



**KĀSIGA SCHOOL**  
**DEHRADUN**

**Holiday Homework Summer Break 2020**



**HOLIDAY HOMEWORK GRADE 12 (SCIENCE)**

# ENGLISH

**Time away from the classroom is often the greatest gift for project planning.**

## **Holiday Homework Class 11&12**

- 1. Complete all the assignments for the topics covered so far in the notebook.**
- 2. Critique one of the following movies in about 200-250 words. Prepare to deliver the same as an integral part of your Speaking Assessment that carries 10marks.**  
**The Sound of Music, Inception, Gravity, Interstellar, Life of Pi, The Mysterious Island, Hugo, Hook.**

*General guidelines on how to critique a movie:*

- Choose a movie.
- Specify the issues you are going to discuss and analyze in your paper.
- Watch the movie two-three times: first—to get a general idea of the film; second time—to pay attention to the points that come into your sphere of interest and/or to note the details you weren't able to notice the first time.
  
- Concentrate on specific movie characters.
- See if the way the characters dress, talk, act, or look corresponds with the image they should be projecting towards the viewer.
- Remember that the better the characters are developed, the more character-driven the story is.
- Consider that the right motivation of the characters makes the audience believe the story and its development; moreover, it helps to understand the real motives, which should be understandable to the viewers.
  
- Decide whether the plot is predictable.
- Define whether some actions were unpredictable; if they were, then they provided you with some food for thought to make assumptions and express your views considering an unexpected turn of events or simply shocked you.
- Remember that the structure encompasses 3 acts: introducing the main characters, mounting tension through the story (lead up to the climax of the story), and bringing the movie to an end.
- See if the plot corresponds to characters' motivations.
- Mind that before the ending there should be a culmination of the story when the tension reaches the highest point.
  
- Remember that good dialogues should not be protracted as they are to sound natural.
- See if there is a logical development of the conversation.



**Holiday Homework**

**Subject : Mathematics**



Class XII will complete their Mathematics Lab Manual during the holidays.

# PAINTING

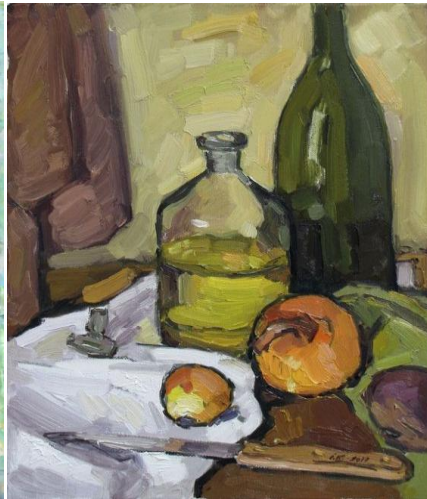
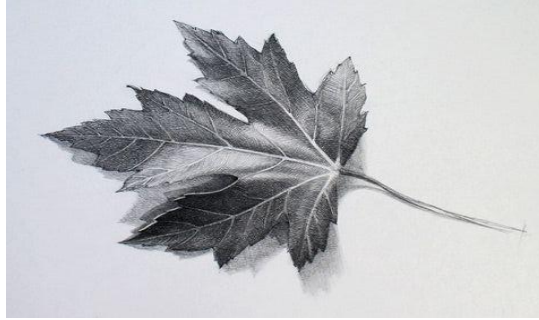
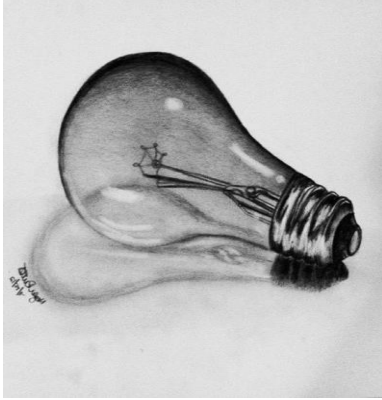
## CLASS 12 PROJECT WORKS (EXAMPLES)

### PAINTING- PRACTICAL

1. **Watercolour demonstration**
2. Link:<https://www.youtube.com/watch?v=mbJAcf1IK2g>
3. <https://www.youtube.com/watch?v=c3p7t7GEUE>
4. **Still Life sketches**
5. Link:<https://www.youtube.com/watch?v=OezMavBqWXc>
6. **Watercolour Portrait Painting**
7. Link:<https://www.youtube.com/watch?v=gyvxLMKbB8g>
8. **Landscape Watercolour painting**
9. Link: <https://www.youtube.com/watch?v=aHXtKuh3Hzg>

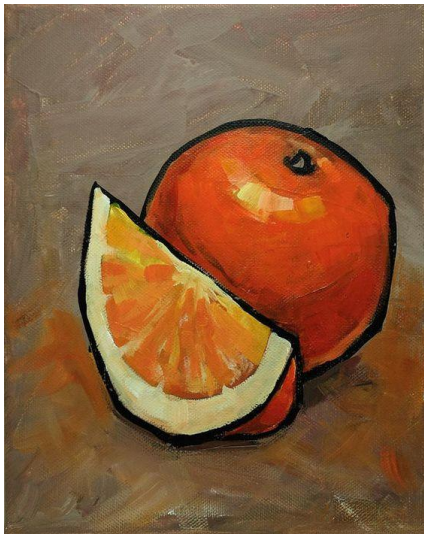
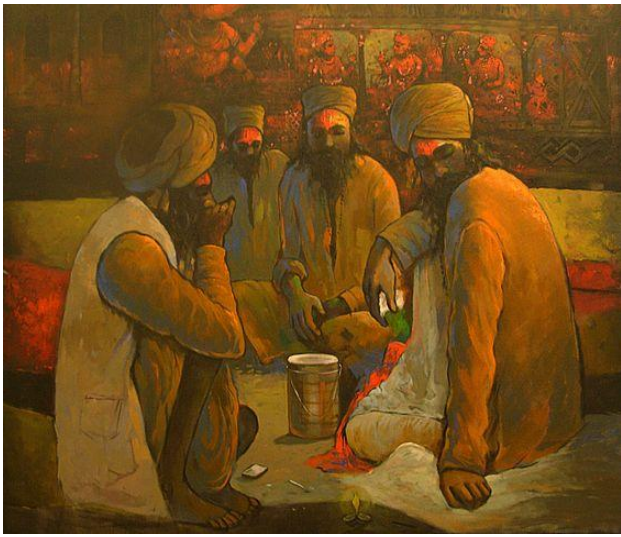
**NATURE AND OBJECT STUDY (EXAMPLES)**

**COMPLETE 3 SKETCHES/PAINTINGS IN A4 SIZE**



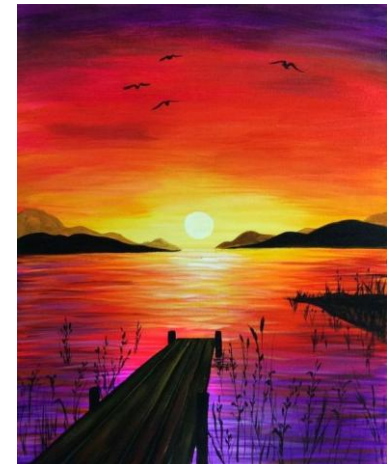
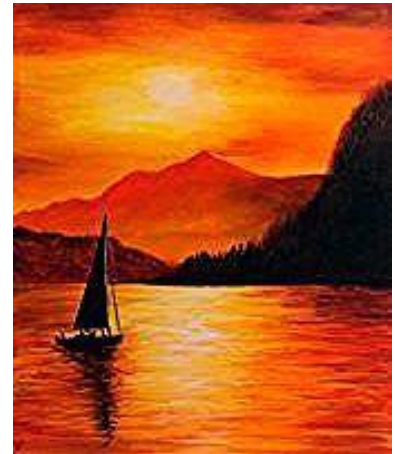
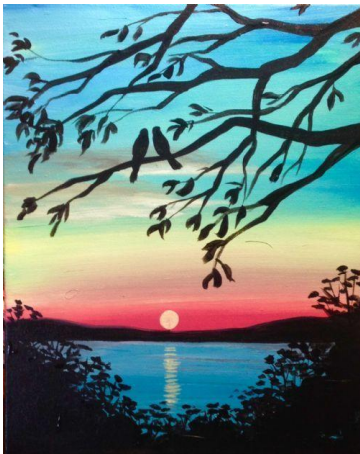
## PAINTING COMPOSITION (EXAMPLES)

COMPLETE 3 SKETCHES/PAINTINGS IN A4 SIZE



## PAINTING LANDSCAPE (EXAMPLES)

COMPLETE 4 PAINTINGS IN A4 SIZE



## **Portfolio Assessment Method Introduction:**

The Art Portfolio will consist of a compilation of all art works, from sketch to finished product. The submission would include both the original and improved versions of assigned tasks reflective of gradual improvement. Step by step development of the work will be assessed in all units.

### **Components of a Portfolio:**

- Schedule of work
- Research Skills
- Resources and materials
- Study of connections with artists / art movements
- Art making skills
- Personal artist statement
- Studies (e. g., composition/techniques-medium)
- Picture of the final work (reflective skills)
- Evaluation of final work (affective skills)
- Any kind of personalized notes in relation to art work



# COMPUTER SCIENCE

Some sample lab assignments are as follows:

## 5.1. Programming in Python:

- Recursively find the factorial of a natural number.
- Read a file line by line and print it.
- Remove all the lines that contain the character `a` in a file and write it to another file.
- Write a Python function  $\sin(x, n)$  to calculate the value of  $\sin(x)$  using its Taylor series expansion up to  $n$  terms. Compare the values of  $\sin(x)$  for different values of  $n$  with the correct value.
- Write a random number generator that generates random numbers between 1 and 6 (simulates a dice).
- Write a recursive code to find the sum of all elements of a list.
- Write a recursive code to compute the  $n^{\text{th}}$  Fibonacci number.
- Write a Python program to implement a stack and queue using a list data-structure.
- Write a recursive Python program to test if a string is a palindrome or not.
- Write a Python program to plot the function  $y = x^2$  using the pyplot or matplotlib libraries.
- Create a graphical application that accepts user inputs, performs some operation on them, and then writes the output on the screen. For example, write a small calculator. Use the tkinter library.
- Open a webpage using the urllib library.
- Compute EMIs for a loan using the numpy or scipy libraries.
- Take a sample of 10 phishing e-mails and find the most common words.

## 5.2. Data Management: SQL and web-server

- Find the min, max, sum, and average of the marks in a student marks table.
- Find the total number of customers from each country in the table (customer ID, customer name, country) using group by.
- Write a SQL query to order the (student ID, marks) table in descending order of the marks.
- Integrate SQL with Python by importing the MySQL module
- Write a Django based web server to parse a user request (POST), and write it to a CSV file.

## 6. Project

The aim of the class project is to create something that is tangible and useful. This should be done in groups of 2 to 3 students, and should be started by students at least 6 months before the submission deadline. The aim here is to find a real world problem that is worthwhile to solve. Students are encouraged to visit local businesses and ask them about the problems that they are facing. For example, if a business is finding it hard to create invoices for filing GST claims, then students can do a project that takes the raw data (list of transactions), groups the transactions by category, accounts for the GST tax rates, and creates invoices in the appropriate format. Students can be extremely creative here. They can use a wide variety of Python libraries to create user friendly applications such as games, software for their school, software for their disabled fellow students, and mobile applications. Of course to do some of this projects, some additional learning is required; this should be encouraged. Students should know how to teach themselves.

If three people work on a project for 6 months, at least 500 lines of code is expected. The committee has also been made aware about the degree of plagiarism in such projects. Teachers should take a very strict look at this situation, and take very strict disciplinary action against students who are cheating on lab assignments, or projects, or using pirated software to do the same. Everything that is proposed can be achieved using absolutely free, and legitimate open source software.

# PHYSICAL EDUCATION

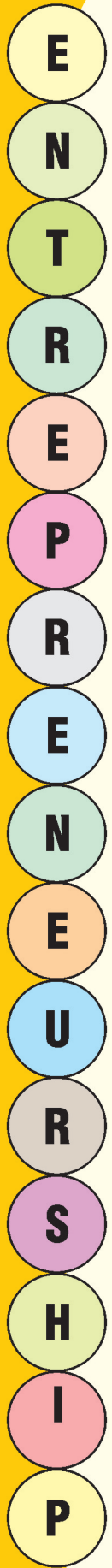
## Physical Education project work

- A) Students need to make project file ( choose file specially made for Physical Education)based on Athletics, Yoga and any one game of your choice.
- B) Choices should be made from any one of these major games -. cricket, football, basketball and swimming
- C) Things to write- History, rules and regulations, famous tournaments worldwide, records and measurement



# ENTREPRENEURSHIP

## APPENDIX



### Guidelines for Practical Examination

The main objective of the course in Entrepreneurship is to generate among students the initiative, creativity, self-reliance and enthusiasm so as to empower them to become entrepreneurs, both in spirit and performance. A number of skills such as observation, evaluation, communication, resource mobilization and management, risk assessment, teams building etc. are also to be developed in the students. Leadership qualities, sensitivity to business ethics and adherence to a positive value system are the core disciplines that the course highlights while presenting different concepts related to entrepreneurship.

Such a course should necessarily have a strong experiential component in the form of practical work. The objectives of the practical work are:

- To introduce the world of business by developing core skills and competencies required for an entrepreneur.
- To develop qualities such as leadership, confidence, initiative, facing uncertainties, commitment, creativity, people and team building, integrity and reliability.
- To enable the acquisition of skills and knowledge needed for conducting surveys, collecting, recording and interpreting data, and preparing simple estimates of demand for products and services.
- To enable students to prepare a Project Report.

To equip students with the knowledge and skills needed to plan and manage an enterprise through case studies, conducted and recorded by the students in different fields such as resource assessment, market dynamics, finance management, cost determination, calculation of profit and loss etc.

- To instill important values and entrepreneurial discipline.

### Project Details

Students will have to fulfill the following as a part of the project work:

I. Market survey (options given)	10 marks
II. Business plan	10 marks
III. External practical written paper	5 marks
IV. External viva	5 marks
	30 marks

### I. Market Survey

Students will have to conduct the survey in any one of the below mentioned topics and follow the guidelines:

- A. Conduct a simple market research with the objective of estimating demand for an existing product in the market. Students will have to give an innovative suggestion to the product.
- B. Conduct a survey for a new innovative product.
- C. Conduct a survey for study on
  - a) Smoking habits



- b) Skill Trading Option in an economic backward neighborhood
- c) Wearing Helmets
- d) Attitudes of Road Users
- e) Conservation of Electricity
- f) Rainwater Harvesting

### Guidelines for Survey No. A

Students will have to find out the demand for any one of given in the boxes:

Mosquito repellent cream	Towels	Powder	Papad
Milk	Wall clock	Ghee	Salt
Curds	Organic dals	Mineral water	Basmati rice
Ball	Umbrella	Dry fruits	Fitness equipment
Car tyres	Mattress	Hand blender	Frozen food
Bed sheets	Keyboard	Cookies	Tiles
Crayons	Lip balm	Cooking oil	Curtain materials
Educational Toys	Hair color	Plastic chairs	Microwave oven
Bathroom fittings	Non-stick cookware	Sweets	Toaster
Geyser	Cooker	Candy	
Water dispenser	Craft glue	Pickle	

- Students can also select any other product.
- An innovative idea regarding the product must be suggested by the student.
- The product, along with the innovation may be discussed in class and finalized.
- Avoid products whose use is discouraged/banned by the society and government like alcohol/pan masala, tobacco products, etc.

Identify one product from the given box which you like to manufacture [pre-assumption]. Now, make a project on the identified product, keeping in mind the following:

1. Think of an innovation in the selected product, (innovation could be in product content, feature, design, packaging, distribution, strategy, service etc.)
2. Test the feasibility of this innovation via market analysis, using an objective questionnaire.
3. Competition analysis (2-3 existing brands in the same category).
4. Questionnaire analysis
5. Recommendation to the company (For example, if you have chosen hair oil and if you want to find out the demand for Dabur Vatika then please give suggestions to the company as to how they can improve their product)

Two examples have been provided for students as to how questionnaires have to be framed and analysis to be done.





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### Market Survey on Hair Oil

**Purpose of survey:** To collect primary data for the preparation of class XII Entrepreneurship market survey report, the product being researched is "Hair oil". The idea of attaching a vibrating scalp massager to the hair oil bottle is also being researched here.

**General instruction**

1. Filling personal details is optional.
2. All the questions are compulsory.
3. Only one alternative option to be chosen other than the places specified.
4. Answer by ticking of the most appropriate option.

**Disclaimer:** All information provided will be treated as confidential.

**Personal details**

Name \_\_\_\_\_ Age \_\_\_\_\_

Occupation \_\_\_\_\_ Email \_\_\_\_\_

- Q1. Do you use hair oil?  
 Yes  No
- Q2. Which brand of hair oil do you use?  
 Keokarpin  Daburamla  Bajaj almond drops  
 Mustard oil  Olive oil  Coconut oil  
any other please specify \_\_\_\_\_
- Q3. Are you satisfied with the hair oil you are using?  
 Yes  No
- Q4. How frequently do you oil your hair?  
 Daily  2-3 times per week  Once a week  Once a month
- Q5. When do you apply oil on your hair?  
 10 hour before shampooing  3-6 hours before shampooing  
 Overnight
- Q6. What motivated you to buy this hair oil?  
 Price  Brand image  Quality  Any other please specify
- Q7. Which informative source influences your decision to buy this hair oil?  
 Family recommendation  Beauty clinics  Friends  Advertisements
- Q8. Which pack size do you prefer the most?  
 50 ml  100 ml  150 ml  
 200 ml  300 ml  Any other please specify
- Q9. According to you, what would be the reason for oiling hair regularly?  
 to make it strong  to improve hair luster  to control hair fall  
 to prevent dryness and dandruff  to have long hair  all the above
- Q10. Will you prefer to buy a hair oil attached to a vibrating scalp massager and when you tilt the bottle on to bottle of head not only will the oil ooze out but your scalp will also get massaged, thus leaving you with clean hands even after using oil?  
 Yes  No

Thank you for your co-operation and precious time.

(As you can see in this questionnaire, the first question asks whether the person uses hair oil or not. In case more respondents say that they do not use hair oil, then the student has to change the product. The last question caters to the innovation associated with the product).



## Market Survey Product: Washing Detergent

**Purpose of the survey:** To collect primary data for preparation of Class-XII Entrepreneurship Market Survey Report. Feasibility of a newly innovated stain removing detergent patch is also being studied.

### General instructions:

1. Filling personal details is optional.
2. All questions are mandatory.
3. Choose only one response.
4. Respond by ticking (✓) the most appropriate option.

**Disclaimer:** All responses will be treated as confidential and used for academic purpose only.

### Personal Details

Name: \_\_\_\_\_ Age: \_\_\_\_\_

Gender:       Male                       Female

Occupation \_\_\_\_\_ Email: \_\_\_\_\_

### Questionnaire

1. How do you wash your clothes?  
 Hand Wash                       Washing Machine  
 Laundry                               Both hand wash and washing machine
2. Which washing machine detergent are you using now?  
 Ariel                                       Surf Excel  
 Tide                                         Rin  
 Others \_\_\_\_\_
3. Which hand wash detergent powder are you using now?  
 Ariel                                       Surf Excel  
 Tide                                         Rin  
 Others \_\_\_\_\_





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4. What motivated you to buy this washing detergent?  
 Price  Quality  
 Brand Image  Any Others \_\_\_\_\_
5. From where did you come to know about your detergent?  
 Friends  Family  
 Retailers  Advertisements
6. Do promotional schemes (For example, Buy 1 get 1 free) influence you in buying the product?  
 Yes  No
7. Does your washing machine detergent remove stains from your clothes the very first time itself?  
 Yes  No
8. Have you faced difficulty in removing stains from clothes during the wash?  
 Yes  No
9. Do you think that stain can be removed only washing by hand?  
 Yes  No
10. Will you buy a new detergent patch (like band aid), which when put on stains on the clothes, will remove them immediately?  
 Yes  No



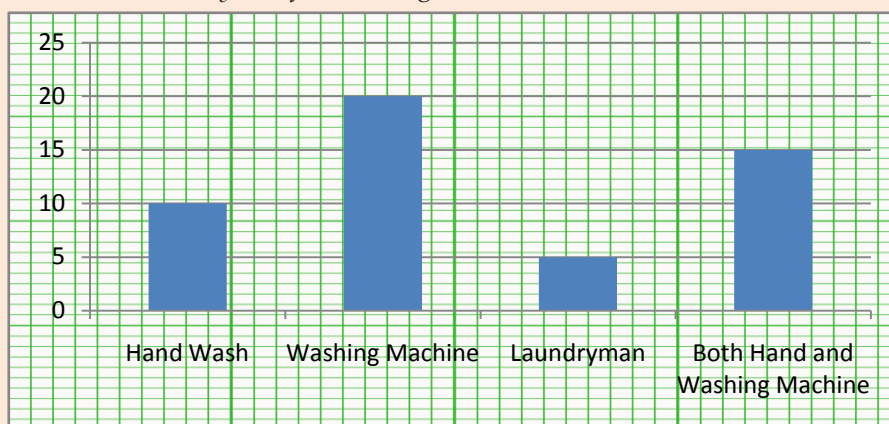
*Stains on clothes*



### Examples for questionnaire analysis / suggested solutions:

Q1. How do you wash your clothes?

The questionnaire was surveyed from 50 respondents to know which method of washing clothes they prefer the most. Out of 50 respondents, 20 prefer using the washing machine whereas 10 respondents prefer to washing clothes by hand, 15 respondents wash their clothes both by hand and washing machine and only 5 respondents like to give their clothes to the laundryman. So, we can conclude by saying that maximum number of women likes to wash their clothes with the help of washing machine on the other hand very few women likes to give their clothes to laundryman for washing.

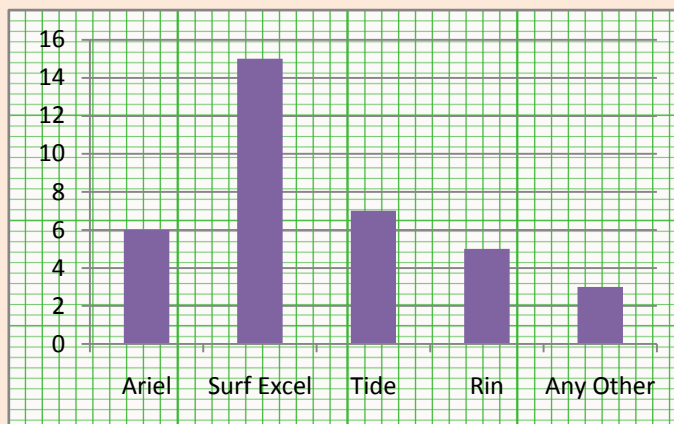


Preference of ways of washing clothes

Q2. Which washing machine detergent you are using now?

According to the survey conducted 35 women wash their clothes with the help of washing machine. Surf Excel is the detergent which is preferred most by 15 respondents. Tide is the next detergent which is preferred by 7 respondents whereas, Ariel and Rin are used by 6 and 4 respondents respectively.

So, we can conclude that Surf Excel washing machine detergent has the greatest demand in the market whereas Tide and Ariel are gaining demand among customers. There were a few more detergents like Asset, Amway etc. which are used by very few respondents.



Preference of washing machine detergent





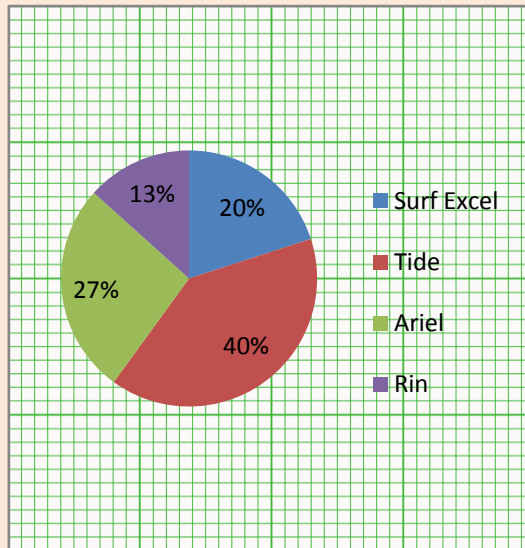


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Q3. Which hand wash detergent are you using now?

As per the bar diagram alongside 15 respondents wash their clothes by hand. Tide is the detergent which is preferred most by 6 respondents whereas Ariel, Surf Excel and Rin are used by 4, 3, and 2 respondents respectively.

Tide is the detergent which has a great demand among the respondents who wash clothes by hand. As it provides good quality at a reasonable price. Whereas Ariel, Surf Excel and Rin have to improve in order to gain market demand.

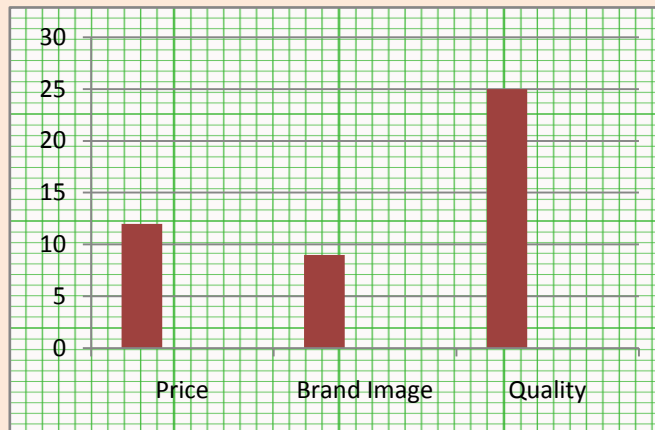


Preference of hand wash detergent

Q4. What motivated you to buy this washing detergent?

On the basis of the survey, the maximum numbers of respondents are motivated to buy a washing detergent because of the quality of detergent, 25 respondents look at quality whereas 12 and 8 respondents focus on price and brand image of the detergent, respectively.

*So, we conclude that quality is the most important factor in selecting a detergent followed by brand image and price.*

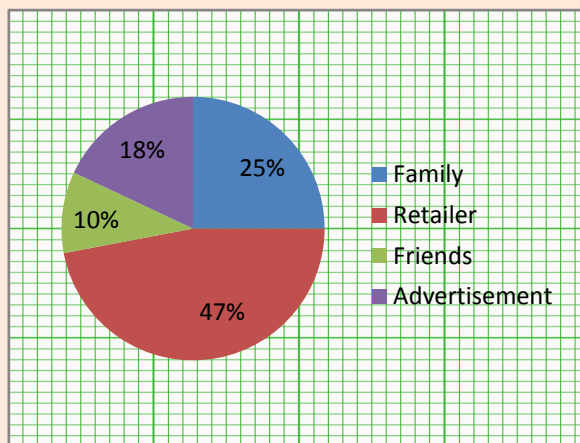


Factor motivating to buy the product

Q5. From where did you come to know about your detergent?

According to the survey, 47% of the 50 respondents came to know about the detergent from TV advertisements, whereas 12 and 4 respondents came to know about it from family and friends, respectively. 9 respondents came to know about their detergents from retailers.

As the maximum number of respondents got to know about their detergent from advertisements, this shows us how effective TV advertisements are as a means of promoting brands.

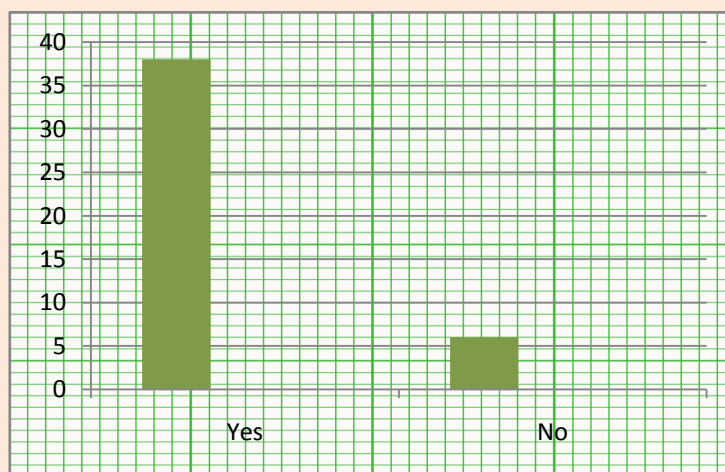


Source of information

Q6. Do promotional schemes (For example, Buy 1 get 2 free) influence you in buying the product?

As depicted in the bar diagram, maximum number of respondents i.e. 39 out of 45 respondents are influenced by the promotional schemes like buy 1 get 1 free, whereas 6 respondents are not influenced by such promotional schemes.

*So we conclude say that promotional schemes play a major role in influencing customers buying the product.*



Effect of promotional schemes



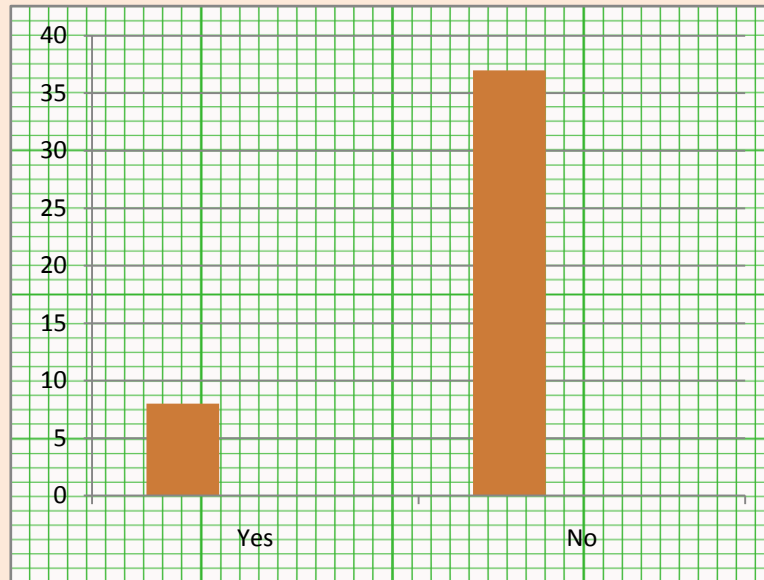


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Q7. Does your washing machine detergent remove stains from clothes after the very first use?

According to the survey, 37 respondents say that their washing machine detergent does not remove the stain from their clothes the very first time, whereas 8 insist that their washing machine detergent removes stains from their clothes the very first use.

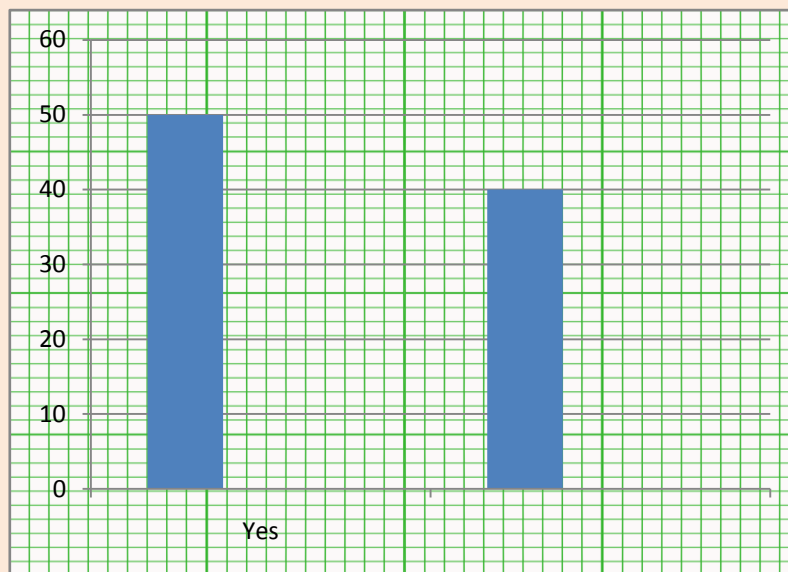
*From this we infer that the maximum number of respondents face difficulties while removing stains from clothes.*



Q8. Have you faced any difficulty in removing stains from your clothes while washing by hand?

According to the survey, 40 respondents face difficulty while washing by hand, whereas 5 respondents did not face any problem.

*The maximum number of respondents face difficulty. If a new detergent patch is introduced which will remove stains people may accept that product.*

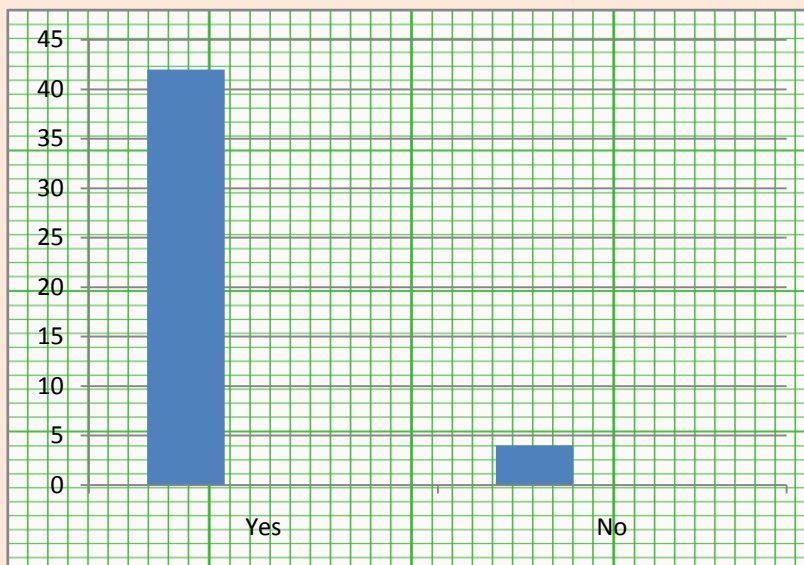




Q9. Do you feel that stains can be removed only washing by hand?

According to the survey, 42 respondents believe that the stains can be removed only washing by hand, whereas 3 believe that the stain cannot be removed by washing by hand.

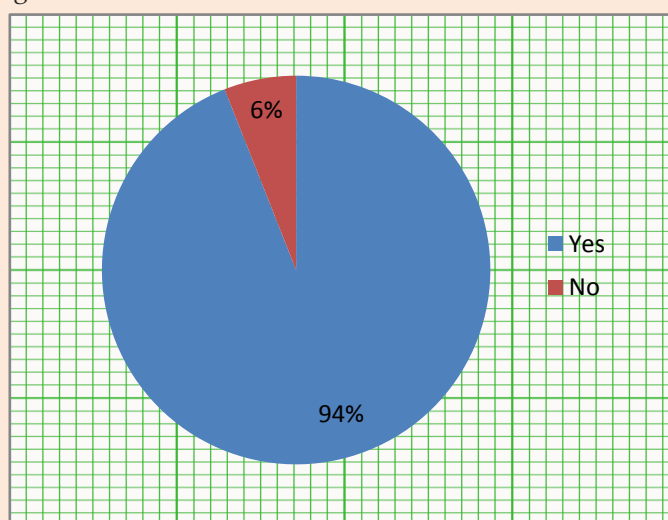
Can stains be removed only washing by hand?



Q10. Will you buy a new detergent patch (like band aid) which can be put on a stained portion of the cloth, to remove the stain immediately?

On the basis of survey, 43 respondents agree to use the new detergent patch which when put on a stained portion of cloth, will remove that stain immediately. On the other hand, 2 respondents did not accept the new detergent patch.

*From this we conclude that if the product, the washing detergent patch, when introduced in the market will have a good demand.*



Preference of new detergent patch





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### Guidelines for Survey no. B

Students can choose any new innovative product which does not exist in the market as of now, and find out the demand for that product.

1. Test the feasibility of this innovation via market analysis, using objective questionnaire as a tool.
2. Questionnaire analysis: Frame all the 4 P's of marketing:
  - i) Product
    - a) Features
    - b) Design
    - c) Brand name
    - d) Logo - tagline
    - e) Package
    - f) Label
  - ii) Price
    - a) Pricing strategy
    - b) Price to retailers, wholesalers
    - c) Price for different segments
  - iii) Place
    - a) Transportation
    - b) Warehousing
    - c) Distribution strategy
    - d) Channel
  - iv) Promotion
    - a) Techniques
    - b) Strategy
    - c) Design at least 5 advertisings using different mediums
3. Social responsibility/message



## Market Survey Product: Printer

**Purpose of the survey:** To collect primary data for the preparation for Class-XII Entrepreneurship project on Market Survey. The product being researched is a printer. Feasibility of a newly innovated pencil printer for home use by students, is also being studied.

### General instructions:

1. Filling personal details is optional.
2. All questions are mandatory.
3. Only one answer has to be chosen, unless specified otherwise.
4. Answer by ticking (✓) the most appropriate option.

**Disclaimer:** All information provided will be kept confidential and used for academic purpose only.

### Personal Details

Name: \_\_\_\_\_ Age: \_\_\_\_\_

Gender:  Male  Female

Occupation \_\_\_\_\_ Email: \_\_\_\_\_

### Questionnaire

1. Which brand of printer do you own?  
 HP  Dell  Epson  Lenovo  Any other \_\_\_\_\_
2. What type of printer do you own?  
 LaserJet  Inkjet  All-in-one printer (scanner, fax, printer)
3. Which printer do you prefer?  
 Colour  Black and White  Both
4. For what do you use the printer?  
 Printing pictures  Printing assignments  Printing documents
5. How many pages do you print in a month?  
 5-10 pages  10-20 pages  20-30 pages  50 and above
6. Who influenced you at home to buy the current printer?  
 Own decision  Family  Friends  Printer retailers  Others
7. From where did you purchase it?  
 Company showroom  Online purchase  Friends/relatives (second hand)  
 Department store, like Croma etc.  Abroad (specify where) \_\_\_\_\_
8. The price range of your printer is.  
 ₹ 5000-10000  ₹ 10000-15000  ₹ 15000-20000  ₹ 20000 and above





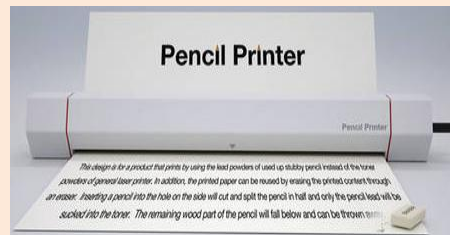
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9. What is most important feature of your current printer?
- Wi-fi connectivity
  Compatible with all types of computers  
 Quality of printout
  Scanner, fax and photocopy features.  
 Any other \_\_\_\_\_

10. What features do you consider while purchasing a printer?

	Most important	Somewhat important	Not important
Brand name			
Quality			
Price			
Size			
Speed			
Style/ design			
Durability			
Guarantee			
Warranty			
After sales service			
Accessories			

11. Which new feature would you like in your (next) new printer? (tick if more than one is required)
- Speed
  Quality of print
  Wireless
  Light weight
  Ink free  
 Eco friendly (uses pencil for printing)
12. Do you face any problem in refilling the toner/frequent purchasing of toner/jamming of ink because of not using the printer for a long time?
- Yes
  No
13. Would you buy a printer which uses lead pencils for printing black and white prints and colour pencils for colour printouts?
- Yes
  No



Thank you for your co-operation and precious time.



### Guidelines for Survey no. C

Students can choose any one of the given topics (mentioned on page 1) or any other topic suggested by the teacher which is of social relevance.

1. A questionnaire must be framed
2. Analysis for the questionnaire should be done
3. Solutions for the social problem to be given.

### Outreach Programme: Survey Format for Parents

Name \_\_\_\_\_

Age \_\_\_\_\_ Tel. No. \_\_\_\_\_ Income \_\_\_\_\_

Occupation: Business/Profession/Service

1. No. of children.  
a) One                      b) Two                      c) Three
2. Which two wheeler have you given to your child?  
a) Scooty                      b) Scooter                      c) Bike                      d) Cycle
3. Which brand?
4. When did you get the vehicle for your child?  
a) 14 yrs                      b) 15 yrs                      c) 16 yrs                      d) 17 yrs                      e) 18 yrs
5. What was the reason for getting him the vehicle?  
a) School transport      b) Evening transport      c) reward
6. How did your ward convince you?  
a) Emotionally      b) Good result      c) Birthday gift      d) Any other
7. Any mishaps? Extent:
8. Does your ward wear a helmet?  
a) Always                      b) At times                      c) rarely
9. Did your ward go through any formal training?  
a) Yes                      b) No
10. Do you feel that your city needs "Two wheeler" training school?
11. Did your child get his/her license himself/herself?  
a) Yes                      b) No
12. When did your child get his/her license?  
a) At 18 years      b) After 18 years      c) Before 18 years      d) Not yet
13. What amount of money you spend monthly for the maintenance of two-wheeler?  
a) Less than ₹1000      b) ₹1000-1500      c) ₹1500-2000                      d) More than ₹1000
14. Are you happy by giving him/her a two wheeler?  
a) Yes                      b) No







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### Format for Presentation of Market Survey Report

1. The project should be done individually.
2. The project should be hand written in white one side ruled sheet or single colored sheets only.
3. Page limit – 20 to 25.
4. The survey report should be original and proper analysis for all questions in the questionnaire should be done.
5. The format for presentation of report which should be arranged in the following sequence:
  - a) External cover page
  - b) Acknowledgement
  - c) Executive summary
  - d) Index
  - e) Introduction to the topic (*Introduction, objectives*)
  - f) Profile of the organization
  - g) Data analysis and interpretation
  - h) Conclusion and recommendation
  - i) Photographs
  - j) Bibliography
  - k) Appendix
  - l) Teacher's observation
  - m) Signature of teacher

a) **Example: Format for external cover page.**

<b>Market Survey Report on Hair Oil</b>	
Under the guidance of: (Name of the teacher)	Submitted by: (Name of the student) Roll No.:
(Logo of the school) (Name and address of the school) Batch 2014-15	

b) **Acknowledgement**

I, (name of the student) do hereby declare that this project is my original work and I would like to thank (name of the teacher) for her wholehearted support and guidance for making it possible to complete this project on time.

I would also like to thank my friends and family members for their kind support and guidance without which this project would not have completed.

(Name and sign of student)



- c) **Executive summary**  
This should not be more than a page and it contains in a concise form the details about the entire project. Any person who wants to know about the project should be able to understand it once they read the executive summary.
- d) **Index**  
The entire chapter list should be indicated along with page numbers
- e) **Introduction to the topic**  
This will be around 1–2 pages having details about the project. For Example, in the above mentioned topic you can write in detail about the reason as to why you have chosen hair oil (in this case) as your product and what do you expect to find out.  
**Objectives:** 1 page (3–4 points)  
For example:
- To understand the oil industry as a whole.
  - To find out the possibility of marketing a new hair oil product in the market etc.
- f) **Profile of the organization/product**  
Write in detail about the organization/competitive product or brands that you have chosen. (Page limit for this chapter will depend upon the project).
- g) **Data Analysis and interpretation**  
**A questionnaire should be prepared for the purpose of analysis**  
Guidelines for preparation of questionnaires:
- i) The number of questions should be a minimum of 8 and maximum 12.
  - ii) Either typed or handwritten.
  - iii) All questions should be closed ended, except of one open-ended question.
  - iv) Minimum number of questionnaires to be filled should be least 20.
  - v) Analysis of all the questions to be done.
  - vi) Analysis in the form of a pie diagram or bar chart (on a graph sheet).
  - vii) Interpretations of the analyses based on the pie diagram/bar chart to be mentioned.
- h) **Conclusion and recommendations**  
The complete findings of the project is to be presented in this chapter, in point form (2 pages)
- i) **Bibliography**  
Names of books used and website addresses
- j) **Appendix**  
Definitions of terms used;  
All the filled in questionnaires to be attached here
- k) **Market survey proforma**  
See attached proforma





**Project-II Business Plan (10 Marks)**  
**Outline for the Business Plan Presentation**

- 1) Your business idea: (Main product or service)

Product	Services	Trading
Chocolates	Tiffin service	Stationery
Soap	Crèche	Flower shop
Detergent powder/liquid soap	Pet care center	
Sandwiches		

- 2) Name of your business, its logo and tagline  
*(Refer to unit 3, Class XII Entrepreneurship Book)*
- 3) Are there similar products or services in the market?
- 4) What is your competitive advantage and what is your unique selling proposition (USP)?
- 5) Your marketing plan:
- Your market research plan (Describe your competitor, demand for your product/service – is it available or you think you can create it?)  
*Talk about atleast 3 competitors if it is an existing product. If it is a new product, then analyse the demand for the product.*
  - Your target customers and how will you reach them?  
*Example: children, teenager, homemaker, working persons etc.*
  - Your advertising and promotion ideas  
*Just mention the tools of promotion mix which you will be using.*
  - Packaging (if applicable)  
*Eco-friendly packaging*
  - Distribution (How do you intend reaching your customers?)  
*Channel of distribution – direct and indirect*
  - What does quality mean for your product or service?  
*ISI, Agmark, FPO etc.*
- 6) What is the cost per unit of your product or service? Also, show the computation or explain the logic.  
*Compute fixed cost – ANY of the following details can be added*
- |                        |              |
|------------------------|--------------|
| 1) Consultancy charges | 2) Salary    |
| 3) Rent                | 4) Insurance |
- Variable cost – Any of the following details can be added*
- |                    |                 |
|--------------------|-----------------|
| 1) Packing charges | 2) Raw material |
| 3) Power           | 4) Wages        |





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- 7) What is your selling price and your reason for it?
- 8) Give details of your start-up costs here.
 

1) Land	2) Building
3) Computers	4) Equipment
5) Machinery	6) Vehicles
7) Vessels	8) Software
9) Inauguration ceremony	10) Raw material
11) Salary	12) Rent advance
- 9) How would you meet your startup costs (be realistic)?
- 10) What are the likely risk factors in your business and how do you plan to mitigate them?
- 11) Suppose it is now a year since you started your business. Give us one month's profit and loss statement for the first month of the second year to cover the following main items: (All figures to be for one whole month.)

S. No.	Particulars	Units	Rupees
a)	Sales		
b)	Cost of sales		
c)	Gross profit = a-b		
	Fixed expenses (cash)		
	Salaries		
	Rent		
	Utilities		
	Monthly interest only on the loan taken		
	Transport		
	Miscellaneous		
d)	Total fixed expenses (cash)		
e)	Depreciation (non-cash)		
f)	Total fixed exp(cash & non-cash) = d+e		
g)	Operating profit or loss = c-f		
h)	Taxes = use 25% on profits only		
i)	Net profit/or loss = g-h		

- 12) What is the break-even point of your business? Show the computation assuring the selling price and units which will be sold.