



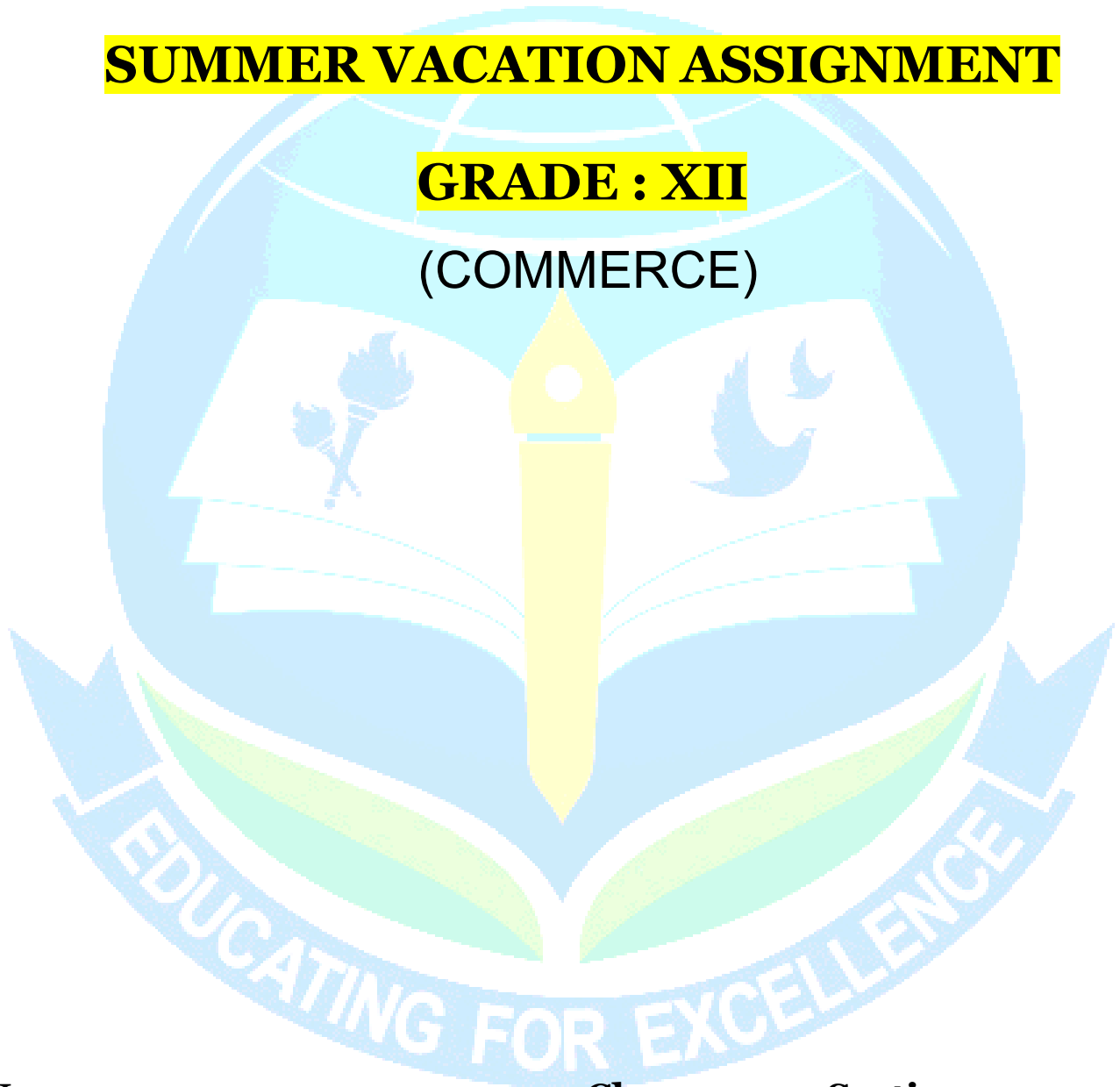
ACADEMIC WORLD SCHOOL™ BEMETARA

SESSION: 2026-27

SUMMER VACATION ASSIGNMENT

GRADE : XII

(COMMERCE)



Name _____ Class _____ Section _____



ACADEMIC WORLD SCHOOL™ BEMETARA

SESSION: 2026-27

SUMMER VACATION ASSIGNMENT

GRADE: XII
(COMMERCE)

General Instructions:

1. Write in a clear and legible handwriting.
2. Complete all the homework in a separate subject Summer Vacation Homework Notebook.
3. **DO NOT COPY AND PASTE FROM THE INTERNET.** (Assignment will be rejected)
4. In case of reference from the internet, you may:
 - A. Read the content from the internet, if you wish and paraphrase (Rewrite in your own words)
 - B. Mention the source of your information by providing the link from the internet for the verification by the teachers.
5. Marks awarded will be counted in the final scores at the end of the session.
6. The Summer Vacation HW will be submitted immediately upon arrival to school after Summer Vacation.
7. For any assignment related query do post your question on E-Mail Id of respective subject teacher. List of Subject Teacher's E-Mail ID attached.

Note for the Parents:

Parents are requested to guide his/her wards to complete their assignments honestly and submit by the due date.

SUBJECT: ENGLISH (301)

GRADE : XII

1. Write a poem in English of your own, using your creativity and imagination. Make sure to apply at least five different poetic devices in the poem correctly.

Note – The poem should be your original creation; avoid plagiarism.

2. Imagine you are hosting a podcast and have invited your favourite celebrity or any person you admire the most, as a guest on your show. Prepare an interesting questionnaire, with a minimum ten-fifteen questions that you will ask your guest on the show.

Note – Frame questions about his/her childhood, family schooling, friends, young age, career, achievements, hobbies etc.

3. Write down ten idioms/proverbs in English; explain their meanings and use each idiom/proverb in a meaningful sentence.

4. Travelogue Writing Assignment

You recently had an opportunity to visit a place that left a deep impression on you—this could be a hill station, historical city, cultural heritage site, wildlife sanctuary, coastal region, or even a journey through a different state or country.

Write a detailed travelogue (500-800 words) describing your experience.

Your travelogue must include the following elements:

- A **captivating title** that reflects the essence of your journey
- A brief introduction to the **destination and purpose of travel**
- A vivid description of the **journey experience** (mode of transport, scenery, incidents, companions, etc.)
- Detailed observations of the **place visited** (landscape, culture, people, food, climate, architecture, or unique features)
- At least one **memorable incident or personal experience** during the trip
- Your **feelings, reflections, and learnings** from the journey
- A suitable **conclusion highlighting how the journey impacted your perspective**
- Use of **descriptive and sensory language** (sight, sound, smell, touch, taste)
- A **first-person narrative style**
- **Chronological flow with coherence and creativity**

5. Read the chapter “*Deep Water*” by William Douglas carefully. Based on your understanding of the text, frame two long-answer questions that would test a student’s comprehension and analytical thinking skills. The questions should encourage critical reflection on the themes, experiences, and message of the chapter.

Summer Vacation Assignment
Class - XII (Commerce)
Subject - Accountancy

Date of submission - 1st Day of School opening

Marks : 20

Chapter 1: Accounting for share capital

General Instructions:

- *Make this assignment in Fair Notebook (start by pasting front page for segregating it from past work).*
- Maintain neatness and proper presentation throughout your work.
- Revise your work before submission to avoid mistakes.

Strict Warning:

- Any assignment found copied from AI tools, internet sources, or other students will be REJECTED and awarded zero marks.
- Originality and understanding of the topic are mandatory.
- Students must be prepared for a Viva (oral test) based on their submitted assignment. (Teacher can ask explanation for each question).
- If a student is unable to explain their work during the viva, the assignment will be considered INVALID.

Learning Objectives

- To understand the concept, types, and issue of share capital, including accounting entries.
- To learn treatment of over-subscription, calls, forfeiture, and reissue of shares with practical application.

1. BBG Ltd. had issued 1,00,000 equity shares of ₹ 10 each at a premium of ₹ 3 per share payable with application money. While passing the Journal entries related to the issue, some blanks are left. You are required to complete these blanks.

In the Books of BBG Ltd.
JOURNAL

Date	Particulars	L.F.	Dr. (₹)	Cr. (₹)
2022 Jan. 5	? To ? (Application money received for 1,40,000 shares @ ₹ 6 per share including premium)	...Dr.	?	?
Jan. 17	Equity Shares Application A/c To ? To ? To ? To ? (Application money transferred to Share Capital Account, Securities Premium Account, refunded for 20,000 shares for rejected applications and balance adjusted towards money due on allotment as shares were allotted on <i>pro rata</i> basis)	...Dr.	?	? ? ? ?
Jan. 17	? To ? (Allotment money due @ ₹ 4 per share)	...Dr.	?	?
Feb. 20	? To ? (Balance allotment amount received)	...Dr.	?	?
April 1	? To ? (First and Final Call money due)	...Dr.	?	?
April 20	? Calls-in-Arrears A/c To ? (First and Final Call money received)	...Dr. ...Dr.	? 3,000	?
May 20	? To ? To ? (Forfeited the shares on which First and Final Call was not received)	...Dr.	?	? ?
June 15	? ? To ? (Forfeited shares reissued)	...Dr. ...Dr.	? 3,000	?
?	? To ? (...?...)	...Dr.	?	?

2. Midee Ltd. invited applications for issuing 27,000 shares of ₹ 100 each payable as follows:

- ₹ 50—per share on application;
- ₹ 10—per share on allotment; and
- Balance—on First and Final call.

Applications were received for 40,000 shares. Full allotment was made to the applicants of 7,000 shares. The remaining applicants were allotted 20,000 shares on *pro rata* basis. Excess money received on application was adjusted towards allotment and call.

Asha, holding 600 shares was belonged to the category of applicants to whom full allotment was made, paid the call money at the time of allotment. Ankur, who belonged to the category of applicants to whom shares were allotted on *pro rata* basis did not pay anything after application on his 200 shares. Ankur's shares were forfeited after the First and Final call. These shares were later reissued at ₹ 105 per share as fully paid-up.

Pass necessary Journal entries in the books of Midee Ltd. for the above transactions, by opening Calls-in-Arrears and Calls-in-Advance Accounts wherever necessary. (Delhi 2017 C)

[Ans.: Capital Reserve—₹ 16,500.]

3. (Business Purchase and Issue of Shares to Vendor).

Complete the following Journal entries:

JOURNAL

Date	Particulars	L.F.	Dr. (₹)	Cr. (₹)
	Plant and Machinery A/c ...Dr.		4,00,000	
	Building A/c ...Dr.		4,00,000	
	Sundry Debtors A/c ...Dr.		3,00,000	
	Stock A/c ...Dr.		5,00,000	
	Bank A/c ...Dr.		2,00,000	
	To Sundry Creditors A/c			2,00,000
	To ?			13,00,000
	To ?			?
	(Assets and liabilities of M/s. Maheshwari Brothers taken over)			
	? ...Dr.		?	
	To ?			?
	To ?			?
	(Payment made by issue of 10,000, 10% Preference Shares of ₹ 100 each at a premium of 30%)			

4. Alankrit Ltd. purchased machinery of ₹ 10,00,000 from Grand Iron Works Ltd. and paid as follows:

- (a) Issued 50,000 Equity Shares of ₹ 10 each at a premium of ₹ 2.
- (b) Gave an acceptance of ₹ 3,00,000 payable after 3 months; and
- (c) Balance by issuing post-dated cheque of two months of ₹ 1,00,000.

Pass the Journal entries in the books of Alankrit Ltd. and Grand Iron Works Ltd.

5. Bee Ltd. Company forfeited 100 Equity Shares of the face value of ₹ 10 each, ₹ 6 per share called-up, for non-payment of first call of ₹ 2 per share. The forfeited shares were subsequently reissued as fully paid-up @ ₹ 7 each.

Give necessary entries in the company's Journal.

[Ans.: Capital Reserve—₹ 100.]

6. New Company Ltd. has a nominal capital of ₹ 2,50,000 in shares of ₹ 10. Of these, 4,000 shares were issued as fully paid in payment of building purchased, 8,000 shares were subscribed by the public and during the first year ₹ 5 per share were called-up, payable ₹ 2 on application, ₹ 1 on allotment, ₹ 1 on first call and ₹ 1 on second call. The amounts received in respect of these shares were:

On 6,000 shares	Full amount called,
On 1,250 shares	₹ 4 per share,
On 500 shares	₹ 3 per share,
On 250 shares	₹ 2 per share.

The Directors forfeited the 750 shares on which less than ₹ 4 had been paid. The shares were subsequently reissued at ₹ 3 per share.

Pass Journal entries recording the above transactions and prepare the company's Balance Sheet.

[Ans.: Capital Reserve—₹ 500; Balance Sheet Total—₹ 79,250.]

7. Super Star Ltd. issued a prospectus inviting applications for 2,000 shares of ₹ 10 each at a premium of ₹ 2 per share, payable as:

On application	—	₹ 3 per share (including ₹ 1 premium),
On allotment	—	₹ 4 per share (including ₹ 1 premium),
On first call	—	₹ 3 per share,
On second and final call	—	₹ 2 per share.

Applications were received for 3,000 shares and *pro rata* allotment was made on the applications for 2,400 shares. It was decided to utilise excess application money towards the amount due on allotment.

Ramesh, to whom 40 shares were allotted, failed to pay the allotment money and on his subsequent failure to pay the first call, his shares were forfeited.

Rajesh, who applied for 72 shares failed to pay the two calls and on such failure, his shares were forfeited.

Of the shares forfeited, 80 shares were sold to Krishan credited as fully paid-up for ₹ 9 per share, the whole of Ramesh's shares being included.

Give Journal entries to record the above transactions (including cash transactions).

[Ans.: Capital Reserve—₹ 224.]

8. Arti Ltd. offered for subscription 20,000 shares of ₹ 10 each payable ₹ 3 on application, ₹ 5 on allotment and balance on first and final call. Applications were received for 30,000 shares. Letters of regret were issued to applicants for 5,000 shares and their application money was refunded. Application money for other 5,000 shares was applied towards the payment for allotment money. The balance of allotment money was also received in due time. Company didn't make first and final call.

You are to prepare the Journal, Cash Book, Ledger Accounts and show 'Share Capital' in the Balance Sheet of the company.

[Ans.: Total of Cash Book—₹ 1,75,000; Subscribed Capital—₹ 1,60,000.]

9. U.P. Sugar Works Ltd. was registered on 1st January, 2019 with an authorised capital of ₹ 15,00,000 divided into 15,000 shares of ₹ 100 each. The company issued on 1st April, 2019, 5,000 shares of ₹ 100 each at a premium of ₹ 5 per share payable ₹ 25 per share on application, ₹ 30 (including premium) on allotment and the balance in two equal instalments of ₹ 25 each on 1st July and 1st October respectively. All the allotment and call moneys were paid when due, except in case of one shareholder who failed to pay the final call on 100 shares held by him. His shares were forfeited on 1st November after giving him a due notice. Show necessary entries in the books of the company to record these transactions.

[Ans.: Forfeited Shares A/c—₹ 7,500.]

10. Commerce Publications Ltd. issued 50,000 Equity Shares of ₹ 10 each at a premium of 10% payable as under:

On application	₹ 2,	On first call	₹ 2,
On allotment	₹ 5,	On final call	₹ 2.

The calls were made by the company and all the money was duly received except the allotment and call money on 500 shares. These shares were, therefore, forfeited and later reissued @ ₹ 9 per share as fully paid-up.

Pass necessary Journal entries to record the above transactions.

[Ans.: Capital Reserve—₹ 500.]

SUBJECT: ECONOMICS (030)

GRADE : XII

General Instructions:

1. Write in neat handwriting.
2. Complete all final project work in a proper file with spiral binding or as per instructions given by the respective Subject Teachers.
3. You may use colors and graphics to decorate your work.
4. Project must be handwritten and contain 30 pages Content excluding Introduction and other formal information.

NOTE: Common format should be followed with same sequence paper attached

5. Do not copy from the internet.
6. In case of reference from the internet, you may:
 - A. Read the content from the internet, if you wish and paraphrase (rewrite in your own words)
 - B. Mention the source of your information by providing the link from the internet for the verification by the Teachers.
7. Project Marks to be awarded as Final Practical marks at the end of the session.

Note for the Parents –

Parents are requested to guide his/her wards to complete their assignments honestly and by the due date.

- Prepare a Project in Economics which is prescribed by CBSE Board to be presented as PROJECT WORK during examination. Following are some guidelines regarding project completion and selection of topic.

Guidelines for Project Work in Economics (Class XII)

The objectives of the project work are to enable learners to:

- Probe deeper into theoretical concepts learnt in classes XI and XII
- Analyse and evaluate real world economic scenarios using theoretical constructs and arguments
- Demonstrate the learning of economic theory
- Follow up aspects of economics in which learners have interest
- Develop the communication skills to argue logically

The expectations of the project work are that:

- Learners will complete only ONE project in each academic session project should be of 3,500-4,000 words (excluding diagrams & graphs), preferably hand-written.
- It will be an independent, self-directed piece of study, arranged as a presentation of the project file

Scope of the Project:

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

- 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

Expected Checklist:

- Introduction of topic/title
- Identifying the causes, consequences and/or remedies
- Various stakeholders and effect on each of them
- Advantages and disadvantages of situations or issues identified
- Short-term and long-term implications of economic strategies suggested in the course of research
- 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.

Mode of presentation/submission of the Project:

At the end of the stipulated term, each learner will present the research work in the Project File to the External and Internal examiner. The questions should be asked from the Research Work/ Project File of the learner. The Internal Examiner should ensure that the study submitted by the learner is his/her own original work. In case of any doubt, authenticity should be checked and verified.

Suggestive List of Projects: Class XII

S.NO.	Suggested Topics	S.NO.	Suggested Topics
1	Micro and Small Scale Industries	46	Currency War – reasons and repercussions
2	Contemporary Employment situation in India	47	Livestock – Backbone of Rural India
3	Food Supply Channel in India	48	Alternate fuel – types and importance
4	Disinvestment policy of the government	49	Sarva Shiksha Abhiyan – Cost Ratio Benefits
5	Goods and Services Tax Act and its Impact on GDP	50	Golden Quadrilateral- Cost ratio benefit
6	Health Expenditure (of any state)	51	Minimum Support Prices
7	Human Development Index	52	Relation between Stock Price Index and Economic Health of a Nation
8	Inclusive Growth Strategy	53	Waste Management in India – Need of the hour
9	Self-help group	54	Minimum Wage Rate – Approach and Application
10	Trends in Credit availability in India	55	Digital India- Step towards the future
11	Monetary Policy Committee and its functions	56	Rain Water Harvesting – A solution to water crisis
12	Role of RBI in Control of Credit	57	Vertical Farming – An alternate way
13	Government Budget & its Components	58	Silk Route- Revival of the past
14	Trends in budgetary condition of India	59	Make in India – The way ahead
15	Exchange Rate determination – Methods and Techniques	60	Rise of Concrete Jungle- Trend Analysis
16	Bumper Production- Boon or Bane for the farmer	61	Comparative Study of Economies (Maximum three economies)
17	Organic Farming – Back to the Nature	62	New Education Policy (NEP) 2020: A Promise for a New Education System
18	Aatmanirbhar Bharat	63	G-20: Inclusive and Action Oriented
19	e-Rupee (e- ₹)	64	Amrit Kaal: Empowered and Inclusive

			Economy
20	Sri Lanka's Economic Crisis	65	Cashless Economy
21	Sustainable Development Goals (SDG's)	66	Impact of Global Recession on the Indian Economy
22	Environmental Crisis: Reasons & Remedies.	67	Working Towards India's Human Capital
23	The Role of Digital Payments in Tackling Economic Slowdowns	68	Role of Foreign Direct Investment (FDI) in India's Economic Growth
24	The Role of Public-Private Partnerships in Infrastructure Development	69	The Role of Savings and Investments in Indian Economic Growth
25	RBI's Role in Managing Inflation: A Study of Monetary Policy Tools	70	A Study of Rural Employment Generation Through MGNREGA
26	The Impact of RBI's Repo Rate Changes on Economic Growth	71	Real vs Nominal GDP: A Study Using Recent Indian Data
27	Unemployment in India: Causes, Trends, and Solutions	72	Limitations of National Income as a Measure of Welfare
28	The Balance of Payments and Its Implications for the Indian Economy	73	Money Multiplier and Its Impact on Money Supply
29	Impact of Union Budget 2026 on Economic Development	74	Quantitative vs Qualitative Tools of Credit Control - Effectiveness Analysis
30	Assessment of the GST Implementation in India: Success or Failure?	75	Inflation Targeting Framework in India: Role of RBI
31	Effectiveness of Government Schemes in Promoting MSMEs in India	76	Relationship Between Money Supply and Inflation
32	Public Debt in India: Trends and Implications	77	Autonomous vs Induced Investment: Role in Income Determination
33	Capital Expenditure and Its Role in Economic Growth	78	Paradox of Thrift and Its Relevance in Indian Economy
34	Components of Current Account vs Capital Account - Analytical Study	79	Multiplier Effect of Government Expenditure in Developing Economies
35	Foreign Exchange Reserves and Their Importance for Economic Stability	80	Impact of Tax Changes on Aggregate Demand
36	Impact of Exchange Rate Fluctuations on Imports and Exports	81	Revenue Deficit vs Fiscal Deficit - Comparative Study
37	GDP vs Welfare – Is GDP a True Measure of Economic Well-being?	82	Circular Flow of Income in a Two-Sector Economy
38	Methods of Calculating National Income – A Comparative Study	83	Role of RBI in Controlling Credit and Inflation
39	Role of Depreciation in National Income Estimation	84	Credit Creation Process by Commercial Banks
40	Investment Multiplier and Economic Growth	85	India's Balance of Payments – Trends and Analysis
41	Excess Demand & Deficient Demand – Causes and Remedies	86	Exchange Rate Determination under Flexible System
42	Analysis of Union Budget – Revenue & Capital Components	87	Impact of LPG Reforms (1991) on Indian Economy
43	Fiscal Deficit in India – Causes and Consequences	88	Human Capital Formation and Economic Development
44	Employment Scenario in India – Formal vs Informal Sector	89	Role of Agriculture in Indian Economy (Pre & Post Reforms)
45	Structural Changes in Indian Economy Since 1991	90	Role of Education in Human Capital Formation and Productivity

SUBJECT: BUSINESS STUDIES (054)

GRADE : XII

SECTION [A, B AND C]

The total marks of the project is 20.

It includes 12 marks for the Project File and 08 Marks for Viva Voce. About the project File:

A student has to select any one of the four prescribed project work by C.B.S.E.

1. 14 Principles of management by Henry Fayol .
 2. Elements of Business Environment.
 3. Stock Exchange.
 4. Marketing [Select your product from the exclusive list of products given at the end in Project work section in your Business Studies Book]
 - * Students have to select any One out of the above mentioned Projects and complete the Same properly.
 - * Neat and Tidy work is expected from the students in their respective projects.
 - * As this project is to be checked and supervised by the external supervisors , so good work is expected.
- # Requirements of the students for preparing project of Business Studies is as follows:
- i) A4 size good quality project papers [Preferably white bond Sheets or ruled sheets available in the market showing page numbers in the top right corner of the page.
 - ii) Use a good quality pen [Preferably Ball point pen with Blue ink and not Gel Pens]
 - (iii) It is strictly advised that the students write the project in their own handwriting which should be legible.
 - (iv) Charts or Photos can be pasted as per requirements.
 - (v) Your project should be neat and good looking.
 - (vi) Any doubts can be asked or clarified from your concerned subject teacher.

Project One [Elements of Business Environment]

1. The students can select Any one of the following:
 - * The Plastic furnitures like [Doors, Stools, Tables, Mugs, Jugs etc] getting its preference over Wood **OR** Metal. Its implications cost wise, weight, handling, user friendliness, etc can be discussed or any other aspects which student thinks appropriate.
 - * The origin and use of CardBoard in various stages of growth.
 - * Re-use, Re-cycle, [Pastic Bottles, Jars and Tins] to attract customers for their products]
 - * Packaging of various types being used as a means of Advertisements.
2. Students to find out the Entry of some New Consumer goods in Indian Market such as COKE, PEPSI, and other Carbonated Drinks.
 - * Students can find out the Re-entry of COKE and other same type of products.
 - * Leading Brands Like ADDIDAS, NIKE, PETER ENGLAND, VANHEUSEN, etc and how they are able to get the strong market share.
 - ❖ Different Local Brands and their Venture into the Indian Market like 'PATANJALI', DABUR, TATA, BAJAJ, RELIANCE, WIPRO, AIRTEL etc. and their phenomenal growth and market share in the Indian Market.
 - ❖ Reasons for their survival and the strategies which these Brands adopted to remain on top. The student should make research on these aspects after selecting any one or Two.
 - ❖ Reasons of Failure also if any because of Intense competition with MNC Brands.
 - ❖ Any other Observations made by a student can be also incorporated.
2. Changing role of Women in the Past 25 years relating to Joint Families , Nuclear Families , Women as Bread Earner of the Family , Position of Indian Women past and present , Position of Indian Women in Future India.
 - ❖ What concrete steps can be taken to make women more powerful in the society.
2. The changes in the pattern of Imports and Exports of different products in our country.
3. Study on Child Labour Laws ,its implementation and consequences.
4. The state of 'ANTI-PLASTIC CAMPAIGN', the law ,its effects and the implementation.

5. Effect of Changes in technological Environment on the on the Psyche and Behaviour of the employee.

2. Project Two [Principles of Management]

The students are required to consider any one of the following to complete the

Project on“PRINCIPLES OF MANAGEMENT”:

A DEPARTMENTAL STORE. AN INDUSTRIAL UNIT.

1. A FAST FOOD OUTLET.

AN INDUSTRIAL ORGANISATION[MANUFACTURING FIRM WHICH PREPARES, CONSUMER DURABLE OR NON-DURABLES][SUCH AS FOOD ITEMS OR ELECTRONIC ITEMS , PLASTIC ITEMS, WOODEN ITEMS, ETC]

The students are required to observe the application of the general Principles Of Management advocated by Fayol.[All the 14 principles]

[OR]

They may enquire into the application of scientific management techniques by F.W.Taylor in the units visited like:

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.

The students are advised to browse the internet and see about the working of any one of the Famous manufacturing companies like TATA's , Reliance , WIPRO , DABUR ,PATANJALI etc. Their working styles, management details, Discipline, Unity of direction and other details of or from the Fayol's Principles of management and incorporate those in their project work while making this topic of project. The students observations while preparing this project can be in areas of:

1. Division of work resulting to specialisation in the Firm chosen by them from the above mentioned firms or any other firms of their choice.
2. To identify the techniques the scientific management implemented by the said organisation.
3. Balance of authority and responsibility in the chosen Firm.
4. Communication levels and pattern in the organisation.
5. Methods and techniques followed by the organisation for unity of direction and co-ordination.
6. Use of Questionnaire, Interviews with Managers of departments and preparation of organizational chart to be done and incorporated in the project.

3. Project Three [Stock Exchange]

- ❖ The students will be monitoring the stock market trends.
 - ❖ The students will develop a brief report of the Important stock exchange in India.
 - ❖ To prepare a list of 25 companies listed on a stock exchange.
 - ❖ The students will find out the meaning of Weekly Holidays and the holidays Under the negotiable act.
 - ❖ Also the students to search about ,what is Closing prices,Opening Prices etc.
 - ❖ Students will find out the daily and starting and closing prices of the week and other days under negotiable instrument act and to get acquire know how about opening & closing prices.
 - ❖ The reasons or causes in the Fluctuation of prices to be identified to be found Normally in the front page of a Business Journal or Newspaper.i.e-
1. Due to change of Seasons.

2. Due to Festivals.
3. Due to spread of Epidemic or Current Pandemic.
4. Due to strikes or accidents.
5. Natural & Human Disasters.
6. Political Environment in the country.
7. Impact of changes in the Government policies for a specific industry.
8. Any specific International Events.
9. Any contract or treaties at International Scene.
10. Relations with neighbouring countries.
11. Crisis in developed countries.
12. It is very necessary for a student who has selected this project to mention the Impact of COVID – 19 on the stock exchange [That is the Ups & Downs in the stock Market due to Corona Crisis]

[PROJECT FOUR]	[MARKETING]	[MANAGEMENT]
ADHESIVES	COFFEE	INFANTDRESS
AIRCONDITIONERS	COSMETOLOGYPRODUCTS	JAMS
BATHINGSOAP	CROCKERY	JEANS
BLANKET	CUTLERY	JEWELLERY
BODYSPRAY	DTH	LADIES BAG
CAMERA	FAIRNESSCREAM	LADIESFOOTWEAR
CHOCOLATE	FURNITURE	TOYS
NAILPOLISH	HAIRDYE	LIPSTICK
PEN	HAIROIL	MICROOVEN
PICKLES	SHOES	MOBILE
READYSOUPS	SHOEPOLISH	MOISTURISERS
REFRIGERATOR	SAUCES/ KETCHUP	MUSICPLAYER
SHAMPOO	SUITCASES	TOOTHPASTE
SHAVINGCREAM	WIPES	WASHINGPOWDER
SUNGLASSES	RO SYSTEM	WATERBOTTLE

The students are requested to select items from the above list for preparing Project on Marketing management.

- ❖ The students will develop the project on Marketing management by selecting Identified product[from the above list]keeping in mind the following:
 1. Why the student have selected the product/service.
 2. Find out any 5 competitive brands that exist in the market.
 3. What permission and licenses will be required to manufacture the product/ service.
 4. What are your competitors Unique Selling Proposition.][[USP]
 5. What is your products/service's' Unique Selling Proposition'[USP]
 6. What is the name of your product/service?
 7. Mention your product's features.
 8. Draw the 'Label' of your product.
 9. Draw ' LOGO' of your product.



The students will develop the project on Marketing management by selecting identified product[from the above list]keeping in mindthefollowing:

10. Draft a Tag Line.
11. What is the selling price of your competitor product.
12. What is the selling price to wholesaler?
13. What is the selling price to retailer?
14. What is the selling price to consumer?
15. Profit margin for Wholesaler ,retailer.
16. How will your product be packaged?
17. Which channel of distribution are you going to use.
18. What will be your selling price to:
Consumer; Retailer; and Wholesaler.
19. Draft a social message for your product.
20. What type of advertisement or promotion plans are to be used for the product.
21. Use internet extensively to complete your project work as most of the things You will get from internet.Only thing is your hard work with dedication.



➤ Sequence to be followed while writing the project :

1. Front Sheet with the schools Name & Logo ; students Roll No of Board ; Subject & Topic of the project ; Students Name ; Academic Year .
1. Certificate of the guide [preferably pre – printed].
2. Acknowledgement.
3. Introduction.
4. Index .
5. Main body of the project [at least 30 pages]
6. Conclusions.
7. Bibliography.

Sl.No.	Department	Teacher's Name	E-mail ID
1	MATHEMATICS	SHIVKUMAR TIWARI (VP)	viceprincipal@academicworld.co.in
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