



AL AIN JUNIORS SCHOOL
INDIAN SYSTEM

AL AIN JUNIORS SCHOOL HOLIDAY ASSIGNMENT - 2022-23



ENGLISH

OBJECTIVES

- To explore the thematic relevance beyond classroom.
- To develop empathy and co-relatedness with the society.
- To develop critical thinking, language and ICT skills.

A. Read the following chapters in the Flamingo textbook.

1. Lost Spring
2. An Elementary School Classroom in a Slum
3. Watch the movie- The Paper Boy [An Award-Winning Touching Short Film - The Paper Boy - YouTube](#)

Create a book using GOOGLE SLIDES/ SCRAPBOOK

What was your experience of watching the film given? Has the boy in the film Paperboy been able to convey his feelings? Mention a few instances in support of your answer.

What is your opinion about the ambience and the details which have been focused upon in the film? Do these contribute to your experience, understanding of the film and of the chapters mentioned?

OR

Create a comic strip/animation/documentary on any of the above-mentioned story/poem Complete your book with a message. The message can be made in the form of a poster.(GOOGLE SLIDES)/ SCRAPBOOK <https://www.youtube.com/watch?v=dcTbckKjvpM> Link to learn how to make cartoon strips on google slides.

B. Prepare a class magazine: Every student should send his/her contribution for the class magazine in any field of his/her interest to your editorial team. (Short story, crossword puzzles with answers below, mathematics puzzles with answers below, articles, drawings, innovative thoughts.) Contributions should be in a neat unrolled A4 size sheet with passport size photograph and name written at the top right corner. Give a name to your class magazine and design the cover page. You may submit it after bidding it on 1st September, 2022.

Let us spend this summer reading some classics

1. Moby-Dick; or, the Whale
2. The Pearl - John Steinbeck
3. The Importance of Being Earnest - Oscar Wilde
4. The Taming of the Shrew - William Shakespeare
5. The Old Man and the Sea - Ernest Hemingway
6. Othello - William Shakespeare
7. Wuthering Heights - Emily Brontë
8. The Grapes of Wrath - John Steinbeck
9. A Midsummer Night's Dream - William Shakespeare

10. Great Expectations - Charles Dickens
11. Jane Eyre - Charlotte Bronte
12. The Adventures of Huckleberry Finn - Mark Twain
13. Lord of the Flies - William Golding
14. To Kill a Mockingbird - Harper Lee

ECONOMICS

Project Work

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 class 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

Learners may work upon the following lines as a suggested flow chart: Choose a title/topic

- 1) Collection of the research material/data
- 2) Organization of material/data
- 3) Present material/data
- 4) Analysing the material/data for conclusion
- 5) 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.

Marking Scheme:

Marks are suggested to be given as

S. No	Heading	Marks Allotted
1	Relevance of the topic	3
2	Knowledge Content/Research Work	6
3	Presentation Technique	3
4	Viva-voce	8
	Total	20

Viva-Voce

- 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.

Class XII	
• Micro and Small Scale Industries	• Food Supply Channel in India
• Contemporary Employment situation in India	• Disinvestment policy of the government
• Goods and Services Tax Act and its Impact on GDP	• Health Expenditure (of any state)
• Human Development Index	• Inclusive Growth Strategy
• Self-help group	• Trends in Credit availability in India
• Monetary policy committee and its functions	• Role of RBI in Control of Credit
• Government Budget & its Components	• Trends in budgetary condition of India
• Exchange Rate determination – Methods and Techniques	• Currency War – reasons and repercussions
• Livestock – Backbone of Rural India	• Alternate fuel – types and importance
• Sarwa Siksha Abhiyan – Cost Ratio Benefits	• Golden Quadrilateral- Cost ratio benefit
• Minimum Support Prices	• Relation between Stock Price Index and Economic Health of Nation
• Waste Management in India – Need of the hour	• Minimum Wage Rate – approach and Application
• Digital India- Step towards the future	• Rain Water Harvesting – a solution to water crises
• Vertical Farming – an alternate way	• Silk Route- Revival of the past
• Make in India – The way ahead	• Bumper Production- Boon or Bane for the farmer
• Rise of Concrete Jungle- Trend Analysis	• Organic Farming – Back to the Nature
• Any other newspaper article and its evaluation on basis of economic principles	• Any other topic

ACCOUNTANCY

Project work General Instructions.

Duration: 1 Hour 30 Minutes Marks: 20

Unit-1 Project file 4 Marks — as per requirement (given below)

Unit-2 Written Test 12 Marks — One hour

Unit-3 Viva Voce 4 Marks.

Project file contains:

Cover page, certificate page, Acknowledgement, index,

Project I -Objective (Ex:- (i) To know whether M/s Sunil Computers is a success or a failure , (ii)To know whether the Bank will give Loan for their business) project statement (subject matter), Planning and execution of the project, presentation of information, analysis, ratios (liquidity, solvency, and profitability) interpretation and conclusion, graph / chart, bibliography, Project 2, Project 3, Conclusion and Bibliography.

- **Students should do three projects**
- **Photos/ paper cuttings are all pasted on the left side of the paper.**
- **Project work should be hand written.**
- **The Project File, marks are awarded out of four, based on - Content, Coverage , Presentation, Interpretation and Conclusion, Originality and Quality of work.**

Project Work. 1

Comprehensive project of any sole proprietorship business. This may state with journal entries and their ledgering, preparation of Trial balance. Trading and Profit and Loss Account and Balance sheet

From the following include important ratios as per the financial statements:

Liquidity Ratios : Current Ratio, Liquidity Ratio.

Solvency Ratios : Debt to Equity; Total Assets to Debt, Proprietary Ratio

Activity Ratios : Inventory Turnover, Debtors Turnover, Payables Turnover, Working Capital Turnover, Fixed Assets Turnover, Current Assets Turnover.

The format for Project Work will be :

- ❖ Statement of the problem/Name of the Project
- ❖ Objectives.
- ❖ Source Material
- ❖ Tools of Analysis used
- ❖ Diagrammatic/graphic presentation- pie-diagrams, bar diagrams and graphs.
- ❖ Derivations, Interpretation and Conclusion.
- ❖ Assumptions (if any)
- ❖ Project File should be neatly handwritten and presentable with page numbers. Each step of the solution needs to be highlighted. Conclusions drawn should be placed in boxes at the end.

MATHEMATICS

Summer vacation is the best time to make you strong in the topics covered. Planned study along with enjoyment will be the best solution. When the school reopens after vacation you will be occupied by new lessons.

Plan yourself and complete the following tasks

1. Solve NCERT exemplary questions, at least three from each chapter. (You can find them in NCERT exemplar questions text book if you login NCERT publications),
2. Solve all the questions of past papers in the topics you have covered of past three years (You can find these papers in any of the question banks published by different publications/ Any of the sites available on the net)
3. If anyone wants to do more, answer a few questions from R.D Sharma.
4. Complete the activities 11 to 16 in your record books as discussed in class

Note down your doubts if any on a paper, so that we can discuss them after the vacation.

Date of Submission: 1st September 2022

BUSINESS STUDIES

Students are supposed to select one unit out of four and are required to make only ONE project from the

Project ONE: 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 corps 6. Fair remuneration to all. 7. Order. 8. Equity. 9. Discipline 10. Subordination of individual interest to general interest. 11. Initiative. 12. Centralization and decentralization. 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. Standardization and simplification of work. 3. Method study. 4. Motion Study. 5. Time Study. 6. Fatigue Study 7. Differential piece rate plan.

selected unit. (Consist of one project of 20 marks). Students who have opted Marketing as a subject have only 3 choices.

Project TWO: Stock Exchange: The purpose of this project is to teach school students the values of investing and utilizing 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.

Project THREE: Marketing 1. Adhesives 2. Air conditioners 3. Baby diapers 4. Bathing Soap 5. Bathroom cleaner 6. Bike 7. Blanket 8. Body Spray 9. Bread 10. Breakfast cereal 11. Butter 12. Camera 13. Car 14. Cheese spreads 15. Chocolate 16. Coffee 17. Cosmetology product 18. Crayons 19. Crockery 20. Cutlery 21. Cycle 22. DTH 23. Eraser 24. e-wash 25. Fairness cream 26. Fans 27. Fruit candy 28. Furniture 29. Hair Dye 30. Hair Oil 31. Infant dress 32. Inverter 33. Jams 34. Jeans 35. Jewellery 36. Kurti 37. Ladies bag 38. Ladies footwear 39. Learning Toys 40. Lipstick 41. Microwave oven 42. Mixers 43. Mobile 44. Moisturizer 45. Music player 46. Nail polish 47. Newspaper 48. Noodles 49. Pen 50. Pen drive 51. Pencil 52. Pickles 53. Razor 54. Ready Soups 55. Refrigerator 56. RO system 57. Roasted snacks 58. Salt 59. Sarees 60. Sauces/ Ketchup 61. Shampoo 62. Shaving cream 63. Shoe polish 64. Shoes 65. Squashes 66. Suitcase/ airbag 67. Sunglasses 68. Tea 69. Tiffin Wallah 70. Toothpaste 71. Wallet 72. Washing detergent 73. Washing machine 74. Washing powder 75. Water bottle 76. Water storage tank 77. Wipes. Now the students are required to make a project on the identified product/service.

Project FOUR: Elements of Business Environment:

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

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 Thumps up and Coca 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 which 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 Thumps up and Coca cola range. c) Reentry 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 students 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 of change in environment 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.

COMPUTER SCIENCE

Topic- Role of Python Programming Language in the field of Artificial Intelligence

Student should prepare a group project on Python-MySQL connectivity.

1. Group projects must be completed using Python-MySQL connectivity. Follow the procedure given below:
 - a) Make groups of 2 people and submit the list.
 - b) Select the topic for the project and submit the idea on or before Monday, 30/06/2022.
 - c) Requirements Collection and analysis must be done as a first step of your project.
 - d) In design phase of SDLC – algorithm to be prepared prepared before starting your coding.
2. Submit your working code on or before Monday, 14-11-2022.
3. Once testing has done you can start preparing the documentation / report and submit the same on or before Monday, 12-12-2022.

The project report should contain:

Cover page,
Topic,
Index,
Data collected,
Conclusion and
Bibliography

The Project File, marks are awarded based on: Content, Coverage, Presentation, Interpretation and Conclusion, Originality and Quality of work.

ISLAMIC STUDIES

Grade	Assignments
XII	Prepare a booklet on “Life of Prophet Muhammad (SAW)” and explain some Ahadith about peace & tolerance.

PHYSICS

ASSESSMENT TECHNIQUE: INVESTIGATORY PROJECT

OBJECTIVE: Physics is known as the science of energy and matter. It includes the study of energy, matter related to light, heat motions and force. Well, the extension of modern physics has expanded to nuclear physics, plasma, particles and cryogenics. Explore the laws of physics and its role in our daily life with these **Physics** fair projects. Choose any one investigatory project, relate it to real life experiences, and explore the world of Physics.

[CHOOSE ANY ONE FROM THE GIVEN LIST OR YOU CAN DO YOUR OWN PROJECTS

.....Make working models, still models, AI integrated and Art integrated projects.....choice is yours]

1. To study various factors on which the internal resistance/EMF of a cell depends.
2. To study the variations in current flowing in a circuit containing an LDR because of a variation in (a) the power of the incandescent lamp, used to 'illuminate' the LDR (keeping all the lamps at a fixed distance). (b) The distance of an incandescent lamp (of fixed power) used to 'illuminate' the LDR
3. To find the refractive indices of (a) water (b) oil (transparent) using a plane mirror, an equi-convex lens (made from a glass of known refractive index) and an adjustable object needle.
4. To design an appropriate logic gate combination for a given truth table. **(AI INTEGRATED)**
5. To investigate the relation between the ratio of (i) output and input voltage and (ii) number of turns in the secondary coil and primary coil of a self-designed transformer.

6. To investigate the dependence of the angle of deviation on the angle of incidence using a hollow prism filled one by one, with different transparent fluids.
7. To estimate the charge induced on each one of the two identical Styrofoam (or pith) balls suspended in a vertical plane by making use of Coulomb's law. [CREATE **SIMULATIONS USING ARTIFICIAL INTELLIGENCE**]
8. To study the factor on which the self-inductance of a coil depends by observing the effect of this coil, when put in series with a resistor/(bulb) in a circuit fed up by an A.C. source of adjustable frequency.
9. To study the earth's magnetic field using a tangent galvanometer.

❖ **TAKE PRINT OUT OF THE PROJECT AND SUBMIT IT AS A FILE:**

Rubrics for assessment:

PROJECT COMPLETION (5)

1. UNDERSTANDING (1)
2. RELEVANCE AND DEVELOPMENT OF TOPIC (1)
3. APPLICATION/ INNOVATION (1)
4. CREATIVITY (1)
5. SCIENTIFIC ATTITUDE (1)



BIOLOGY

<i>S.NO</i>	<i>NAME OF STUDENT</i>	<i>LIST OF EXPERIMENTS</i>
1	<i>ELDO</i>	Study the Various Effects of the Pupil Dilation on the Peripheral Vision
2	<i>JENS</i>	Study the Effect of the Exercise on Pulse Rate and Blood Pressure
3	<i>MOHD.IRTEZA</i>	Study the Speed of the Sprouting Seeds
4	<i>RIYAN</i>	Study the Isolation of Staphylococcus aureus from Raw and Pasteurized Milk
5	<i>SRIRAM</i>	Evaluating the Vitamin C content in different types of fruits
6	<i>VARUN</i>	Study the Role of Recombinant DNA Technology in Modern Medicine
7	<i>ADEELA</i>	Study of the Bacterial Growth in the Acidic Environments
8	<i>AYESHA RAZA</i>	Microwave and germination of seeds

9	<i>EASTRINE</i>	Study the Biology Project Report on DNA Fingerprinting
10	<i>FARIHA</i>	Eye disorder in children and adults
11	<i>FATHIMA HANA</i>	Study the Effect of Sugar on Bean Plant Growth
12	<i>GURUDIVYA</i>	Study and investigate the different medicinal plants
13	<i>HAJIRA</i>	Study on the Probiotics and Probiotics Preparation
14	<i>HIMA JABIR</i>	To Study the Harmful Effects of the Mobile Radiation on the Human Body
15	<i>JESSICA</i>	Study the effects of the Fertilizers on the Rate of Elongation of the Hypocotyl
16	<i>KRITHIKA</i>	Are fingerprints hereditary
17	<i>LATIKA</i>	Possible effects of maternal behaviour on foetal development
18	<i>NEHA MERIN</i>	Effects of reading and working on computer on vision
19	<i>NIDHA</i>	Study of the Bioartificial Engineered Heart Tissue
20	<i>ROHITHA</i>	To Study the Effects of Diet on the Blood Glucose
21	<i>SUGITHA</i>	Study the Effect of Alkaline and Acids on the Bacterial Growth
22	<i>KONAIN</i>	Study the Growing Yeast: Sugar Fermentation
23	<i>ZINAN</i>	To Study the Effects of Green Tea on the Oral Bacteria

CHEMISTRY

GRADE 12 VACATION ASSIGNMENT SUBJECT: CHEMISTRY 2022-23

TASK: 1 PROJECT WORK

Group No:	Name of Students	Project Name
1	Mathew Biju, Sayed Fatah Guru Divya, Konain Aysha	Extraction of Essential oils
2	Riyan Salim, Sri Ram Hajira Ismail, Zinan Tresa	Preparation of pigments and poster paints
3	Rudra Lakhani, Mohamed Murtaza, Hima Jabir	Chemicals in medicines and their uses
4	Eldo Thomas, Ihsan Azim Khan Jessica Ann Thomas	Soyabean milk- Comparison with natural milk
5	Jordan Cherian, Glins Paul Krithika Balakrishna	Cosmetics and Chemistry

6	Justin Jiji Thomas, Kiran Saji Latika Kakarla	To study the presence of insecticides
7	Varun Adeela Shahjahan, Manasa Rajesh	Determination of Caffeine in Tea samples
8	Mohamed Asad Ayisha Raza, Neha Merin Biji	Common Food adulterants
9	Mohamed Aftab Easterine Benedict, Nidha Pottachola	Chemistry of Dyeing Fabric
10	Jens Mathew Fariha Farzeen Rohitha Rajeev	Investigatory project on Alloys
11	Krishnatheerth Fathima Hana Sheba Ann Pothan	Adulteration of food
12	Mohamed Irteza Fiza Fathima Sugitha Sai	Study of digestion of starch by salivary amylase and effect of pH and temperature on it

DATE OF SUBMISSION: 31st AUGUST 2022

TASK: 2 RECORD BOOK COMPLETION: DATE OF SUBMISSION: 5th SEPTEMBER 2022

PSYCHOLOGY

SUBJECT	TOPIC
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<p>PSYCHO LOGY</p>	<p>PROJECT – CASE STUDY ON ANY PSYCHOLOGICAL DISORDER. Instructions and Guidelines:</p> <ol style="list-style-type: none"> 1. The students shall be required to undertake one project during vacations. 2. Students have to choose any one psychological disorder from Chapter 4th- Psychological disorders of the textbook. 3. Some of psychological disorders to be selected are Anxiety disorder, Somatoform disorder, Dissociative disorder, Mood disorder, Substance abuse, Schizophrenic Disorder, Behavioural and Developmental disorders etc. 4. Students should prepare a case study on real life client who are suffering from any of above disorder. <p>The project would involve the use of different methods of enquiry and related skills The format for the project work will be:</p> <ol style="list-style-type: none"> 1. Index 1. Introduction 2. Details of selected disorder 3. Causes 4. Identification of data 5. Case history of client 6. Use of psychometric tests 7. Data analysis 8. Conclusion 9. Bibliography
	<p>In the Practical examination, the student will be required to administer and interpret two psychological tests.</p> <p style="text-align: right;">Total marks 30</p> <ul style="list-style-type: none"> ⊙ Practical File and Case profile (10 Marks) ⊙ Viva Voce (Case profile and practical) (05 Marks) ⊙ Two practicals (5 for conduct and 10 for reporting) (15 Marks) <p>Dear Students, Please complete al your notebook pending work till chapter 3 and submit it for correction after summer break. Seasonal Greetings and Happy Vacation.</p>

MARKETING

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

- Probe deeper into theoretical concepts learnt in class XII
- Analyze and evaluate real world marketing scenarios using theoretical constructs and Arguments
- demonstrate the learning of marketing theory
- Follow up aspects of marketing and employability skills in which learners have interest
- develop the communication skills to argue logically

The expectations of the project work are that:

Learners may work upon the following lines as a suggested flow chart: Choose a title/topic

- 1) Collection of the research material/data
- 2) Organization of material/data
- 3) Present material/data
- 4) Analyzing the material/data for conclusion
- 5) Draw the relevant conclusion.
- 6) Tables and graphs of the related topics.
- 7) Making video, PPT based presentation to get through the test on demonstration of skill competency.

Students to make a power point presentation / assignment / practical file / report. Instructor shall assign them any outlet to study the elements in retailing. LULU or CAREEFOUR or SAFEER or any other suitable outlet

Suggested list of Practical –

1. Create a detailed practical file highlighting the movement of few (8-10) products through different stages of product life cycle.
2. Collect various (20-25) packages for fast moving consumer goods. Create a practical file demonstrating packaging and labeling strategies adopted by various firms.
3. Create a project report on pricing policy adoption by different manufacturing and service firms.
4. Create a project by visiting different marketing organizations in your locality (retailers, Wholesalers, distributor etc.). Take 3 products of your choice and find out which type of channel was involved before it reaches your hand. Also discuss functions of various intermediaries.
5. Create a project on promotion mix practices followed by Indian firms.
6. Prepare a project report on emerging trends on marketing

7. Develop your own product

TANGIBLE	INTANGIBLE
Good	
Name of your product	
Develop Brand for your product	
Logo for us your product	
Describe its components	
Core product	
Associated feature	
Label for your product	
Packaging for your product	
With front Labeling	
With side Labeling	
With back Labeling	
Levels of Packaging	
Modes of Transportation	
Classify it Consumer + Industries Features Features	
Unique Characteristic, if any	
In which Stage your product is? Why	
Marketing Strategy adopted during this stage and why?	
Importance of Labeling in the current content	

8. Why is price the most crucial element of marketing mix?
9. Determination of price of any product. (Good or Service); Own OR already existing in the market
10. Following Consideration: -
 - a. Objectives of pricing.
 - b. Internal & external factors.
 - c. Analysis of market situations.
 - d. Methods of pricing. (Supporting a numerical example.)
11. A ppt can be made on:
 - Describing direct and indirect channels of distribution.
 - Understanding the role of distribution channel intermediaries
 - Understanding the functions of intermediaries.
12. Which channel is suitable for consumer durable/ non-durable/ FMCG/ Industrial Goods & Why?
13. Decision of promotion with the elements of promotional mix.

14. Factors in the selection of promotional mix.
15. Comparative analysis of various modes of promotion.
16. Emerging trends in marketing.
17. Analysis on the criteria on service quality assessment.
18. Develop your own web page for adult digital marketing.
19. Facebook, twitter (Social Media Marketing).
20. Comparative analysis on the above.

Demonstration of skill competency in Lab Activities -10 marks

Guidelines for Project Preparation:

The final project work should encompass chapters on:

- a) Introduction,
- b) Identification of core and advance issues,
- c) Learning and understanding and
- d) Observation during the project period.



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ARABIC

1- صمم بوربوينت واكتب عن أغرب الحيوانات ثم حوله إلى فيديو وتحدث عنه لمدة دقيقتين إلى ثلاث دقائق (10 درجات)

2-Spelling bee will be conducted after summer holiday during Arabic language month in the following words)

رسالة المدح والتهنئة	
English	Arabic
Letter	رسالة
Invitation	دعوة

Acceptance	قبول
Refusal	رفض
The greeting	التحية
Signature	التوقيع
formal letter	رسالة رسمية
personal message	رسالة شخصية
Thanks	شكراً
Blessing	مبارك
Appreciation	تقدير

gratitude	امتنان
a fan	معجب
Express	أعبر
Good reputation	سمعة طيبة
pride	الفخر
interested	مهتم
respect	أحترم
Special	مميز
I hope	أتمنى
deserve	تستحق
success	نجاح
example	قدوة
I miss you	اشتقت إليك
I miss you so much	أفتقدك كثيرًا
I wait for you to come back safely	أنتظر عودتك بالسلامة
see you soon	أراك قريبًا

take off	إقلاع
landing	هبوط

الروتين اليومي	
English	Arabic
daily routine	الروتين اليومي
wake up	الاستيقاظ
breakfast	الفطور
arranging clothes	ترتيب الملابس
Dental Care	العناية بالأسنان
the job	العمل
go to work	الذهاب للعمل
The school	المدرسة
Homeworks	الواجبات المدرسية
break	استراحة
lunch hour	ساعة غداء
reading	القراءة

في المطار	
English	Arabic
Airport	مطار
Hotel	فندق
Traveler	مسافر
Luggage	أمتعة
Reception	استقبال
passport	جواز سفر
seat	مقعد
Boarding pass	بطاقة صعود
Beside	بجانب
Gate	بوابة
flight	رحلة جوية
Arrival	وصول
terminal Building	مبنى الركاب
ticket	تذكرة
Boarding gate	بوابة الصعود للطائرة
departure	مغادرة
elevator	مصعد

في الفندق (In the hotel)	
English	Arabic
book	يحجز
reservation	حجز
Overlooks	يطل
What is the hotel name?	ما اسم الفندق؟
When is the reservation?	متى الحجز؟
I imagine that I am in the hotel	أتخيل أنني في الفندق
If you please	لو سمحت
Do you like sleeping in the hotel? Why?	هل تحب النوم في الفندق؟ لماذا؟
hotel room	غرفة الفندق
security guard	حارس أمن
Hotel stay	إقامة في الفندق
hotel servant	خادم الفندق
room available	غرفة متوفرة
guest	نزيل

وسائل التواصل الاجتماعي

English	Arabic
Society	المجتمع
Be held	تُعقد
consult	تُشاوَر
Humans	البشر
obsessed	مهووس
Adequate	وافية
Waste	إهدار
Noticeable	ملحوظ
Contributed	ساهم
Write down	يدوّن
Social media	وسائل التواصل
Chat	دردشة
comment	تعليق
Instagram	انستغرام
LinkedIn	لينكد إن
Facebook	فيسبوك

3- اقرأ ثم أجب عن الأسئلة التالية:

«دورة حياة الفراشة»



اقرأ النصّ الآتي بعنوان: «دورة حياة الفراشة».



الفراشة من الحشرات.
كل الحشرات تتبع دورة حياة.
الفراشة تضع بيضة، تفقس البيضة، فتصبح يرقة صغيرة.
وبعد تناول كثير من الطعام، تكون اليرقة سميكة حولها.
وداخل السمكة، تتحول اليرقة إلى فراشة بالغة.
ثم تخرج الفراشة من السمكة.
وهكذا تكون قد ولدت فراشة جديدة!



أجب عن الأسئلة الآتية:

1. عدد أزجل القراشة حسب الصورة:

- أ. 3 أزجل.
- ب. 4 أزجل.
- ت. 5 أزجل.
- ث. 6 أزجل.

2. ما الجملة التي تحمل معنى (دورة حياة الحشرة):

- أ. مراحل حياة الحشرة.
- ب. مراحل موت الحشرة.
- ت. مراحل غذاء الحشرة.
- ث. مراحل عمل الحشرة.

3. ما طعام اليرقة حسب الصورة؟

- أ. البيض.
- ب. الورق.
- ت. العسل.
- ث. السكر.

4. ما وجه الشبه بين القراشة والنحلة؟ ادعم إجابتك بأدلة من النص.

5. صنف كل مرحلة من مراحل دورة الحياة على الصور أدناه.



«الشَّمْسُ»



إِقْرَأِ النَّصَّ الْآتِيَّ بِعُنْوَانِ: «الشَّمْسُ».

الشَّمْسُ نَجْمٌ.

الشَّمْسُ مُهِمَّةٌ جِدًّا.

تُعْطِينَا الضَّوْءَ.

تَمْنَحُنَا الْحَرَارَةَ.

دُونَ الشَّمْسِ، لَا يُمَكِّنُنَا الْبَقَاءَ عَلَى قَيْدِ الْحَيَاةِ.

تَدَوِّرُ الْأَرْضُ حَوْلَ الشَّمْسِ مَرَّةً وَاحِدَةً فِي السَّنَةِ.

وَيُسَمَّى هَذَا مَدَارًا.



أَجِبْ عَنِ الْأَسْئَلَةِ الْآتِيَةِ:

1. هَلِ الشَّمْسُ قَمَرًا أَمْ نَجْمًا؟

2. ماذا تُعطينا الشَّمْسُ؟

3. ماذا نُسَمِّي دَوْرانَ الأَرْضِ حَوْلَ الشَّمْسِ؟

- أ. المَسَارَ.
- ب. المَدَارَ.
- ت. الجِدَارَ.
- ث. السِّوَارَ.

4. فَسِّرِ المَقْصودَ بِالعِبارةِ الأتيةِ: (دونَ الشَّمْسِ، لا يُمكننا البقاءُ على قَيْدِ الحَيَاةِ)؟

5. لَوِ اخْتَفَتِ الشَّمْسُ لِلأَبَدِ، فَمَاذا تَتَوَقَّعُ أَنْ يَحْدُثَ؟

6. لَوِ افْتَرَّتِ الشَّمْسُ مِنَ الأَرْضِ كَثيراً، فَمَاذا تَتَوَقَّعُ أَنْ يَحْدُثَ؟

7. ماذا سيحدث إذا أرسلنا مسبارًا لتصوير الشمس من مكان قريب منها؟

8. قدم مقترحين للأشخاص الذين يجلسون على الشاطئ، لِحمايتهم من أشعة الشمس الحارقة.

ملحوظة: سيتم إنشاء ملف لكل طالب في الواجبات على المايكروسوفت تيمز لتحميل الواجبات

أتمنى لكم إجازة صيفية سعيدة

مع تحياتي

Arabic HOD

Ms / Abeer Fathy

