**Unit 9: Financial Management 22 Periods**

Concept and objective of Financial Management.

Financial Decisions: investment, financing and dividend- Meaning and factors affecting.

Financial Planning- concept and importance.

Capital Structure - Concept.

Fixed and Working Capital - Concept and factors affecting their requirements.

*Factors affecting capital budgeting decisions- cash flows of the project, the rate of return, investment criteria*

*involved. Factors affecting financing decision-cash flow position of the company, cost, risk, floatation costs, fixed operating costs, control considerations, state of the capital market, Return on investment, tax rate, flexibility,regulatory framework . Factors affecting dividend decision- amount of earnings, stability of earnings, stability of dividends, growth opportunities, cash flow position, shareholder's preference, taxation policy, stock market reaction, access to capital market, legal constraints, contractual constraints.*

*Factors affecting fixed capital requirement- Nature of business, scale of operations, choice of technique, technology upgradation, growth prospects, diversification, financing alternatives, level of collaboration. Working capitalconcept of operating cycle, factors affecting working capital requirement- Nature of business, scale of operations, business cycle, seasonal factors, production cycle, credit allowed, credit availed, availability of raw material.*

**Unit 10: Financial Markets 20 Periods**

Financial Markets: Concept, Function and types.

Money market and its instruments.

Capital market and its types (primary and secondary)

Stock Exchange- Functions and trading procedure.

Securities and Exchange Board of India (SEBI)- objectives and functions.

*Types of financial market- money market and capital market- meaning.*

*Money market instruments- Treasury bill, commercial paper, call money, certificate of deposit, commercial bill.*

*Capital market -Types- primary and secondary market- concept.*

**Unit 11: Marketing Management 32 Periods**

Selling, Marketing and Societal Marketing management- Concept.

Marketing management- Concept.

Marketing Functions.

Marketing management philosophies.

Marketing Mix - Concept & elements

- Product-Concept, branding, labelling and packaging.

- Price- Factors determining price.

- Physical Distribution – concept and components, channels of distribution: types, choice of channels.

- Promotion- Concept and elements; advertising-concept, role, objections against advertising,

personal selling-concept and qualities of a good salesman, sales promotion- concept and techniques, public relations- concept and role.

*Marketing mix elements- Product, price, place, promotion*

*Branding, labelling, packaging- concept and functions .Choice of channels of distribution- factors affecting choice*

*of channel- product related factors, company characteristics, competitive factors, market factors, environmental*

*factors.*

**Unit 12: Consumer Protection 16 Periods**

Concept and importance of consumer protection.

Consumer Protection Act 1986

- Meaning of consumer and consumer protection

- Rights and responsibilities of consumers

- Who can file a complaint and against whom?

- Redressal machinery.

- Remedies available.

Consumer awareness-Role of consumer organizations and Non-Governmental Organizations (NGOs)

**Unit 13: Project Work 30 Periods**

**Accountancy (Code No. 055)**

**Class–XII (2014-15)**

**One Paper Theory: 80 Marks 3 Hours**

**Units Periods Marks**

**Part A Accounting for Partnership Firms and Companies**

Unit 1. Accounting for Partnership Firms 90 35

Unit 2. Accounting for Companies 60 25

 **150 60**

**Part B Financial Statement Analysis**

Unit 3. Analysis of Financial Statements 30 12

Unit 4. Cash Flow Statement 20 8

 **50 20**

**Part C Project Work 40 20**

Project work will include:

Project File: 4 Marks

Written Test: 12 Marks (One Hour)

Viva Voce: 4 Marks

**Part A: Accounting for Partnership Firms and Companies 60 Marks 150 Periods**

**Unit 1: Accounting for Partnership Firms**

• Partnership: features, Partnership deed.

• Provisions of the Indian Partnership Act 1932 in the absence of partnership deed.

• Fixed v/s fluctuating capital accounts.Preparation of Profit & Loss Appropriation account- division of profit among partners, guarantee of profits.

• Past adjustments (relating to interest on capital, interest on drawing, salary and profit sharing ratio).

• Goodwill: nature, factors affecting and methods of valuation - average profit, super profit and capitalization.

***Scope:*** *Interest on partner’s loan is to be treated as a charge against profits.*

**Accounting for Partnership firms - Reconstitution and Dissolution.**

• **Change in the Profit Sharing Ratio** among the existing partners - sacrificing ratio, gaining ratio.

Accounting for revaluation of assets and re-assessment of liabilities and treatment of reserves and accumulated profits.

• **Admission of a partner** - effect of admission of a partner on change in the profit sharing ratio, treatment

of goodwill (as per AS 26), treatment for revaluation of assets and re - assessment of liabilities, treatment

of reserves and accumulated profits, adjustment of capital accounts and preparation of balance sheet.

• **Retirement and death of a partner:** effect of retirement /death of a partner on change in profit sharing

ratio, treatment of goodwill (as per AS 26), treatment for revaluation of assets and re - assessment of

liabilities, adjustment of accumulated profits and reserves, adjustment of capital accounts and

preparation of balance sheet. Preparation of loan account of the retiring partner.

– Calculation of deceased partner's share of profit till the date of death. Preparation of deceased

partner's capital account, executor's account and preparation of balance sheet.

• Dissolution of a partnership firm: types of dissolution of a firm. Settlement of accounts - preparation of

realization account, and other related accounts: Capital accounts of partners and Cash/Bank A/c

(excluding piecemeal distribution, sale to a company and insolvency of partner(s)).

**Note:**

(i) If value of asset is not given, its realised value should be taken as nil.

(ii) In case, the realisation expenses are borne by a partner, clear indication should be given regarding the

payment thereof.

(iii) Workmen Compensation Fund is to be discussed.

**Unit -2 Accounting for Companies**

**Accounting for Share Capital**

• **Share and share capital:** nature and types.

• **Accounting for share capital:** issue and allotment of equity shares, private placement of shares, Public

subscription of shares - over subscription and under subscription of shares; Issue at par and at premium

and at discount, calls in advance and arrears (excluding interest), issue of shares for consideration other

than cash.

• Accounting treatment of forfeiture and re-issue of shares.

• Disclosure of share capital in company's Balance Sheet.

**Accounting for Debentures**

• **Debentures:** Issue of debentures at par, at a premium and at a discount. Issue of debentures for

consideration other than cash; Issue of debentures with terms of redemption; debentures as collateral

security-concept, interest on debentures.

• **Redemption of debentures:** Lump sum, draw of lots and purchase in the open market (excluding exinterest

and cum-interest). Creation of Debenture Redemption Reserve.

**Part B: (i) Financial Statement Analysis 20 Marks 50 Periods**

**Unit 3: Analysis of Financial Statements**

• **Financial statements of a company:** Statement of Profit and Loss and Balance Sheet in the prescribed

form with major headings and sub headings (as per Schedule VI to the Companies Act, 1956).

**Scope:** Exceptional Items, Extraordinary Items and Profit (loss) from Discontinued Operations are excluded.

• **Financial Statement Analysis:** Objectives and limitations.

• **Tools for Financial Statement Analysis:** Comparative statements, common size statements, cash flow

analysis, ratio analysis.

• **Accounting Ratios:** Objectives, classification and computation.

**Liquidity Ratios:** Current ratio and Quick ratio.

**Solvency Ratios:** Debt to Equity Ratio, Total Asset to Debt Ratio, Proprietary Ratio and Interest Coverage Ratio.

**Activity Ratios:** Inventory Turnover Ratio, Trade Receivables Turnover Ratio, Trade Payables Turnover

Ratio and Working Capital Turnover Ratio.

**Profitability Ratios:** Gross Profit Ratio, Operating Ratio, Operating Profit Ratio, Net Profit Ratio and

Return on Investment.

***Scope:*** *As ratio analysis is a managerial tool, for the computation of profitability ratios, relevant information*

*should be specified whether it is a part of Statement of Profit and Loss as per Schedule VI or not.*

**Unit 4: Cash Flow Statement**

• Meaning, objectives and preparation (as per AS 3 (Revised) (Indirect Method only)

***Scope:***

***(i)*** *Adjustments relating to depreciation and amortisation, profit or loss on sale of assets including investments,*

*dividend (both final and interim) and tax.*

***(ii)*** *Bank overdraft and cash credit to be treated as short term borrwings.*

***(iii)*** *Current Investments to be taken as Marketable securities unless otherwise specified.*

**PROJECT WORK 20 Marks 40 Periods**

**PROJECT WORK IN BUSINESS STUDIES**

**FOR CLASS XI AND XII**

**(Effective from the Academic Session 2014-15 and Board Examination**

**of Class XII, 2015)**

**Introduction**

The course in Business Studies is introduced at Senior School level to provide students with a sound understanding of the principles and practices bearing in business (trade and industry) as well as their relationship with the society. Business is a dynamic process that brings together technology, natural resources and human initiative in a constantly changing global environment. With the purpose to help them understand the framework within which a business operates, and its interaction with the social, economic, technological and legal environment, the CBSE has introduced Project Work in the Business Studies Syllabus for Classes XI and XII. 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. The project work also aims to empower the teacher to relate all the concepts with what is happening around the world and the student’s surroundings, making them appear more clear and contextual. This will enable the student to enjoy studies and use his free time effectively in observing what’s happening around. By means of Project Work the students are exposed to life beyond textbooks giving them opportunities to refer materials, gather information, analyse it further to 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, analysing 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.

**Class XI: Guidelines for Teachers**

This section provides some basic guidelines for the teachers to launch the projects in Business Studies. It is very necessary to interact, support, guide, facilitate and encourage students while assigning projects to them.

The teachers must ensure that the project work assigned to the students whether individually or in group are discussed at different stages right from assignment to drafts review and finalization. Students should be facilitated in terms of providing relevant materials or suggesting websites, or obtaining required permissions from business houses, malls etc for their project. The 16 periods assigned to the Project Work should be suitably spaced throughout the academic session. The teachers MUST ensure that the students actually go through the rigors and enjoy the process of doing the project rather than depending on any readymade material available commercially.

The following steps might be followed:

1. Students must take any one topic during the academic session of Class XI.

2. The project may be done in a group or individually.

3. The topic should be assigned after discussion with the students in the class and should then be discussed at every

stage of submission of the draft/final project work.

4. The teacher should play the role of a facilitator and should closely supervise the process of project completion.

5. The teachers must ensure that the student’s self esteem should go up, and he /she should be able to enjoy this

process.

6. The project work for each term should culminate in the form of Power Point Presentation/Exhibition/Skit before

the entire class. This will help in developing ICT and communication skills among them.

**The teacher should help students to identify any one project from the given topics.**

**I. Project One: Field Visit.**

The objective of introducing this project among the students is to give a first hand experience to them regarding

the different types of business units operating in their surroundings, to observe their features and activities and

relate them to the theoretical knowledge given in their text books. ***The students should select a place of field visit***

***from the following: –*** (Add more as per local area availability.)

1. Visit to a Handicraft unit.

2. Visit to an Industry.

3. Visit to a Whole sale market. (vegetables, fruits, flowers, grains, garments.)

4. Visit to a Departmental store.

5. Visit to a Mall.

The following points should be kept in mind while preparing this visit.

1. Select a suitable day free from rush/crowd with lean business hours..

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2. The teacher must visit the place first and check out on logistics. It’s better to seek permission from the concerned business- incharge.

3. Visit to be discussed with the students in advance. They should be encouraged to prepare a worksheet containing points of observation and reporting.

4. Students may carry their cameras (at their own risk) with prior permission for collecting evidence of their

observations.

**1. Visit to a Handicraft Unit.**

The purpose of visiting a Handicraft unit is to understand nature and scope of its business, stake holders involved

and other aspects as outlined belowa)

The raw material and the processes used in the business: People /parties/firms from which they obtain their

raw material.

b) The market, the buyers, the middlemen, and the areas covered.

c) The countries to which exports are made.

d) Mode of payment to workers, purchasers etc.

e) Working conditions.

f) Modernization of the process over a period of time.

g) Facilities, security and training for the staff and workers.

h) Subsidies available/ availed.

i) Any other aspect that the teachers deem fit.

**2. Visit to an Industry.**

The students are required to observe the following:

a) Nature of the business organisation.

b) Determinants for location of business unit.

c) Form of business enterprise: Sole Proprietorship, Partnership, Undivided Hindu Family, Joint Stock

Company (a Multinational Company).

d) Different stages of production/process

e) Auxiliaries involved in the process.

f) Workers employed, method of wage payment, training programmes and facilities available.

g) Social responsibilities discharged towards workers, investors, society, environment and government.

h) Levels of management.

i) Code of conduct for employers and employees.

j) Capital structure employed- borrowed v/s owned.

k) Quality control, recycling of defective goods.

l) Subsidies available/availed.

m) Safety Measures employed.

n) Working conditions for labour in observation of Labour Laws.

o) Storage of raw material and finished goods.

p) Transport management for employees, raw material and finished goods.

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q) Functioning of various departments and coordination among them (Production, Human Resource,

Finance and Marketing)

r) Waste Management.

s) Any other observation.

**3. Visit to a whole sale market: vegetables/fruits/flowers/grains/garments etc.**

The students are required to observe the following:

a) Sources of merchandise.

b) Local market practices.

c) Any linked up businesses like transporters, packagers, money lenders, agents, etc.

d) Nature of the goods dealt in.

e) Types of buyers and sellers.

f) Mode of the goods dispersed, minimum quantity sold, types of packaging employed.

g) Factors determining the price fluctuations.

h) Seasonal factors (if any) affecting the business.

i) Weekly/ monthly non working days.

j) Strikes, if any- causes thereof.

k) Mode of payments.

l) Wastage and disposal of dead stock.

m) Nature of price fluctuations, reason thereof.

n) Warehousing facilities available\availed.

o) Any other aspect.

**4. Visit to a Departmental store**

The students are required to observe the following:

a) Different departments and their lay out.

b) Nature of products offered for sale.

c) Display of fresh arrivals.

d) Promotional campaigns.

e) Spaces and advertisements.

f) Assistance by Sales Personnel.

g) Billing counter at store – Cash, Credit Card/ Debit Card, swipe facility. Added attractions and facilities at

the counter.

h) Additional facilities offered to customers

i) Any other relevant aspect.

**5. Visit to a Mall.**

The students are required to observe the following:

a) Number of floors, shops occupied and unoccupied.

b) Nature of shops, their ownership status

c) Nature of goods dealt in: local brands, international brands,

d) Service business shops- Spas, gym, saloons etc.

e) Rented spaces, owned spaces,

f) Different types of promotional schemes.

g) Most visited shops.

h) Special attractions of the Mall- Food court, Gaming zone or Cinema etc.

i) Innovative facilities.

j) Parking facilities.

Teachers may add more to the list.

**II. Project Two: Case Study on a Product**

a) Take a product having seasonal growth and regular demand with which students can relate. For example,

***Apples*** from Himachal Pradesh, Kashmir.

Oranges from Nagpur,

Mangoes from Maharashtra/U.P./Bihar/Andhra Pradesh etc.

Strawberries from Panchgani,

Alivora from Rajasthan,

Walnuts/almonds from Kashmir,

Jackfruit from South,

Guavas from Allahbad,

Fishes from coastal areas.

*Students may develop a Case Study on the following lines:*

(i) Research for change in price of the product. For example, apples in Himachal Pradesh during plucking and

non plucking season.

(ii) Effect on prices in the absence of effective transport system.

(iii) Effect on prices in the absence of suitable warehouse facilities.

(iv) Duties performed by the warehouses.

(v) Demand and supply situation of the product during harvesting season, prices near the place of origin and away.

Students may be motivated to find out the importance of producing and selling these products and their

processed items along with the roles of Transport, Warehousing,

Advertising, Banking, Insurance, Packaging, Wholesale selling, Retailing, Co-operative farming, Co-operative

marketing etc.

The teacher may develop the points for other projects on similar lines for students to work on.

The teacher may assign this project as ‘group’ project and may give **different** products to different groups. It

could conclude in the form of an exhibition.

**III. Project Three: Aids to Trade**

Taking any one AIDS TO TRADE, for example Insurance and gathering information on following aspects:

1. History of Insurance Lloyd’s contribution.

2. Development of regulatory Mechanism.

3. Insurance Companies in India

4. Principles of Insurance.

5. Types of Insurance. Importance of insurance to the businessmen.

6. Benefits of crop, orchards, animal and poultry insurance to the farmers.

7. Terminologies used (premium, face value, market value, maturity value, surrender value) and their meanings.

8. Anecdotes and interesting cases of insurance. Reference of films depicting people committing fraudulent

acts with insurance companies.

9. Careers in Insurance.

Teachers to develop such aspects for other aids to trade.

**IV. Project Four: Import /Export Procedure**

Any **one** from the following

**1. Import /Export procedure**

The students should identify a product of their city/country which needs to be imported /exported. They are required to find the details of the actual import/export procedure. They may take help from the Chambers of Commerce, Banker, existing Importers/Exporters, etc.

They should find details of the procedure and link it with their Text knowledge.

The specimens of documents collected should be pasted in the Project file with brief description of each.

They may also visit railway godowns/dockyards/ transport agencies and may collect pictures of the same.

**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 project will be in a file format, consisting of the recordings of the value of shares and the graphs.

2. The project will be handwritten.

3. The project will be presented in a neat folder.

4. The project report will be developed in the following sequence-

Cover page should project the title, student information, school and year.

List of contents.

Acknowledgements and preface (acknowledging the institution, the news papers read, T.V. channels viewed, places visited and persons who have helped).

Introduction.

Topic with suitable heading.

Planning and activities done during the project, if any.

Observations and findings while conducting the project.

News paper clippings to reflect the changes of share prices.

Conclusions (summarised suggestions or findings, future scope of study).

Appendix (if needed).

Teachers report.

Teachers will initial preface page.

At the completion of the evaluation of the project, it will be punched in the centre so that the report cannot be reused but is available for reference only.

The projects will be returned after evaluation. The school may keep the best projects.

**ASSESSMENT**

The marks will be allocated on 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

Total 10 Marks

**CLASS XII**

**GUIDELINES FOR TEACHERS**

Students are supposed to select two units out of four and are required to make one project

from each selected unit. (Consist of two projects of 20 marks)

1. Help students to select any TWO Topic for the entire year.

2. The topic should be assigned after discussion with the students in the class and should then be discussed at every stage of the submission of the project.

The teacher should play the role of a facilitator and should closely supervise the process of project completion.

The teachers must ensure that the project work assigned to the students whether individually or in group are

discussed at different stages right from assignment to drafts review and finalization. Students should be facilitated in terms of providing relevant materials or suggesting websites, or obtaining required permissions from business houses, malls etc for their project. The 30 periods assigned to the Project Work should be suitably spaced throughout the academic session which is to be divided between the two projects as per the need. The teacher MUST ensure that the students actually go through the rigors and enjoy the process of doing the project rather than depending on any readymade material available outside.

3. The students must make a presentation of the project before the class.

4. The teachers must ensure that the student’s self-esteem and creativity is enhanced and both the teacher and the student enjoy this process.

5. The teachers should feel pride in the fact that they have explored the different dimensions of the project in an

innovative way and their students have put in genuine work.

6. The teachers must also ensure that atleast one project should be finished before summer holidays.

**I. Project One: Elements of Business Environment**

The teachers should help the students in selecting any one element of the following:

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

guide the students to identify the following changes:

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 tetrapack 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 teacher may guide the students to the times when India sold Coca Cola and Fanta were being manufactured in India by the foreign companies. 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

The teacher may develop the following on the above lines

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, licences 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.

**II. 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 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 corpse

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.

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.

**Tips to teacher**

i. The teacher may organize this visit.

ii. The teacher should facilitate the students to identify any unit of their choice and guide them to identify

the principles that are being followed.

iii. Similarly they should guide the students to identify the techniques of scientific management implemented

in the organisation.

iv. It may be done as a group activity.

v. The observations could be on the basis of

The different stages of division of work resulting to specialisation.

Following instructions and accountability of subordinates to higher authorities.

Visibility of order and equity in the unit.

Balance of authority and responsibility.

Communication levels and pattern in the organisation.

Methods and techniques followed by the organisation for unity of direction and coordination

amongst all.

Methods of wage payments followed.

The arrangements of fatigue study.

Derivation of time study.

Derivation and advantages of method study.

Organisational chart of functional foremanship.

Any other identified in the organisation

vi. It is advised that students should be motivated to pick up different areas of visit. As presentations of

different areas in the class would help in better understanding to the other students.

vii. The students may be encouraged 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.

**III. Project Three: Stock Exchange**

The purpose of this project is to teach school students the values to investing and use 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.

**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 proves 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 in faith in the government policies.

Impact of changes in government policies for specific industry.

International events.

Contract and treaties at the international scene.

Relations with the neighbouring 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;**

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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. Toothpaste 2. Noodles

3. Shampoo 4. Bathing soap

5. Washing detergent 6. Washing powder

7. Lipstick 8. Moisturiser

9. Shoe polish 10. Pen

11. Shoes 12. Hair dye

13. Mobile 14. Chocolate

15. Sauces/ketchup 16. Ready soups

17. Body spray 18. Fairness cream

19. Hair oil 20. Roasted Snacks

21. Jeans 22. Pickles

23. Squashes 24. Jams

25. Salt 26. Bread

27. Butter 28. Shaving cream

29. Razor 30. Cheese spreads

31. e –Wash 32. Tiffin wallah

33. Air Conditioners 34. Infant dress

35. Sunglasses 36. Fans

37. Fruit candy 37. Washing powder

39. Bathroom cleaner 40. Wipes

41. Shoe polish 42. Blanket

43. Baby Diapers 44. Hair dye

45. Adhesives 46. Refrigerator

47. Ladies footwear 48. Ready soups

49. RO system 50. Fairness cream

51. Mixers 52. Roasted Snacks

53. Learning Toys 54. Pickles

55. Squashes 56. Jams

57. Salt 58. Bread

59. Butter 60. Shaving cream

61. Razor 62. Cheese spreads

63. Microwave oven 64. Music player

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65. Pencil 66. Eraser

67. Water bottle 68. Wallet

69. Furniture 70. Crayons

71. Newspaper 72. Jewellery

73. Nail polish 74. Water storage tank

75. Pen drive 76. Ladies bag

77. DTH 78. Sarees

79. Car 80. Cycle

81. Kurti 82. Bike

83. Cosmetology product 84. Crockery

85. Cutlery 86. Camera

87. Breakfast cereal 88. Invertor

89. Suitcase/airbag 90. Washing machine

91. Coffee 92. Tea

**Any more as suggested by the teacher.**

The teacher must ensure 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?

(i) Selling price to consumer

(ii) Selling price to retailer

(iii) Selling price to wholesaler

What is the profit margin in percentage to the

Manufacturer.

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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 ot 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.

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10. Promotional techniques used and starting reasons for deciding the particular technique.

11. Grading and standardization.

**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 (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 centre so that the

report may not be reused but is available for reference only.

The projects will be returned after evaluation. The school may keep the best projects.

**ASSESSMENT**

Allocation of Marks = 10 (for each project)

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

**Total 10 Marks**