

BUSINESS STUDIES CLASS 12 PROJECT ON MARKETING MANAGEMENT ON CHOCOLATE

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Which topic is best for business project class 12?

Why did I choose chocolate? Chocolate is Inherently Linked with Indulgence This shows consumers see chocolate as an all around pleasure. # 2 : Satisfy a craving: The reason that 47% of global consumers¹ indicated for eating chocolate was to satisfy a craving. Chocolate can also be an energy-fueling food.

What is the reason for selection of product chocolate? CHOCOLATE SELECTION The main issues to consider when selecting a chocolate are application, chocolate type, viscosity, fineness, color and flavor.

What is marketing mix class 12 business studies? The marketing mix concept can be defined as a combination of tools, techniques, and activities that a marketer uses to reach their target audience at the right place, time, and price.

Which product is best for marketing project class 12?

How to write a project for class 12?

What is special about chocolate? It functions as an antibiotic and an anti-platelet (similar to aspirin), increases HDL ("good") cholesterol, decreases LDL ("bad") cholesterol, and contains polyphenols that prevent DNA damage. Cocoa also contains flavonoids and flavonols that prevent cell damage and inflammation, as well as promote blood health.

What is the message of chocolate?

What was the main purpose of chocolate? By the 15th century, the Aztecs used cocoa beans as currency. They believed that chocolate was a gift from the god Quetzalcoatl, and drank it as a refreshing beverage, an aphrodisiac, and even to prepare for war.

Why is the chocolate market important? Consumers of all age groups prefer chocolate and confectionery products because of their attractive appearance and colour. Now-a-days varieties of products have gained importance due to their delicious taste and better keeping quality making a direct impact on demand.

What are the factors affecting the chocolate market? The chocolate market is being driven by several factors, including the increasing demand for premium and high-quality chocolate products, the growing popularity of dark chocolate due to its health benefits, and the rising consumer preference for organic and sustainable chocolate products.

What is the marketability of chocolate? Global Chocolate Market Overview
Chocolate Market Size was valued at USD 132.8 Billion in 2023. The chocolate industry is projected to grow from USD 139.161 Billion in 2024 to USD 202.33 Billion by 2032, exhibiting a compound annual growth rate (CAGR) of 4.79% during the forecast period (2024 - 2032).

What are the 4 P's of marketing? The four Ps are product, price, place, and promotion. They are an example of a “marketing mix,” or the combined tools and methodologies used by marketers to achieve their marketing objectives.

What is marketing management class 12 business studies? “Marketing management is defined as the art and science of selecting target. markets and acquiring, retaining, and growing customers by creating, delivering, and communicating superior customer service.”

What are the 7Ps of marketing? The 7Ps of marketing are product, price, place, promotion, people, process and physical evidence. This post and more is contained within our CIM ebook, 7Ps: a brief summary of marketing and how it works. Learn the 7Ps and you're well on your way to having your marketing fundamentals

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completed.

Which topic is best for a marketing management project?

Which topic is best for business studies project class 12? CBSE Class 12 Business Studies project topics 2024 are Elements of Business Environment, Stock Exchange, Principles of Business Management, and Marketing. A viva is conducted on the project report. The report including the viva carries 20 marks.

How to prepare a marketing project?

Why did you choose this topic for project class 12? The most widely acceptable and popular answer to the question is to say that you chose the topic because it interests you the most.

How can I make a good project?

How to make an investigatory project class 12? Designing and executing experiments, systematically analysing the collected results, and finally presenting the findings through a detailed report or a well-structured presentation are all part of the process of completing a CBSE class 12 chemistry investigatory project.

What are 5 facts about chocolate?

Which country eats the most chocolate? Switzerland holds the distinction of consuming the most chocolate per capita. The Swiss are renowned for their love of chocolate, a reputation well-supported by statistics showing their high consumption levels.

What is the top 5 best chocolate?

What does chocolate symbolize? In many cultures, chocolate is synonymous with romantic love, especially on occasions like Valentine's Day. The gift of chocolate is imbued with connotations of desire, passion, and affection.

What is chocolate short summary? Chocolate (a cocoa dispersion), can be defined as a concentrated suspension made up of solid particles, such as sugar, cocoa powder, milk powder, etc., dispersed in a Newtonian liquid, generally cocoa butter.

What is the importance of chocolate in our life? Increases heart health: The antioxidants in dark chocolate have been shown to lower blood pressure, reduce the risk of clotting and increase blood circulation to the heart, thus lowering the risks of stroke, coronary heart disease and death from heart disease.

Which topic is best for business project?

Which subject is best for business in class 12? In academics, Commerce is considered to be one of the most popular streams of education along with Science and Arts. Commerce deals with the various aspects of business, trade, accounting, financial information/transactions and merchandising.

Which is the best topic in project?

Which topic is best for business studies?

What is an example of a business management project? Strategic projects: These are focused on achieving a high-level business strategy. For example, a company may determine its marketing strategy is to offer the lowest-priced option. To achieve this, they may launch a project to create a process for analyzing market prices and lowering their prices accordingly.

How do I choose a final year project topic?

How do I get my project topic?

Which chapter is most important in business studies class 12? Which chapter is most important in Business Studies class 12? While all chapters in Business Studies Class 12 are important, chapters like Principles of Management, Business Environment, Planning, and Marketing Management are often considered crucial due to their relevance and extensive coverage in exams.

What is effectively in business studies class 12? The purpose of management is to achieve the goals/ objectives set for the organisation. These goals have to be achieved efficiently and effectively. While efficiency means attaining objectives with specified cost effective means achieving goals within specific time limit.

Which is the hardest subject in 12? Mathematics is the most difficult among all optional subjects on the CBSE board, but on the other hand, there are various subjects in it. Most of the top require mathematics in commerce, and even the basic knowledge of mathematics is almost required in every field.

Which project is best for a final year project?

What are the unique projects? Unique project means a project that adds a new product, service, or process distinct and separate from any project for which the applicant company has previously received funding under this program.

How can I choose my project?

Which is the best subject in business studies?

Which topic is best for research in business?

Which topic is best for a business presentation?

Is Franz Kafka's "The doll Story" true? Inspired by a true story, Kafka and the Doll recounts a remarkable gesture of kindness from one of the world's most bewildering and iconic writers. In the fall of 1923, Franz Kafka encountered a distraught little girl on a walk in the park. She'd lost her doll and was inconsolable.

What is the story of Kafka and the traveling doll? "It doesn't look like my doll at all," said the girl. Kafka handed her another letter in which the doll wrote: "my travels have changed me." the little girl hugged the new doll and brought her happy home. A year later Kafka died. Many years later, the now-adult girl found a letter inside the doll.

Did Kafka say everything you love will probably be lost but in the end love will return in another way? In the small letter signed by Kafka, it said: "Everything you love will probably be lost, but in the end, love will come back in another way."

How many lovers did Franz Kafka have? Between 1912 and his death in 1924, Franz Kafka was engaged four times but never married. We follow here the main relationships of his romantic life, all of which were initially long distance, through the love letters Franz exchanges with his fiancées Felice, Julie, Milena and Dora. _____

What ethnicity is Franz Kafka? Franz Kafka was born in Prague, 13th July 1883, into a family of German Jews. The family was of German culture but as they belonged to the Ghetto, they were excluded from relationships with the German minority in Prague. Franz Kafka's father ruled the family with great Authority.

Did Kafka help a girl who lost her doll? Kafka and the Doll Franz Kafka, the story goes, encountered a little girl in the park where he went walking daily. She was crying. She had lost her doll and was desolate. Kafka offered to help her look for the doll and arranged to meet her the next day at the same spot.

What does "kafkaesque" mean in English? Meaning of Kafkaesque in English extremely unpleasant, frightening, and confusing, and similar to situations described in the novels of Franz Kafka: He is caught up in a Kafkaesque bureaucratic nightmare. The urban landscape is invested with a nightmarish, Kafkaesque bleakness.

What is the message of Kafka? The Kafka messaging protocol is a TCP based protocol that provides a fast, scalable, and durable method for exchanging data between applications. Messaging providers are typically used in IT architectures in order to decouple the processing of messages from the applications that produce them.

Why did Kafka sleep with his mother? At the outset of the book Kafka runs away from home, and eventually we learn why: because he's grown up under a prophecy, or a curse, that he'll one day murder his father and sleep with his mother – and sleep with his sister, too, for good measure.

What is the moral of Kafka? Through the officer and the explorer, the two main characters of “In the Penal Colony”, Kafka presents to us two aspects of morality: opposition against inhumane procedures and submission of all people to the same moral code.

Why is Franz Kafka so sad? He had sympathy for Czech political and cultural aspirations, but even these sympathies were suppressed by his identification with German culture. Thus, social isolation and rootlessness contributed to Kafka's lifelong personal unhappiness.

Did Kafka finish any of his stories? Most of his work was published posthumously, through the efforts of his best friend, Max Brod, and much of it still bears the marks of its author's uncertainty. Kafka finished none of the three novels he started, and his final attempt, "The Castle," leaves off abruptly midsentence.

Is Kafka on the Shore based on Franz Kafka? Overall, Kafka on the Shore stems to be greatly inspired by Franz Kafka and Kafkaesque, but it is not truly Kafkaesque, yet it does not have to. Nineteen years after its publication, the book is still widely read and found a special place in many readers' minds and hearts.

Was Kafka famous when he died? At the time of his death, Kafka was appreciated only by a small literary coterie. His name and work would not have survived if Brod had honoured Kafka's testament—two notes requiring his friend to destroy all unpublished manuscripts and to refrain from republishing the works that had already appeared in print.

What did Kafka's dad do? Franz Kafka's father, Hermann Kafka, was a domineering figure in his son's life. He was a self-made man who had risen from poverty to become a successful businessman.

You Are Now Less Dumb: How to Conquer Mob Mentality, Buy Happiness, and All the Other Ways to Outsmart Yourself

Question: Why do we so often fall victim to mob mentality?

Answer: Mob mentality is a psychological phenomenon where individuals conform to the beliefs and behaviors of a group, even if they personally disagree. This can be influenced by a desire for acceptance, fear of isolation, and a lack of critical thinking.

Question: How can we resist the pressure to conform?

Answer: To resist mob mentality, it's crucial to:

- **Stay informed:** Gather information from diverse sources before forming an opinion.
- **Question your assumptions:** Challenge your own beliefs and consider alternative perspectives.

- **Seek out dissenting opinions:** Surround yourself with individuals who hold different views and engage in respectful dialogue.

Question: Is it possible to buy happiness?

Answer: While money cannot directly buy happiness, it can provide access to resources that can enhance well-being, such as:

- **Security and stability:** A comfortable home, financial security, and healthcare can reduce stress and improve overall happiness.
- **Experiences and relationships:** Travel, hobbies, and social connections can provide meaningful and pleasurable experiences.
- **Self-improvement:** Education, therapy, and personal growth can equip us with the skills and mindset to navigate life's challenges and cultivate happiness.

Question: Why do we often find it difficult to understand ourselves?

Answer: Self-understanding can be challenging due to:

- **Cognitive biases:** Our brains use mental shortcuts that can distort our perceptions.
- **Emotional biases:** Emotions can cloud our judgment and limit our objectivity.
- **Societal influences:** Culture and social norms can shape our beliefs and self-perceptions.

Question: How can we become more self-aware?

Answer: To enhance self-awareness, consider:

- **Introspection:** Take time to reflect on your thoughts, feelings, and behaviors.
- **Feedback from others:** Seek constructive criticism and perspectives from trusted individuals.

- **Mindfulness:** Practice paying attention to the present moment, focusing on your internal experiences.

Time for Andrew: A Ghost Story by Mary Downing Hahn

Introduction

"Time for Andrew" is a gripping ghost story written by Mary Downing Hahn, published in 1992. The book follows the chilling tale of a young girl named Julia who uncovers a haunting secret in an old mansion.

Question 1: What is the story about?

Julia moves into a crumbling mansion with her family, but she soon realizes that she is not alone. She starts hearing strange noises, experiencing paranormal activities, and witnessing the ghostly presence of a young boy named Andrew who died in the house many years ago.

Question 2: Who is Andrew?

Andrew is a 10-year-old boy who drowned in a well on the mansion grounds in 1910. His spirit remains trapped in the house, unable to move on. He befriends Julia and shows her the true horrors that took place in the past.

Question 3: What is the significance of the well?

The well plays a pivotal role in the story as it is the site of Andrew's drowning and the focal point of the paranormal activity. Julia discovers that a terrible tragedy occurred at the well, which set off a chain of events leading to Andrew's untimely demise.

Question 4: How does Julia help Andrew?

Julia's empathy and determination to uncover the truth lead her on a quest to solve Andrew's mystery. She pieces together the fragments of the past, discovers the identity of Andrew's killer, and ultimately confronts the evil that has haunted the house for over a century.

Question 5: What is the resolution of the story?

In a heart-wrenching climax, Julia confronts the killer and exposes the shocking truth behind Andrew's death. Her actions break the cycle of violence and allow Andrew's spirit to finally find peace. The story concludes with a bittersweet farewell as Julia and Andrew's spirit say goodbye, knowing that justice has been served and the past can finally be laid to rest.

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