

CLASS X
ELEMENTS OF BUSINESS
SAMPLE PAPER (2018-19)

DURATION: 3 HOURS

M.M: 70

			Marks
1.	A private company can start business as soon as it receives the: a. certificate of incorporation; b. certificate of commencement; c. certificate of minimum subscription; d. memorandum of association.	Understanding	1
2.	It is necessary for a _____ to keep an index of members. A. Private company; b. Public company; c. Sole- proprietorship firm; d. Joint-Hindu family business.	Understanding	1
3.	As a finance manager of the company you have to classify the funds of business on the basis of ownership. You may classify the sources as: a. borrowed funds; b. owned funds; c. short term funds; d. both a and b.	Understanding	1
4.	In order to serve as a lubricant fostering smooth operations of a business communication services must not be: a. efficient; b. ineffective; c. accurate; d. fast.	Understanding	1
5.	A transaction between two parties where the buyer receives goods, services or assets in exchange for money is called: a. Sale; b. Sales return; c. Purchases return; d. an Offer.	Understanding	1

6.	An invoice is issued by a. a seller to a buyer; b. a buyer to a seller; c. a tenant to his landlord; d. an employer to his employee.	Understanding	1
7.	A competition is being organised by the Hindi language department of a school in Rajasthan in which the students have to write a letter to their favorite person, who may be a family member, a teacher, or a celebrity. This is being done to highlight the importance of letter writing in this fast -paced world which is: a. Personal touch; b. speed; c. precision; d. efficiency.	Application	1
8.	A document sent to a potential customer to let him/her know the cost of goods or services before they decide to purchase them is known as: a. invoice; b. debit note; c. credit noted. d. quotation	Knowledge	1
	OR		
	Which of the following factors should not be considered by a buyer before purchase: a. Price affordability; b. Identification of other buyers; c. attributes of the goods; d. attributes of the commodity possessed by the neighbor		
9.	The full form of e-mail is a. electronic mail; b. exclusive mail; c. electric mail; d. extension mail.	Knowledge	1
10.	A document that certifies the delivery of goods to the buyer, who must sign it to make it clear that the goods have been delivered in accordance with the conditions established, is called: a. invoice; b. delivery note; c. condition note; d. delivery certificate.	Knowledge	1
11.	Communication is required by a business for: a. transmission of ideas and information; b. manufacturing; c. maintaining secrecy ; d. warehousing .	Knowledge	1

	OR		
	<p>Communication services are helpful to the business for establishing links with the outside world one of them being:</p> <p>a. employees; b. customers; c. owners; d. managers.</p>		
12.	<p>A departmental store:</p> <p>a. is a small establishment; b. is located in local markets; c. sells only one kind of product; d. is generally formed as a joint stock company.</p>	Understanding	1
	OR		
	<p>Haldiram is an example of:</p> <p>a. Mail order house; b. General store; c. Multiple shop; d. Junk dealer shop.</p>		
13.	<p>Shahida is in-charge of the centralized procurement of merchandise for all the retail units of a popular chain store at its head office in Chennai. From there the goods are dispatched to its network of retail shops. The advantage of shahida's function to the organisation is</p> <p>a. Economies of scale; b. Low cost; c. both a and b.; d. No bad debts.</p>	Application	1
14.	<p>Advertising cannot be done by using the medium of</p> <p>a. Television; b. Internet; c. Salesman; d. Radio.</p>	Understanding	1
	OR		
	<p>Which of the following is not a print media of advertising:</p> <p>a. Internet; b. Newspapers; c. posters; d. magazines.</p>		
15.	<p>Retail trade means:</p> <p>a. Buying and selling in small quantity; b. Buying and selling in large quantity; c. Exporting goods and services; d. Importing goods and services.</p>	knowledge	1
	OR		
	<p>Which of the following is not a type of non-store retailing:</p>		

	<ul style="list-style-type: none"> a. Mail order business; b. Multiple shops; c. Tele-shopping; d. Selling through internet. 		
16.	<p>The following is not a technique of a tool of promotion which boosts the sale of a product in the short run:</p> <ul style="list-style-type: none"> a. Rebate; b. Discount; c. Contests; d. Publicity. 	Application	1
	OR		
	<p>“Free 5 Star with 500 grams pack of Bournvita” is an example of:</p> <ul style="list-style-type: none"> a. product combination; b. discount; c. rebate; d. lucky draw. 		
17.	Raman wants to start a company and asks his father who is a businessman to explain the difference between a private company and a public company to him. He gets confused when his father tells him that “A Public company means a company which is not a private company.” In the light of the above statement, explain the three differences between a private and a public company to Raman	Application	3
18.	<p>Explain three advantages of an e-mail.</p>	Understanding	3
	OR		
	Explain the concept of video conferencing as a form of business communication.		
19.	<p>Explain the concept of purchase.</p>	Understanding	3
	OR		
	What is the difference between a cash transaction and a credit transaction?		
20.	List any three points of importance of personal selling.	Knowledge	3
21.	Briefly describe any three methods of sale.	Knowledge	3
22.	What is meant by Tele-shopping? State any two advantages of Tele-shopping.	Knowledge	3
23.	Identify any four sources of raising borrowed funds.	Knowledge	4
24.	Explain any two advantages of Telephonic conversation as a means of business communication.	Understanding	4
25.	Ram and Shyam are two friends who have started a business of manufacturing and selling low calorie snacks in small packets. Ram wants to use vending machines for	Application	4

	<p>dispensing their product as he feels that they have a promising future in retail trade of low- priced consumer products, but Shyam is not of the same opinion as he feels that they also suffer from certain limitations.” Briefly explain any four reasons why Shyam is not ready to sell their product using vending machines.</p>		
	OR		
	<p>Shantanu wanted to set up a business in which the buying and selling takes place without any face-to-face contact between the buyer and the seller and no middleman is involved in the process. What will be the type of products which will be suitable to be sold, by the business he wishes to start?</p>		
26.	Briefly explain: (a) Verbal communication; (b) Written communication.	Understanding	4
27.	State any five characteristics of a multi- national company.	Knowledge	5
28.	Ananya is running a small café by the name of Green Tokai. It is earning profits and she wishes to expand her business by opening a bigger outlet. She needs additional funds for the same but she does not wish to rely on borrowed funds to expand her business. Name and briefly explain two sources of finance which she can use. Also state two reasons why she does not want to raise borrowed funds.	Application	5
29.	<p>Explain the following concepts:</p> <p>a. Hire purchase system;</p> <p>b. Installment payment system.</p>	Understanding	5
30.	Give the meaning and any three points of importance of advertising.	Knowledge	5
	OR		
	Give two features and three merits of personal selling.		