

**Girls High School & College, Prayagraj**

**Session: 2020 - 2021**

**Class: 10 B , F**

**Subject: Commercial Applications**

**Project**

**Note:** Parents are expected to ensure that the student should go through all the instructions given below before making the project.

**Instructions:**

1. There will be four separate assignments ( Project) as per the topics given. They will be kept in one file later on.
2. Start with **Acknowledgement**, should be of one page, short and simple. Also write your name, class , section and roll no. below it. Don't make separate acknowledgement for each topic. There should be only one common acknowledgement.
3. Order of each topic:
  - Name of the topic (one page)
  - **Index** ( only serial no. , content and page no. , should be of one page)
  - Subject Matter of the topic ( describe the topic with Introduction , relevant headings and sub headings, supported with pictures/diagrams/ graphs/ tables, as per the requirement. Should not be more than 4 to 5 pages. )
  - **Conclusion** (one page)
  - **Bibliography** ( One page. Write the name of relevant websites and books consulted for the making of the assignment. )
  - Note: Same order will be followed for each topic.
4. Each assignment should not be more than 8 to 10 pages including all the points mentioned above. Don't use vulgar or objectionable pictures.
5. Relevant pictures should be pasted neatly and must be bordered in black along with labelling or heading. Use only black and blue pens for writing.
6. Sample assignments are given at the end of the course book. These can be read to understand the topic but don't copy the matter from here.
7. Course book, other reference books and relevant websites can be used to find the subject matter of the assignment.

Course Book – Commercial Applications Part II by Dr. C.B. Gupta.

**Topics for the Assignments (Project) :**

1. Design a marketing plan for the launch of a new soap in the price range of Rs. 15 - 20.
2. Make a report on the new forms of markets and marketing such as tele-markets (marketing through phones), home shopping (catalogues like Burlingtons , etc.), direct marketing (example Eureka-Forbes). What is their relevance in future and why ?
3. Study the annual report (balance sheet and profit and loss account) of any company and comment on its financial health.
4. Study the working of the commercial banks in India by studying the working of the branch office of any Public Sector Commercial Bank such as Canara Bank , SBI , Bank of Baroda etc.

**\*End\***