

**DELHI PUBLIC SCHOOL, SILIGURI**  
**BUSINESS STUDIES PROJECT FOR CLASS XI**

**SUBJECT: BUSINESS STUDIES (054)**

**SESSION: 2020-21**

**PROJECT: 20 marks (AS PER CBSE GUIDELINES)**

**THE IMPORTANT POINTS FOR THE PROJECT:**

1. Cover Page (Topic/Student's name/Class/Roll No./School's Name)
2. Approval Certificate [Space at the bottom of the page for the signature of subject teacher]
3. Acknowledgement (at the bottom name of the student)
4. Content
5. Objectives of project
6. Introduction
7. Body of the project with suitable heading and sub-heading
8. Conclusion
9. Bibliography
10. Teachers Observation (To be kept blank)

**Name of the Topics (Choose any one project from PROJECT-A OR PROJECT -B )**

**A. PROJECT: Case Study on a Product (Choose one product from the given list)**

**a) Students can take a product having seasonal growth and regular demand with which students can relate.**

- Apples from Himachal Pradesh, Kashmir.
- Oranges from Nagpur,
- Mangoes from Maharashtra/U.P./Bihar/Andhra Pradesh etc.
- Tea from Assam and West Bengal,
- Fishes from coastal areas.

**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 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, Advertising, Banking, Insurance, Packaging, Wholesale selling, Retailing, Co-operative farming, Co-operative marketing etc.**

**B. PROJECT: Aids to Trade (Choose one element from the given list)**

**Students should be preparing taking any one element (BANKING, INSURANCE, WAREHOUSING, TRANSPORT, COMMUNICATION and ADVERTISING) of AID TO TRADE from the CBSE syllabus by following the example of INSURANCE, for example, Insurance and gathering information on following aspects:**

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

**[PLEASE NOTE: Students should follow CBSE guidelines to complete the above given project and submit to the respective subject teacher by 18<sup>th</sup> FEB 2021.]**