

**General English II**  
**Internal Assessment I & II**  
**General Instructions**

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Activity I: Sonnet Writing

Nature of Activity: Individual

Date of Assigning Activity: January 1st Week

Date of Submission: January Last Week

Activity Brief: Students must write a sonnet in response to Elizabeth Barrett Browning's sonnet How do I Love Thee (Sonnet 43).

The sonnet must follow the format of Italian sonnet, following the rhyme scheme of ABBAABBA CDECDE or ABBAABBA CDCDCD (an octave and a sestet with interlocking or alternating rhymes).

Eg: A Response to Shall I Compare thee to a Summer's Day.

Poem	Response
Shall I compare thee to a summer's day? Thou art more lovely and more temperate. Rough winds do shake the darling buds of May, And summer's lease hath all too short a date. Sometime too hot the eye of heaven shines, And often is his gold complexion dimmed; And every fair from fair sometime declines, By chance, or nature's changing course, untrimmed; But thy eternal summer shall not fade, Nor lose possession of that fair thou ow'st, Nor shall death brag thou wand'rest in his shade, When in eternal lines to Time thou grow'st. So long as men can breathe, or eyes can see, So long lives this, and this gives life to thee.	No summer's day can match your gentle light, Nor fleeting bloom eclipse your constant grace. No breeze so soft, no sun on fields so bright, As love that glows within your sweet embrace.  For seasons turn, and storms upon them sweep, While summer's kiss may leave a withered leaf. But your fair soul, in depths we dare not keep, Holds steadfast warmth, a solace, calm relief.  Though winds may howl and winter's grip may tighten, Your smile unveils a spring forever nigh. And in your eyes, a starlight ever bright, enticed, That time itself must bow, nor dare deny.  So let the fleeting seasons come and go, My love for you in endless summer glows.

Submission must be made in writing in an A4 Sheet with a facing sheet mentioning activity and student credentials including Name, Section and USN Number. **Plagiarism and use of AI is strictly prohibited.**

Hardcopy with facing sheet should be submitted to course faculty on or before 30 January 2024.

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## Activity II: Business Plan based on Things: Throw Away Society

Nature of Activity: Group

Date of Assigning Activity: January 1st Week

Date of Submission: January Last Week

Description of the activity: Students in class will be divided into groups of 8 and each team will be assigned a component of the Essay, Things: The Throw Away Society. Students must create a business plan based on the given component that is creative and plausible. **The students must also finish the given linkedin learning course and attach certificates (of all members) of completion as the last page of the Business Plan.**

LinkedIn Course:

[https://www.linkedin.com/learning-login/share?forceAccount=false&redirect=https%3A%2F%2Fwww.linkedin.com%2Flearning%2Fcreating-a-business-plan-2%3Ftrk%3Dshare\\_ent\\_url%26shareId%3DabTXuTUWQ46NGq%252BIcGJi4Q%253D%253D](https://www.linkedin.com/learning-login/share?forceAccount=false&redirect=https%3A%2F%2Fwww.linkedin.com%2Flearning%2Fcreating-a-business-plan-2%3Ftrk%3Dshare_ent_url%26shareId%3DabTXuTUWQ46NGq%252BIcGJi4Q%253D%253D)

- **Submission must be made in typed format.**
- The business plan should have a facing sheet mentioning activity and student credentials including Name, Section and USN Number.
- Keep it concise and focused.
- Visuals: Enhance your plan with diagrams, charts, or images to make it more engaging.
- Appendix (Optional): Include any additional information like market research data, product details, or financial projections.
- Be creative and have fun! This is a learning experience to explore the basics of business planning.
- **Plagiarism and use of AI is strictly prohibited.**

### Format for Business Plan

#### 1. Introduction:

- Business Name: What's the name of your company?
- Your Team: Who is involved in this project? (Optional)
- The Big Idea: Briefly describe your product or service.

#### 2. The Problem & Solution:

- What problem does your business solve? Who is affected by it?
- How does your product or service offer a solution? What makes it unique?

### 3. Your Target Market:

- Who are your ideal customers? Describe their demographics, interests, and needs.
- How large is this market? Are there any trends or growth potential?

### 4. Competition:

- Who are your main competitors? What are their strengths and weaknesses?
- How will you differentiate yourself? What's your competitive advantage?

### 5. Marketing & Sales Plan:

- How will you reach your target market? What marketing channels will you use?
- How will you convince them to buy your product or service? Explain your pricing strategy.

### 6. Operations & Logistics:

- How will you produce or deliver your product/service? What resources do you need?
- Who will be responsible for day-to-day operations? Briefly outline your team structure.

### 7. Financials (Simplified):

- Estimate your startup costs and ongoing expenses. Consider expenses like materials, equipment, marketing, etc.
- Forecast your potential revenue and profits. Show how your business will be financially viable.

### 8. Future Vision:

- What are your long-term goals for your business? Where do you see it in 5 or 10 years?

- What are the key challenges you anticipate facing? How will you overcome them?