

DESIGN OF QUESTION PAPER

Subject : **BUSINESS STUDIES**
Paper : Theory
Class : XI
Full Mark : 100(80+20)
Time : 3 Hours

WEIGHTAGE TO OBJECTIVES:						
Objectives			Marks	Percentage		
I	Knowledge(K)			12	15	
	Understanding (U)			44	55	
	Application (A)			24	30	
	Total:			80	100	
WEIGHTAGE TO FORMS OF QUESTIONS:						
FORM OF QUESTIONS		No. of questions	Time (in minutes)	Marks	Percentage	
II	Essay/Long Answer (E/LA)		3	75	24	30
	Short Answer Type-I (SA-I)		6	42	24	30
	Short Answer Type-II (SA-II)		6	24	12	15
	Very Short Answer(VSA)		8	16	8	10
	MCQ		12	24	12	15
	Total:		35	180 m	80	100
	WEIGHTAGE TO CONTENT:					
PART- A (FOUNDATION OF BUSINESS)			Marks	Percentage		
III	1	Nature and purpose of Business	10	12.50		
	2	Forms of Business Organisation	16	20.00		
	3	Public, Private and Global Enterprises	6	7.50		
	4	Business Services	8	10.00		
	5	Emerging modes of Business	5	6.25		
	6	Social Responsibility of Business and Business Ethics	6	6.25		
	PART- B (FINANCE AND TRADE)					
	7	Source of Business Finance	10	12.50		
	8	Small Business	6	7.50		
	9	Internal Trade	8	10.00		
10	International Trade	6	7.50			
Total:			80	100		
PART- C (INTERNAL ASSESSMENT)						
IV	I.	Periodic Test	10			
	II.	Project Work(one)	10			
	Total			20		
V	SCHEME OF SECTIONS:		NIL			
VI	SCHEME OF OPTIONS:		50% in SA-I & 100% in Essay/ (LA)Type Questions.			
VII	DIFFICULTY LEVEL :					
		Difficult :	30% of the total marks			
		Average :	50% of the total marks			
		Easy :	20% of the total marks			

**Special Instruction: 1) Two questions of MCQ will be assertion-reason type question.
2) One question of SA-I will be source based question**

Abbreviation: K(Knowledge), U(Understanding), A(Application),S(Skill), E(Essay Type), SA(Short Answer Type), VSA(Very Short Answer Type), O(Objective Type).
MCQ (Multiple Choice Question).

PROJECT WORK IN BUSINESS STUDIES FOR CLASS XI

Introduction

The project work in Business studies aims to help students understand the framework within which the business operates and its interaction with the social, economic, technological and legal environment .

It also aims to empower the teachers to relate all concepts with what is happening around the world and the students' surroundings, making them appear more clear and contextual.

With the help of project work, the students are exposed to real world beyond the knowledge acquired from the classroom, giving them opportunities to refer materials, gather information, analyse it further to obtain relevant information and decide what matter to keep.

Objectives of Project Work

By undertaking project work in Business Studies , the students will be able :

1. To develop a practical approach by using modern technologies in the field of business and management.
2. To get an opportunity for exposure to the operational environment in the field of business management and related services.
3. To inculcate skills of team work, problem solving , time management, information collection, analysing and synthesizing relevant information to derive meaningful conclusions.
4. To get involved in the process of research work and demonstrate his or her capabilities while working independently.

Guidelines For Teachers

In order to enable students to undertake the projects with confidence, it is very necessary on the part of the teachers to interact, support, guide, facilitate and encourage students while assigning projects to them. The teachers should guide the students right from selection of the topic after consultation with them. Students should be facilitated in terms of providing materials or suggesting websites or obtaining required permission from business houses, malls for their project.

The following steps are required to be followed:

1. Students must take any one topic during the academic session.
 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 encourage students to enhance their self esteem and carry out the project with joy.
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SUGGESTED PROJECT LISTS FOR CLASS XI:

(The teacher should help students to identify any one project from the given topics)

I. Project one: Field Visit

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 below:

- a. The Raw material and the process used in the business and suppliers of raw materials
- b. The market, the buyers, the middlemen, and the areas covered.
- c. Mode of payment to workers , suppliers etc.
- d. Working conditions.
- e. Modernisation of the process.
- f. Facilities, security and training for the staff and workers.
- g. Subsidies available.
- h. 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 organization.
- b. Determination 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 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. Code of conduct for employers and employees.
- i. Capital structure employed-borrowed v/s owned.
- j. Quality control, recycling of defective goods.
- k. Subsidies available/availed.
- l. Safety Measures employed. Working conditions for labour in observation of Labour Laws.
- m. Storage of raw material and finished goods.
- n. Transport management for employees, raw material and finished goods.
- o. Waste management.
- p. 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 landers, agents, etc.
- d. Nature of the goods dealt in.
- e. Mode of goods dispersed, minimum quantity sold, types of packaging employed.
- f. Factors determining the price fluctuations.
- g. Seasonal factors (if any) affecting the business.

- h. Weekly / monthly non-working days.
- i. Strikes, if any-causes thereof.
- j. Mode of payments.
- k. Wastage and disposal of dead stock.
- l. Nature of price fluctuations, reason thereof.
- m. Warehousing facilities available/availed.
- n. Any other aspect.

1. 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. Project Two: Aids to Trade

Taking any one AID 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.

III. Project Three: A visit to State Emporium

The purpose of this project is that it leads to –

- Understand the role of State Emporium in promoting and marketing traditional handicrafts and handloom products.
- Study the variety of products available and their cultural , artistic and economic significance.
- Examine the marketing , pricing, sales promotion strategies adopted by State emporium.

- Developing the understanding of role of folk art, artisanship and craftsmanship of the state in its growth and economic development.
- Understanding how State Emporium support artisans craftsman and small scale industries through organized retailing.
- Understanding the role of vocational skills and abilities on the livelihood of artisans/craftsman.
- Understanding of the entrepreneurial skills and abilities of the artisans/craftsman.
- Understanding of the unemployment problem of the state and role of the art and craft of the state in generating employment opportunities.

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 and it should be handwritten.
2. The project will be presented in a neat folder.
3. The project report will be developed in the following sequence –
 - a. Cover page should include the Project Title, Student information, school and year.
 - b. List of contents.
 - c. Acknowledgements and preface (acknowledging the institution, places visited and persons who have helped.
 - d. Introduction.
 - e. Topic with Suitable Heading
 - f. Planning and activities done during the project.
 - g. Conclusions (summarized suggestions or findings, future scope of study.
 - h. Teacher report/observation.
 - i. Teachers will initial preface page.
 - j. The projects will be returned after evaluation. The school may keep the best projects..

Assessment:

The Marks will be allocated on the following heads:

- | | |
|------------------------------------|---|
| a. Introduction and Objectives : | 2 |
| b. Findings /contents/observations | 3 |
| c. Analysis and conclusion | 2 |
| d. Viva | 3 |

Total = 10

DESIGN OF QUESTION PAPER

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Total:		35	180 m	80
III	WEIGHTAGE TO CONTENT:			
	PART- A (PRINCIPLE AND FUNCTIONS OF MANAGEMENT)		Marks	Percentage
	1	Nature and Significance of Management	5	6.25
	2	Principle of Management	6	7.50
	3	Business Environment	5	6.25
	4	Planning	6	7.50
	5	Organising	8	10.00
	6	Staffing	8	10.00
	7	Directing	8	10.00
	8	Controlling	4	5.00
	PART- B (BUSINESS FINANCE AND MARKETING)			
	7	Financial Management	12	15.00
	8	Marketing Management	12	15.00
	9	Consumer Protection	6	7.50
	Total:		80	100
IV	PART- C (INTERNAL ASSESSMENT)			
	I.	Periodic Test	10	
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SUGGESTED PROJECT LISTS FOR CLASS XII:

(The teacher should help students to identify any one project from the given topics)

Project One : Elements of Business Environment

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:
 - The changes in transportation of fruits and vegetables such as cardboard crates being used in place of wooden crates etc.
 - Milk being supplied in glass bottles , later in plastic bags and now in tetra pack and through vending machines.
 - Plastic furniture (doors and stools) gaining preference over wooden furniture.
 - Brown paper bags packing to recycled bags to plastic bags and cloth bags.
 - Reuse of packaging (bottles, jars and tins) to attract customers for their products
 - Packaging used as means of advertisements.
2. 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 waves and standard of living.
3. The trend in the changing interest rates and their effect on savings.
4. A study on child labour laws, its implementation and consequences.
5. The state of ‘Anti plastic campaign,’ the law , its effects and implementation.
6. Social factors affecting acceptance and rejection of an identified product(Dish washer, Atta Maker etc.)
7. What has the effect of change in environment on the types of goods and services ?
 - a. Washing machines , micro waves, mixers and grinder.
 - b. Need for Creche , day care centre for young and old.
 - c. Ready to eat food, eating food outside, tiffin centres.
8. Effect of changes in technological environment on the behaviour of employees

Project Two: Principles of Management

Students are required to visit any one of the followings:

- a. A departmental store
- b. An Industrial unit
- c. A fast food outlet
- d. Any other organization approved by the teacher

They are required to observe the application of general Principles of Management advocated by Henry Fayol

Or

They may enquire into application of Scientific Management Techniques introduced by F. W. Taylor in the unit visited.

The observations may be made on the basis of:

- a. The different stages of division of work resulting to specialization.
- b. Following instructions and accountability of subordinates to higher authorities.
- c. Visibility of order and equity in the unit

- d. Balance of authority and responsibility
- e. Communication levels and pattern in the organization.
- f. Methods and techniques followed by the organization for unity of direction and coordination amongst all.
- g. Methods of wage payments followed.
- h. The arrangement of fatigue study
- i. Derivation and advantages of time study and method study.
- j. Organisational Chart of Functional Foremanship.

Project Three : Marketing

- a. Electrical appliances (such as Refrigerators, Washing machine, Inverter Camera, Mobile Phones, Air Conditioners, Mixer etc.)
- b. Day to day used Household items (Bathing soap, bathroom cleaner, Hair dry Hair oil, fairness cream, Shampoo, Shaving cream, toothpaste, washing detergent etc.)
- c. Daily food items used in Home (Bread, Breakfast, cereals, butter, coffee, tea noodles, ready soups, roasted snacks etc.)
- d. Garments and other ladies items (Blanket, Jeans, Sarees, jewellery, Kurti Ladies bag, ladies footwear. Shoes etc.

Students are required to identify one product from the above which the students make like to manufacture or provide .

Next, 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. Does your product have any range? Give details
5. What is the name of your product ?
6. Enlist its features .
7. Draw the label of your product.
8. Draw a logo for your product,.
9. What is the selling price of your product?
 - a. To consumer
 - b. To retailer
 - c. To wholesaler
10. How will your product be packaged ?
11. Which channel of distribution will be used ? Give reasons for selection
12. List 5 ways of promoting your product.

13. Draft a social message for your label.

14. What cost effective techniques will you follow for your product and promotional pla

On the basis of the work done by the students the project report should include the following:

- a. Type of Product/service identified and the process involve therein.
- b. Brand name and the product
- c. Range of the product
- d. Identification Mark or Logo.
- e. Tagline
- f. Labelling and packaging.
- g. Price of the product and basis of price fixation.
- h. Selected channels of distribution and reason thereof.
- i. Decisions related to transportation and warehousing. State reasons.
- j. Promotional Techniques used and stating reasons for deciding the particular technique.
- k. Grading and standardization.

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