HOLIDAY HOMEWORK (CLASS-XI)

To work on life cycle of below mentioned products, Class XI students will be divided into different groups comprising of Science, Commerce & Humanities stream together.

Name of the products are:
1. Smart Phones
2. Soft drinks
3. Jeans
4. Shoes
5. Soap
6. Notebook
7. Television

The following parameters will be worked upon:
1. Introduction
2. Growth
3. Maturity
4. Saturation
5. Decline

Guidelines for different subjects:

CHEMISTRY: Disposal of product
The students will be comparing the currently used methods of waste disposal along with their harmful effects with the latest eco-friendly and less harmful techniques of waste disposal. They will also find the other waste products during the manufacturing of the final product and study their disposal. They will suggest better method of waste management.

BIOLOGY: Specify health problems or diseases due to usage of gadgets or products. Discuss about different life style diseases, their prevention and control.

PHYSICS: They will be making flow chart of the manufacturing process, identifying the step where the carbon footprint is maximum and suggest the method to reduce it.

COMMERCE: Marketing (2P's), Price & Promotion, Price mix & Promotion mix
1. Pricing strategies such as price skimming strategy and penetration pricing strategy will be applied by students to facilitate the capturing of market share for product.
2. Elements of promotion mix will be suggested by students to enhance the sale of products such as Advertising, Public relation, Sale promotion techniques like- Refund, Rebates, Product Combinations, Samples, quantity offers, usable benefits etc.

ECONOMICS: Collection of data for at least three brands by means of Questionnaire.

MATH: Presentation & Analysis of data on the basis of theory of sets & statistical tools.

ENGLISH: Reading passport of the product.(Beginning from its birth to death)

COMPUTER SCIENCE/IP: The whole analysis will be compiled in the form of PPT or a Movie & will be submitted in Comp. Lab. by the group leader.

POLITICAL SCIENCE: Students will work under following heads:
- Effect of LPG (Liberalisation, Privatisation & Globalisation)
- Impact of new labour laws
- US and Chinese Hegemony
- Standardization & Quality Control
- Five Year plans and employment
- Centre specific/ State specific/ Joint Collaboration of Centre and state
**GEOGRAPHY:** Students will work upon the location of the product and the factors of its availability at that particular place.

**HOME SCIENCE:** the students will prepare a label with standard mark of the product given.

**Link for reference:**
**PRODUCT LIFE CYCLE OF MAGGI:**
[https://www.slideshare.net/saloninanda/productlifecycleofmaggi](https://www.slideshare.net/saloninanda/productlifecycleofmaggi)

### Product Life Cycle Rubric

<table>
<thead>
<tr>
<th>Document and Stages Set-up</th>
<th>Exemplary 5 pts</th>
<th>Proficient 4 pts</th>
<th>Developing 3 pts</th>
<th>Novice 2 pt</th>
</tr>
</thead>
<tbody>
<tr>
<td>All stages covered. Document contains a title page with the assignment title centered</td>
<td>missing 1 stage</td>
<td>missing 2 stages</td>
<td>Missing more than 2 stages</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Research</th>
<th>Exemplary 5 pts</th>
<th>Proficient 4 pts</th>
<th>Developing 3 pts</th>
<th>Novice 2 pt</th>
</tr>
</thead>
<tbody>
<tr>
<td>The product researched was selected from the list of Mature/Declining Companies</td>
<td>missing one element</td>
<td>missing 2 elements</td>
<td>missing more than 2 elements</td>
<td></td>
</tr>
<tr>
<td>A thorough description of the product and or company was provided</td>
<td>All elements of Product, Price, Place, and Promotion were addressed</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quality</th>
<th>Exemplary 5 pts</th>
<th>Proficient 4 pts</th>
<th>Developing 3 pts</th>
<th>Novice 2 pt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final draft was well prepared with proper presentation</td>
<td>The presentation is well prepared. Some information is illogically placed, making the document a little difficult to understand</td>
<td>The presentation is written with mistakes. Many errors. It is very hard to understand</td>
<td>The presentation has many errors. It is very hard to understand</td>
<td></td>
</tr>
</tbody>
</table>

### Scoring Rubric for PowerPoint

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content - Accuracy</td>
<td>All content throughout the presentation is accurate. There are no factual errors.</td>
<td>Most of the content is accurate but there is one piece of information that might be inaccurate.</td>
<td>The content is generally accurate, but one piece of information is clearly flawed or inaccurate.</td>
<td>Content is typically confusing or contains more than one factual error.</td>
</tr>
<tr>
<td>Spelling and Grammar</td>
<td>Presentation has no misspellings or grammatical errors.</td>
<td>Presentation has 1-2 misspellings, but no grammatical errors.</td>
<td>Presentation has 1-2 grammatical errors but no misspellings.</td>
<td>Presentation has more than 2 grammatical and/or spelling errors.</td>
</tr>
<tr>
<td>Effectiveness</td>
<td>Project includes all material needed to gain a comfortable understanding of the topic.</td>
<td>Project includes most material needed to gain a comfortable understanding of the topic but is lacking one or two key elements.</td>
<td>Project is missing more than two key elements.</td>
<td>Project is lacking several key elements and has inaccuracies.</td>
</tr>
<tr>
<td>Use of Graphics</td>
<td>All graphics are attractive (size and colors) and support the theme/content of the presentation.</td>
<td>A few graphics are not attractive but all support the theme/content of the presentation.</td>
<td>All graphics are attractive but a few do not seem to support the theme/content of the presentation.</td>
<td>Several graphics are unattractive and detract from the content of the presentation.</td>
</tr>
<tr>
<td>Originality</td>
<td>Presentation shows considerable originality and inventiveness. The content and ideas are presented in a unique and interesting way.</td>
<td>Presentation shows some originality and inventiveness. The content and ideas are presented in an interesting way.</td>
<td>Presentation shows an attempt at originality and inventiveness on 1-2 cards.</td>
<td>Presentation is a rehash of other people’s ideas and/or graphics and shows very little attempt at original thought.</td>
</tr>
</tbody>
</table>