

Sample Question Paper (2017-18) Elements of Business Class X

Time: 3 hours

MM: 100

Q. No.	Question	Marks
1	Which of the following is not a feature of personal selling: a) develop personal relationship with customer b) personal form of communication c) flexible tool of promotion d) communicated through some media	1
2	_____ are considered as a cushion of security. a) Equity b) Debentures c) Retained Earnings d) Trade Credit	1
3	Exchange of information between sender and receiver is known as: a) Directing b) Controlling c) Organising d) Communication	1
4	Centralised control in MNC's implies control exercised by a) Headquarters b) Government c) Branches d) Subsidiaries	1
5	Document that is sent by the seller to a potential customer offering to sell goods or services at a certain price is known as: a) Debit note b) Credit note c) Quotation d) Accounts Payable	1
6	Debentures are _____ type of capital of a company. a) Fluctuating b) borrowed c) Permanent d) Fixed	1
7	Invoice is prepared by _____ in case of sale of goods a) Buyer b) Seller c) Bank d) Lender	1
8	Delhi Cloth Mills (DCM) Store is an example of which of the following: a) Mail Order House b) Multiple Shops c) Departmental Stores d) Super Markets	1
9	The process of communication is incomplete without _____ a) Rumours b) Feedback c) Encoding d) Decoding	1
10	Which of the following is a type of Non- store retailing a) Consumer Cooperative Store b) Selling through internet c) Franchisee d) Chain stores	1
11	Which of the following is an impersonal form of communication? a) Advertising b) Marketing c) Personal Selling d) Promotion	1
12	Reliance Jio distributed free sim cards for enhancing its customer base. Which promotion technique did the company adopt? a) Contests b) Sampling c) Lucky draw d) Rebate	1
13	_____ is not a feature of a departmental store. a) Centralised location b) Wider Range c) Central purchases d) Specialised in one line product	1
14	_____ is an association of persons formed for carrying out business activities and has a legal status independent of its members is known as: a) Joint Hindu Family b) Partnership c) Consumer Cooperative society d) Company	1
15	Equity shareholders are called (a) Owners of the company (b) Partners of the company (c) Debtors of the company (d) Creditors of the company	1
16	Signature of a company is known as : a) Trademark of the company b) Logo of the company c) common seal d) signature of the director	1
17	Equity share capital is a permanent source of finance. Explain	3
18	State any three limitations of Mail Order Business.	3
19	Briefly explain Radio as a media of advertising.	3

20	'Multinational Corporation creates employment in the host country'. Do you agree with the given statement? Give valid reasons in support of your answer.	3
21	Define Advertising. State any three difference between Advertising and Personal selling.	4
22	Explain the preferential rights enjoyed by Preference Shareholders over Equity Shareholders.	4
23	Discuss how a buyer can exercise the methods of 'purchase by sample' and 'purchase by inspection'.	4
24	Discuss the role of sender and receiver in the communication process under a business organisation.	4
25	'No business organisation can imagine communication activities without telephone in the modern times'. Elaborate the given statement in the light of the present day communication methodologies.	4
26	State the steps involved in selling procedure.	4
27	Automatic Vending Machine is a new and innovative way of direct retailing. In the light of given statement state the advantages of Automatic vending machine.	4
28	State any four features of a multinational corporation.	4
29	Distinguish between public and private company on the basis of the following: a. Number of members b. Prospectus c. Number of directors d. Transfer of shares e. Minimum paid up capital	5
30	Explain any two sources of owner's fund that can be used for raising finance by a business organisation.	5
31	'Video Conferencing has been growing rapidly as a method of communication for the present day business organisations'. Discuss the advantages of the method in the light of the given statement.	5
32	Discuss briefly the following : a) Debit Note b) Credit Note	5
33	Write short notes on :- a. Email b. Letter	5
34	Explain the following two methods of purchase of goods:- a) Instalment Method b) Hire Purchase Method	5
35	Give any five point of distinction between Departmental and Chain Stores.	5
36	Discuss briefly the following techniques of sales promotion, with suitable examples: a) Rebate b) Discount c) Refund d) Contest e) Lucky Draw	5