



CENTRAL BOARD OF SECONDARY EDUCATION

**PROJECT WORK IN BUSINESS STUDIES
FOR CLASS XII**

Project : ELEMENTS OF BUSINESS ENVIRONMENT



The teachers should help the students in selecting any one element of the following:

1. Changes witnessed over the last few years on mode of packaging and its economic impact. The teacher may guide the students to identify 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 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.
- e) Brown paper bags packing to recycled paper bags to plastic bags and cloth bags.
- f) Re use of packaging [bottles, jars and tins] to attract customers for their products.
- g) The concept of pyramid packaging for milk.
- h) Cost being borne by the consumer/manufacturer.
- i) 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.

The teacher may guide the students to the times when India sold Coca Cola and Fanta were being manufactured in India by the foreign companies.

The students may be asked to enquire about

- 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. Factors responsible for the change.
- e. Other linkages with the above.
- f. Leading brands and the company having the highest market share.
- g. Different local brands venturing in the Indian market.
- h. The rating of the above brands in the market.
- i. The survival and reasons of failure in competition with the international brands.
- j. Other observations made by the students

The teacher may develop the following on the above lines

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.