

## ALAIN JUNIORS SCHOOL

### SUMMER HOLIDAY ASSIGNMENT FOR GRADE 12 - COMMERCE

#### ENGLISH ELECTIVE

- A. **INSTRUCTIONS:** The page numbers given in the brackets after each question are of **Advanced Writing and Reading Skill - English Elective for grade 11 and 12**. Please refer the pages mentioned in the brackets before you attempt the questions and answer them as per the specimen given.
1. Write an article in not more than 200 words on the problem of increasing obesity among the children living in cities, leading to various diseases like diabetes, asthma etc. You are Vipin/ Vineeta. ( Page- 135, 136, 137 )
  2. Write a speech in about 200 words discussing the uses and abuses of the internet by youth, giving suggestions how it can be a valuable tool for national progress and for promoting international understanding. ( Page- 143)
  3. Write a letter to the Standard Book Co., Mumbai, complaining about poor quality of books supplied to your library. You are Mohan/ Mohini, Librarian of LajpatRai Secondary School, Mumbai. ( page- 124)
  4. Write a letter to the Editor of "The Times Of India" , Delhi, expressing your concern over the increase in the road accidents, rash driving, and suggesting ways to curb the accidents. You are Nandita/ Naveen of Jawahar Nagar, Delhi. (page 125 & 126)
  5. You are Fathima/ Mohd. Azam, Secretary, Cultural Club, Raj Narain Public School, Allahabad. Your school has recently built a well planned auditorium. Write a description of the auditorium in 100-125 words. ( page 93 & 94)
  6. Practice Note making, summary writing and reading passages given in your Elective English Writing Skills Book.
    1. Reading passages- 3.6 (page 21,22 and 23) 3.7 ( page 24 , 25and 26) 3.8 ( page 27,28 & 29)
    2. Note making and summary – IV ( page 83& 84) V ( page 85 & 86)

*Wish You All Happy Summer Vacation*

## Innovative Assignments 2017

The project allotted for **Grade 11 students in Marketing**

**40 Marks**

*(Any three of the following)*

- I. Visit to retail and wholesale stores located nearby and prepare report on the frequency and volume of sale of selected products of different categories to customers classified by age and sex.
- II. Ascertain from the local market of selected consumer goods to what extent economic, social and cultural factors affect the demand for particular goods, Prepare report.
- III. Conduct household or market survey and report on the buying motive of consumers as regards to price and quality, consumers being classified by age, sex and income, given certain selected products.
- IV. Survey of demand for selected products available under different brand names through household enquiries in the local area.
- V. Taking any two brands of your choice, collect the following market information.
  - a. Segments for which they are made
  - b. competitors brands
  - c. marketing mix information – information about its price, ways of promotion, ways of distribution.

### **ASSESSMENT- rubrics**

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. Originality – 4 marks

**Total 10 Marks for each project = 30 marks and 10 marks for VIVA**



**Holiday assignment – 2017-18**

**Accountancy – Class 12 B**

Project\* = 10Marks (Minimum qualifying marks for term exam is 70% - i.e., 7)

Scanner problems (Past year questions) for Revision Exam\*\* = 10 Marks (Minimum qualifying marks for term exam is 70% - i.e., 7)

Entry to Revision exam is based on marks scored in Holiday assignment i.e. ,14 Marks

Half yearly Exam =40 x 2 = 80

Total = 100

**\*Project[A4 size plain paper]**

**Project 1 :Synopsis**

- Start you own business by investing your cash balance, bank balance and other assets.
- Take a bank loan (it should be minimum 30% of your own investment of the above)
- Purchase of raw material for cash and credit (there should be 5 minimum credit transaction from suppliers)
- Purchase return and partial payment to suppliers
- Cash sales and credit sales (there should be minimum 5 cash and 6 credit transaction)
- Different kinds of expenses (minimum 10)
- Other income (3 transactions)

**Requirement**

- Based on above synopsis, prepare story of your own business and transactions on different dates
- Pass necessary journal entries for business transaction and prepare ledger accounts
- Prepare the trail balance
- Include minimum 5 adjustments (Directly adjust in final account – no need to pass journal entries for adjustments)
- Prepare final accounts by using trail balance and adjustments
- Calculate the following ratio 1) profitability ratio s 2) current ratios 3)solvency ratios

Project 2: Synopsis: Prepare Segment Analysis report - Performance of Segments keeping in mind their three parameters Revenue, Net Profit and Capital Employed of companies on quarterly or half yearly or annual basis.

**\*\*Scanner Problems [Text book]**

**❖ Part A- do all question related to :Part B- do all question related to:**

- Capital a/c(Includes interest on Drawings) Financial Statements of Company (Major & sub headings)
  - Profit/Loss appropriation a/c Financial Statement Analysis - Theory
  - Rules in the absence of partnership deed Tools for Financial Statement Analysis
  - Admission of partner Accounting Ratios
- ❖ While evaluating the Project File, marks are to be awarded out of 10 , based on : Content , Coverage , Presentation ,Interpretation and Conclusion, Originality and Quality of work.

## Creative Assignments - 2017

The projects allotted for **Grade 12 students in Business studies are:**

### **2 Projects should be done for 10 marks each**

#### **Project 1: Elements of Business Environment**

The students select any one element from 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 tetra pack 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

**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**

**Project 2: 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. Spirit 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.

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. Prepare observation tools to be used for undertaking the project. Examples; worksheets, questionnaire, interviews and organisational chart etc.

### **Project Three: Stock Exchange**

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

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 over a period of twenty working days.

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 prices 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 of 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;

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.

#### **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. Microwave oven    58. Music player    59. Pencil    60. Eraser
61. Water bottle    62. Wallet    63. Furniture    64. Crayons    65 Newspaper    66 Jewellery
67. Nail polish    68. Water storage tank    69. Pen drive    70. Ladies bag
71. DTH    72. Sarees    73 Car    74. Cycle    75. Kurti    76. Bike    77. Cosmetology product
78. Crockery    79. Cutlery    80. Camera    81. Breakfast cereal    82. Invertor
- 83 Suitcase/airbag    84. Washing machine    85. Coffee    86. Tea

Any more as suggested . It must be ensured 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 [preassumption].

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.
- Wholesaler.
- Retailer.

12. How will your product be packaged?
13. Which channel of distribution are you going to use? Give reasons for selection?
14. Decisions related to 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.

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 project should be handwritten.

2. The project should be presented in a neat folder.

3. 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**



## **Comprehensive Assignments - 2017**

The project allotted for **Grade 12 students in Marketing**  
**Marks**

**40**

Students have to **complete three projects**

**PROJECT 1: (compulsory)** screening advertisements in newspapers/ magazines and through radio and tv programmes and reporting on the differences in appeal of different media of advertising.

The students should produce an advertisement copy of any new product done creatively by them.

**PROJECT 2:** market survey of selected consumer products on the basis of brand name and package. Collection of data and prepare a report on the popularity of different brands and the popularity and quality of packages of the products and reasons for them.

**PROJECT 3:** Visiting a departmental store retail shop or consumer co- operative store located nearby to study and report on the functioning of the store or shop

Or

**PROJECT 4:** Making enquiries from wholesaler and retailer to study and report on the channels of distribution of selected products.



## Holiday assignment, 2017-18

Grade: 12

Sub:

Psychology

- 1) To what extent is our intelligence the result of heredity (nature) and environment (nurture)? Prepare an essay.
- 2) Are there cultural differences in the conceptualization of intelligence?
- 3) What is the main proposition of humanistic approach to personality? What did Maslow mean by self-actualization?
- 4) Prepare an essay on the factors that lead to positive health and well-being?
- 5) Enumerate the different ways of coping with stress?
- 6) How does stress affect the immune system?
- 7) Explain the concept of stress. Give examples from daily life.
- 8) How is creativity related to intelligence?
- 9) All persons do not have the same intellectual capacity. How do individuals vary in their intellectual ability? Explain.
- 10) Describe the GAS model and illustrate the relevance of this model with the help of an example.

### PROJECTS

- 1) Discuss with your parents and grandparents the unique stressors they face in their lives and how they cope with them.
- 2) Observe and interview 5 persons in your neighborhood in order to see how they differ from each other in terms of certain psychological attributes. Cover all the five domains. Prepare a psychological profile of each person and compare.
- 3) Select five persons whom you most admire, either from real life or from history. Collect information about their contributions in their respective fields and identify the characteristics in their personalities that have impressed you. Do you find any similarities? Prepare a comparative report.

BEAUTIFUL MIND – Movie watching

Watch the movie beautiful mind and prepare a detailed report of the schizophrenic symptoms of John Nash.

### أولا القراءة

■ اختر الإجابة الصحيحة من الجدول ثم اكتبها في الفراغ المناسب فيما يأتي .:

سحابة - النعم - الفضاء - الأرض - الطقس - يमित - الصحراء

حفر جحا حفرة كبيرة في ..... ووضع الكيس فيها

الله هو الذي يحيي و.....

صنع الإنسان الصاروخ ليحمله إلى .....

ذات يوم دخل الرجل الغني على بساتينه وقال لن تزول هذه .....

من فوائد الأقمار الصناعية دراسة .....

وضع جحا كيس النقود في الصحراء تحت.....

■ أكمل كتابة النص الآتي بكلمات مناسبة:

المؤمن : ستقوم الساعة الكافر :

.....  
المؤمن : هل كفرت بالذي خلقتك الكافر

.....  
المؤمن : أنا مؤمن بالله الكافر

.....  
المؤمن : الكافر : أنا أكثر منك مالاً وولداً

.....  
المؤمن : الكافر : لا أنا سبب هذه النعم

■ صل بين العبارتين المتناسبتين

بأعمال كثيرة  
إلى جميع انحاء العالم  
ليحمله إلى القمر

صنع الإنسان الصاروخ  
تقوم الأقمار الصناعية  
ترسل الصور التلفزيونية

حزن ..... قليل ..... كبير .....

### ثانيا النحو :

#### ■ استخراج من الفقرة مايلي

- لقد ترك لنا الأجداد الكثير من التراث الشعبي الذي يحق لنا ان نفتخر به ونحافظ عليه ، ونطوره ليبقى ذخرا لهذا الوطن ، والأجيال القادمة
- الهواية نوعٌ من أنواع النشاط الذي يؤديه الإنسان في وقت الفراغ . توفر الهواية الراحة بعد التعب كما توفر وسائل لقضاء الوقت بسعادة.

مبتدأ .....	خبر.....
فعل مضارع .....	حرف جر
.....	.....
تاء مربوطة .....	فاعل .....
مفعول به.....	اسم موصول
.....	.....
جمع تكسير .....	أداة نصب
.....	.....
تنوين.....	صفة
.....	.....
جمع جيل .....	مفرد
الهوايات.....	.....
ضد التعب .....	جمع الجد
.....	.....

#### ■ ضع خطا تحت ( المفعول به) في الجمل الآتية

تواجه المدرسة البرج العالي

قرأ الناس الكتاب

يصاد الناس السمك

زرنا شاطئ البحر

شاهدت مسرحية في مسرح المدرسة

■ ضع أداة من أدوات النصب او الجزم المناسبة  
( لا - لم - كي - ل )

- 1- ..... تلعب بالثقاب
- 2- ..... يدرس محمود الدرس
- 3- نم مبكرا لتستيقظ مبكرا
- 4- أذهب إلى المسجد ..... أصلي
- 5- أريد ..... أنام مبكراً
- 6- ..... تساعد أخاك
- 7- ..... يسافر أحمد

■ حول الجملة الفعلية إلى اسمية والاسمية الى فعلية فيما يأتي :

يقابل المريض الطبيب .....  
الأولاد يحبون الأم .....

■ اكتب الضمير المناسب في الأماكن الخالية مما بين القوسين

..... ذهبتُ إلى المدرسة (نحن - انا - انت )  
..... يقرؤون القرآن (أنتم - انتن - هم )

■ حول الفعل المبني للمجهول إلى مبني للمعلوم فيما يأتي :

يُكْتَبُ الدرس.....  
يُعَالَجُ المريض .....

■ ضع نائب فاعل في المكان الخالي

نُفِّتِحَ .....  
كُسِرَ .....

■ ( ذو - ذا - أباك - ابيك - حميك - فاك - أخوك - لا )

أين .....؟

هذا بيت .....

شكرت ..... مال

شاهدت ..... في السوق

أخي ..... اخلاق

..... تلعب في الشارع

ذهبت إلى .....

■ أدخل على الفعل المضارع في الجمل الآتية (لم) و (لن) مرة أخرى :

..... يتأخر عن مدرسته

..... أهمل واجباتي

### ثالثاً : المهارات القرائية

أقرأ الفقرة ثم اجب

حكم القاضي ببراءة رضوان ، لأن عبد السلام ليس عنده دليل ولا شهود . خرج رضوان مسروراً ببراءته . غضب عبد السلام وكتب شكوى إلى الخليفة ذكر فيها ما حصل مع صديقه التاجر الخائن وكان من عادة الخليفة أن يخرج في بعض الليالي مع وزيره ويتنكران في ملابس التجار

1- بماذا حكم القاضي ؟ ولماذا ؟

.....  
.....

2- إلى من كتب عبدالسلام الشكوى ؟

.....  
.....

من هم شخصيات الفقرة السابقة ؟

.....  
.....

4- ما هي عادة الخليفة ؟

.....  
.....

■ رتب الجمل الآتية لتكون جملة مفيدة:

1- ثروة – جا – في – الصحراء – ضاعت

.....

2- الاتصالات – الأقمار – الصناعية – تسهل – الهاتفية

.....

.....

3- بدلة – يلبس – رائد – الفضاء

.....  
.....  
4- البساتين – دمرت – الساعة

.....  
.....  
5- عبداللطيف – البغدادي – الموصل – ولد – في

.....  
.....  
رابعاً : الخط  
اكتب ماييلي بخط الرقعة  
على الباغي تدور الدوائر

.....  
.....  
ابتسم الأسد عندما رأى الثور قادماً من بعيد

.....  
.....