



# SWAMI VIVEKANAND PUBLIC SCHOOL

Affiliated to C.B.S.E New Delhi

Vill & P.O Baron Wala Arcadia Grant, Shimla Road Dehradun Uttarakhand (U.K) -248001  
Mob.No. 9557731424 9411751808 E-mail [svpublicschooloon@gmail.com](mailto:svpublicschooloon@gmail.com) [www.svpublicschool.org](http://www.svpublicschool.org)

Dear Parents,

Kindly note the following

1. Summer vacation for class I to 12<sup>th</sup> will be from 24<sup>th</sup> May up till of 30<sup>th</sup> of Jun 2024.  
School will be re-open on 1st of July 2024.
2. Holiday homework is given below, please help your ward to complete their Homework.
3. School Office will remain open during vacation. Office timing will be 9:00 am to 11:00 am.  
Please submit your wards fee during office hour only..

## SUMMER HOLIDAY HOME WORK – (2024-25)

(COM)

STD- 12<sup>th</sup>

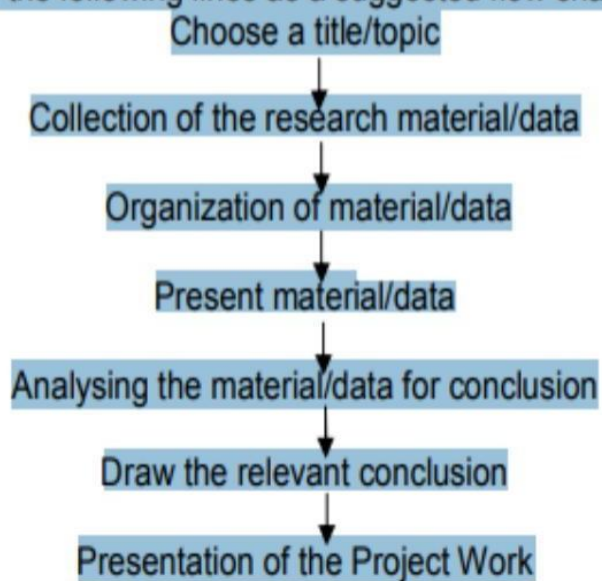
English	1. Solve Question paper PT-1.	25
	2. Collect newspaper cutting of 15 days and find out the parts of speech and write it in your H.H.W.N.B.	25
Hindi	1. पत्रकारिता के विविध आयामों को चित्र के माध्यम से अपनी कक्षाकार्य कापी में परियोजना बनाइये।	25
	2. आत्मपरिचय पाठ से प्र न-अभ्यास अपनी कक्षाकार्य कापी में लिखिए।	25
Phy.Ed.	1. Write 5 page about “Surya Namaskar Asna” in your fair Notebook.	25
	2. Make a project file about “Jumping Events” activity.	25
Comp	1. Complete the exercise and assign question of CH-1 to CH-3 from book in your fair Notebook.	25
	2. Prepare Activity/Practical file containing 5 questions from CH-1 to Ch—5.	25
Math's	1. Do all example from CH-1 to CH-3 in your Fair Notebook.	25
	2. Do one-one practical from CH-1 to CH-3 in your Practical file.	25

. Write the synopsis of the discussed CBSE projects in the class e.g.

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	• <b>Any other topic</b>

### Scope of the project:

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



## ECONOMICS

\*Do “level 2” questions of Chapter-1 (National Income) from practice annual.

## ACCOUNTANCY

- Solve the numericals of N.C.E.R.T in your fair notebook:-

### Chapter-1

Q.no.- 1,2,4,5 and 8

### Chapter-2

Q.no.-1,2,3,4,5,13,14,16 and 17

## BUSINESS STUDIES

Prepare the project work on the topic allotted-

- ❖ Project A : MARKETING MANAGEMENT
- ❖ Project B : BUSINESS ENVIRONMENT
- ❖ Project C :- STOCK EXCHANGE
- ❖ Project D :- PRINCIPLES OF MANAGEMENT

Guidelines to be followed:-

### Project A: MARKETING MANAGEMENT

(A.) On the basis of the work done by the students the project report should include 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 licenses 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. and Retailer.

12. How will your product be packed?
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.

### **Project B: BUSINESS ENVIRONMENT**

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

- d) Brown paper bags packing to recycled paper bags to plastic bags and cloth bags.
- e) Re use of packaging [bottles, jars and tins] to attract customers for their products.
- f) The concept of pyramid packaging for milk.
- g) Cost being borne by the consumer / manufacturer.
- h) 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.

- 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. Other linkages with the above.
  - e. Leading brands and the company having the highest market share.
  - f. Different local brands venturing in the Indian market.
  - g. The rating of the above brands in the market.
  - h. The survival and reasons of failure in competition with the international brands.
  - i. 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 C :- STOCK EXCHANGE

Project D: 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.

You are required to observe the application of the general Principles of management advocated by Fayol.

Fayol's principles are:

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. 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. Standardization and simplification of work.
3. Method study.
- 4.

Motion Study. 5. Time Study. 6. Fatigue Study 7. Differential piece rate plan.

(B.)PRESENTATION AND SUBMISSION OF PROJECT REPORT OF PROJECT A ,B AND C

The 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.
2. The project should be presented in a neat folder.
3. The project report should be developed in the following sequence

The cover page should include the title of the Project, student information, school and Year.

c) List of contents.

d) Acknowledgements and preface (acknowledging the institution, the places visited and the persons who have helped).

e) Introduction.

f) Topic with suitable heading.

g) Planning and activities done during the project, if any.

h) Observations and findings of the visit.

i) Conclusions (summarised suggestions or findings, future scope of study).

j) Photographs (if any).

k) Appendix.

l) Signature of the teacher.

Instructions:

1. The work has to be done on A4 size interleaf sheets.
2. It should be written in neat handwriting.
3. The file should not be spiraled.
4. The project should be hand written and no print-outs to be used for content writing.