

Grade : XI B

Date:30/6/2020

All the Subjects

Due date: Reopening
day

Dear students,

Here is the subject wise holiday assignments. Kindly go through the instructions carefully (under each subjects), complete the task and submit them on the reopening day of the school after summer vacation.

SUBJECT: MARKETING

Guidelines for Project Work in Marketing(Class XI)

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

- ☑ Probe deeper into theoretical concepts learnt in class XI
- ☑ Analyse 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 will complete only ONE project in each academic session.
- ☑ Project should be of 3,500-4,000 words (excluding diagrams & graphs), preferably

Hand-written.

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.
- 6) Tables and graphs of the related topics.
- 7) Making vedio,PPT based presentation to get through the test on demonstration of skill competency.

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 marketing 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.

The presentation of each student will be assessed (in terms skills). The video and PPT like materials utilised for undergoing the skill competency test will be scrutinised.

Marking Scheme:

S.No	Elements	Marks
1	Project	10
2	Practical file	15
3	Demonstration of skill competency via Lab activity	10
4	Viva-voce	5
5	Total	40

Suggested list of projects:

Students should do any one of the following projects.

1. Prepare a practical file by collecting print advertisements and analysing the message conveyed in marketing of goods, services people, ideas, experience, events, places, properties, organisations and information. Suggest an alternative mode of communication to the firm and create an advertisement for the same.

2. Visit in a group to different marketing organisations in your locality (distributors, wholesalers, retailers). Make a detailed project report to find the marketing activities of each of them respectively. Also identify different activities followed in selling and marketing **(Permission will be granted if the normalcy revisited after corona effect petered out)**

3. Prepare a project report on macro environmental scanning of a firm or an industry of your choice.

4. Identify a firm of your choice and prepare a detailed file on its micro environment.

5. Prepare a project report by visiting your nearby market and find how many atta (or pen) brands are available? Which brand is targeting which segment of the market and why? Also discuss targeting and positioning strategy of the brand. Suggest alternative strategies and justify. **(Permission will be granted if the normalcy revisited after corona effect petered out)**

6. Prepare a detailed report of the marketing mix of a prominent consumer good and a service provider, for its multiple brands.

7. Interview your friends, parents, relatives for a recent purchase made by them. Prepare a detailed project report on the same. **(Permission will be granted if the normalcy revisited after corona effect petered out)**

8. In today's context, take example of at least 10 industries working in different sectors for their ETOP profit.

☐ How the price crude oil and politics play a role in the establishment and survival of own industry.

9. Selling Vs. Marketing:

a) Why is selling a part of marketing?

- b) Suggest with suitable example of different companies with their brands.
- c) How is the marketing concept applied in those different companies.
- d) Compare the concept of selling with marketing.
- e) Concept/ Philosophies of Marketing
- f) Collection of name of different companies with their product.
- g) Classify their products and identify the marketing concept/ Philosophy used by the company to be in the market.

Questionnaire:

Your project work should be well backed by the novel evidence that you have through conducting surveys. While conducting surveys, you have to prepare the questionnaire(having essential questions) in full fledged manner.

- Questionnaire should be of 4 Pages. The survey to be administered to 10 respondents.
- Each product should be compared with any 3 brands of choice.
- Questions should include all elements mentioned in the questions.
- Prior consent regarding the questions in the questionnaire to be taken from the subject teacher before the survey is administered.
- Students should take their Emirates Id and certificate provided during their visit.
- The survey can be permitted in line with ADEK Guidelines to be followed by the school in the midst of Covid-19 pandemic.

Essentials:

- The total length of the project will be of 35 to 40 pages. (Excluding questionnaire and 10 graphs with observations).
- The project should be handwritten in blue/ black pen.
- 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.

SUBJECT:ECONOMICS

Guidelines for Project Work in Economics (Class XI)

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

- ☑ Probe deeper into theoretical concepts learnt in class XI
- ☑ 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 – Marks Allotted

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

TOPICS:

Suggestive List of Projects:

Class XI	
• Effect on PPC due to various government policies	• Invisible Hand (Adam Smith)
• Opportunity Cost as an Economic Tool (taking real life situations)	• Effect of Price Change on a Substitute Good (taking prices from real life visiting local market)
• Effect on equilibrium Prices in Local Market (taking real life situation or recent news)	• Effect of Price Change on a Complementary Good (taking prices from real life visiting local market)
• Solar Energy, a Cost Effective Comparison with Conventional Energy Sources	• Bumper Production- Boon or Bane for the Farmer
• Any other newspaper article and its evaluation on basis of economic principles	• Any other topic

SUBJECT:PSYCHOLOGY

TOPIC

PROJECT – CASE STUDY ON ANY PSYCHOLOGICAL DISORDER.

Instructions and Guidelines :

1. The students shall be required to undertake one project during vacations.
2. Students have to choose any one psychological disorder.
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, Dyslexia, ADHD etc.
4. Students should prepare a case study on real life client who are suffering from any of above disorder.

The project would involve the use of different methods of enquiry and related skills

The format for the project work will be:

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

In the Practical examination, the student will be required to administer and interpret two psychological tests.

Total marks 30

- ⊙ 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)

Dear Students,
Please complete all your notebook pending work till chapter 5 and submit it for correction.

Happy Vacation.

SUBJECT:ACCOUNTANCY

Project work General Instructions.

- **Project file contains:**
Cover page, certificate page, Acknowledgement, index, project statement(subject matter), Planning and execution of the project, presentation of information, analysis, interpretation and conclusion, graph / chart, bibliography.
- 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.

I COMPREHENSIVE PROJECT

The student(s) will be allowed to select any business of their choice or develop the transaction of imaginary business. The project is to run through the chapters and make the project an interesting process. The amounts should emerge as more realistic and closer to reality.

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. Expenses, incomes and profit (loss), assets and liabilities are to be depicted using pie chart / bar diagram

List of options to the students to select a business form.

You can add to the given list:

1. A beauty parlour
- 2) Men's wear
- 3) A coffee shop
- 4). Men's saloon
- 5) Ladies wear
- 6) A music shop
- 7) A tailoring shop
- 8) Kiddies wear
- 9) A juice shop
- 10) A canteen
- 11) A Saree shop
- 12) A school canteen
- 13) A cake shop
- 14) Artificial jewellery shop
- 15). An ice cream parlour
- 16). A confectionery shop
17. A small restaurant
- 18). A sandwich shop
- 19) A chocolate shop
- 20) A sweet

shop 21) A flower shop 22) A dry cleaner 23) A grocery shop 24) A stationery shop 25) A shoe shop.

After selection, visit a shop in the locality (this will help to settle on a realistic amounts different items. The student(s) would be able to see the things as you need to invest in furniture, decor, lights, machines, computers etc.

A suggested list of different item is given below.

Rent, Wages and Salary, Advance rent [approximately three months], Newspaper and magazines, Electricity deposit, Petty expenses, Electricity bill, Tea expenses, Electricity fitting, Packaging expenses, Water bill, Transport, Delivery cycle or a vehicle purchased, Water fittings, Registration, Telephone bill, Insurance, Telephone security deposit, Auditors fee, Telephone instrument, Repairs & Maintenance, Furniture, Depreciations, Computers, Fans and lights, Stationery, Interior decorations, Advertisements, Refrigerators, Glow sign, Purchase and sales, Rates and Taxes etc.

You are required to prepare Journal, ledger accounts, Trial Balance and Final accounts.

SUBJECT: BUSINESS STUDIES

General Guidelines for Project work.

By means of Project Work the students are exposed to life beyond textbooks giving them opportunities to refer materials, gather information, analyze it further to obtain relevant information and decide what matter to keep.

ASSESSMENT

The marks will be allocated on the following heads.

1. Initiative, cooperativeness and participation
2. Creativity in presentation
3. Content, observation and research work
4. Analysis of situations
5. Viva

Project file should contain

Cover page, certificate page (will be provided from the school), topic, index, Project Data collected, survey, analysis and interpretation, graphical representation, conclusion and bibliography.

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

CASE STUDY ON A PRODUCT

- a) Take a product having seasonal growth and regular demand with which students can relate.
For example,
Apples from Himachal Pradesh, Kashmir.

Oranges from Nagpur,
Mangoes from Maharashtra/U.P./Bihar/Andhra Pradesh etc.
Strawberries from Panchgani,
Alivora from Rajasthan,
Walnuts/almonds from Kashmir,
Jackfruit from South,
Guavas from Allahbad,
Fishes from coastal areas.
Dates of UAE
Or any other product which student prefer.

Students may develop a Case Study on the following lines:

- (i) Research for change in price of the product. For example, apples in Himachal Pradesh / dates in UAE during plucking and non -plucking season.
- (ii) Effect on prices in the absence of effective transport system.
- (iii) Effect on prices in the absence of suitable warehouse facilities.
- (iv) Duties performed by the warehouses.
- (v) Demand and supply situation of the product during harvesting season, prices near the place of origin and away. Students may be motivated to find out the importance of producing and selling these products and their processed items along with the roles of Transport, Warehousing,

AIDS TO TRADE

Banking.

Take banking as aids to trade and gather the following information.

- i) Development of banking in India/ UAE
- ii) Types of banks
- iii) Functions of banking
- iv) Service of banks
- v) Types of deposit accounts
- vi) Importance of banking in Indian economy/ UAE economy
- vii) Banking regulation Act.
- viii) RBI/ Central Bank of UAE

Insurance

Insurance and gathering information on following aspects

1. History of Insurance Lloyd's contribution. 2. Development of regulatory Mechanism. 3. Insurance Companies in India /UAE 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.

SUBJECT: MATH

As discussed in the class the holiday assignment is

1. To solve any five questions from each lesson (miscellaneous exercises) of the concluded chapters.
2. To solve three questions of each chapter from any reference book like R.D.Sharma/
Exam idea/ ML Aggarwal or any other book.

ALL THE BEST

SUBJECT: ENGLISH

1. Autobiographies: write the story of your life. This assignment may help you learn autobiography or reinforce a broad range of writing skills.

PROJECT

2. Inventions: create and illustrate your new invention that address a problem in nature or society. Address environmental or sociological issues. For example Covid -19 a pandemic/ an opportunity
3. Read “Brave New World “by Aldous Huxley and write the review.
4. Read the book “ The Lively Art of Writing” by Lucile Vaughan

SUBJECT: ISLAMIC STUDIES

(Boys): Prepare a booklet on “Biography of Khalid bin Waleed (RA)” including inspiring aspect of his life. (Girls): Prepare a booklet on “Umme Ammarah (RA)” including inspiring aspect of her life.

SUBJECT: ARABIC

- . علامات 5 كتابية خمس تعليمات للشغف بالعمل .
- . اعد الحوار الذي دار بين الكهل ومدير العمل في المقابلة الشخصية .
- . تخيل أنك في الثلاثين من عمرك ولم تجد وظيفة مناسبةدقيقتين 2نشاطا للتحدث .
- فكر في وظيفة غريبة لإقناع مدير في إحدى الشركات لتوظيفك

ضع الأسباب التي يمكن أن تنجح بها للتعيين في هذه الشركة	
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