

INDIAN SCHOOL MUSCAT
DEPARTMENT OF COMMERCE AND HUMANITIES
PROJECT GUIDELINES
CLASS – XII (SESSION 2020-2021)
MARKETING (SUBJECT CODE 812)

Total Marks: 100 (Theory - 60 + Practical - 40)

Class XII (Session 2020-21)
Practical Work (PART –C)

SN	TOPIC/ACTIVITY/SKILL	MARKS
1	Project	10
2	Viva	05
3	Practical File	15
4	Demonstration of skill competency via Lab Activities	10
	Total	40

PRACTICAL GUIDELINES FOR CLASS XII

Assessment of performance:

The two internal examiners, assigned for the conduct and assessment of Practical Examinations each in Senior Secondary School Curriculum (Under NSQF). Question for the viva examinations should be conducted by internal as well as external examiner. Question to be more of General nature, project work or the curriculum. Investigatory Project especially those that show considerable amount of effort and originality, on the part of the student, should get suitable high marks, while project of a routine or stereotyped nature should only receive MEDIOCRE marks.

Procedure for Record of Marks in the Practical answer-books:

The examiner will indicate separately marks of practical examination on the title page of the answer-books under the following heads:-

Project -10 marks

Projects for the final practical is given below .Student may be assigned

Viva based on Project -05 marks.

The teacher conducting the final practical examination may ask verbal questions related to the project, if any, done by the student. Alternatively, if no project has been assigned to the students, viva may be based on questions of practical nature from the field of subject as per the Curriculum

Practical File -15 Marks

Students to make a power point presentation / assignment / practical file / report. Instructor shall assign them any outlet to study the elements in retailing.

Suggested list of Practical –

1. Create a detailed practical file highlighting the movement of few (8-10) products through different stages of product life cycle.
2. Collect various (20-25) packages for fast moving consumer goods. Create a practical file demonstrating packaging and labeling strategies adopted by various firms.
3. Create a project report on pricing policy adoption by different manufacturing and service firms.
4. Create a project by visiting different marketing organisations in your locality (retailers, wholesalers, distributor etc.). Take 5 products of your choice and find out which type of channel was involved before it reaches your hand. Also discuss functions of various intermediaries.
5. Create a project on promotion mix practices followed by Indian firms.
6. Prepare a project report on emerging trends on marketing
7. Develop your own product.

TANGIBLE	INTANGIBLE
Good	
Name of your product	
Develop Brand for your product	
Logo for us your product	
Describe its components	
Core product	
Associated feature	
Label for your product	
Packaging for your product	
With front Labeling	
With side Labeling	
With back Labeling	
Levels of Packaging	
Modes of Transportation	
Classify it	
Consumer + Industries	
Features Features	
Unique Characteristic, if any In which	
Stage your product is? Why	
Marketing Strategy adopted during this stage and why?	
Importance of Labeling in the current content	

8. Why is price the most crucial element of marketing mix?
9. Determination of price of any product. (Good or Service); Own OR already existing in the market
10. Following Consideration:-
 - a. Objectives of pricing.
 - b. Internal & external factors.
 - c. Analysis of market situations.
 - d. Methods of pricing. (Supporting a numerical example.)
11. A PPT can be made on:

- Describing direct and indirect channels of distribution.
 - Understanding the role of distribution channel intermediaries
 - Understanding the functions of intermediaries.
12. Which channel is suitable for consumer durable/ non-durable/ FMCG/ Industrial Goods & Why?
 13. Decision of promotion with the elements of promotional mix.
 14. Factors in the selection of promotional mix.
 15. Comparative analysis of various modes of promotion.
 16. Emerging trends in marketing.
 17. Analysis on the criteria on service quality assessment.
 18. Develop your own web page for adult digital marketing.
 19. Facebook, twitter (Social Media Marketing).
 20. Comparative analysis on the above.

Demonstration of skill competency in Lab Activities -10 marks

Guidelines for Project Preparation:

The final project work should encompass chapters on:

- (a) Introduction,
- (b) Identification of core and advance issues,
- (c) Learning and understanding and
- (d) Observation during the project period.