

ELEMENTS OF BUSINESS (154)**CLASS X (2024-25)****SAMPLE QUESTION PAPER****TIME: 3 HOURS****M.M. – 70****General Instructions:**

- This question paper contains 30 questions. All questions are compulsory.
- Q.1 to 18 carries 1 mark each
- Q.19 to 22 carries 3 marks each
- Q.23 to 26 carries 4 marks each
- Q.27 to 30 carries 6 marks each

Q.NO.	QUESTION	MARKS
1.	Name the method of communication which is used where face to face communication is difficult and can be delivered to the receiver through post offices or private couriers? A. Email B. Telephone C. Letter D. Video conferencing	1
2.	Out of the following which source of finance is included in the category of owner's funds? A. Debentures B. Equity shares C. Bank Loan D. Public Deposits	1
3.	Under which system, the seller has the right to repossess the goods in case of default in payment? A. Hire purchase B. Credit sale C. Installment payment D. Cash sale	1
4.	Identify the mode of receiving payment which is not appropriate in mail order business? A. Full advance payment B. Value payable post C. Delivery through a bank D. Payment on credit terms	1
5.	_____ type of large scale retail trade offers a large variety of goods and satisfies all the needs of customers under one roof. A. Discount store B. Departmental store C. Multiple shops D. Convenience stores	1
6.	Read the following statements carefully: Statement I: In auction sale, the goods are displayed and there is a reserve price below which goods are not to be sold. Statement II: Goods delivered to the buyer 'on approval' basis are always paid for in advance. In the light of given statements, choose the correct alternative from the following: A. Both the statements are true. B. Both the statements are false. C. Statement I is true, Statement II is false. D. Statement II is true, Statement I is false	1
7.(A)	_____ is the subject matter of communication which may contain facts, ideas, feelings or thoughts.	1

7.(B)	A. Feedback C. Receiver B. Sender D. Message OR _____ is not an email service provider. A. Gmail C. Outlook B. Zoho D. Bing	1
8.	_____ is the type of retail trade in which coin operated machines are used for selling products like hot beverages, tickets, milk, soft drinks, chocolates etc. A. Departmental store C. Automated vending machines B. Multiple shops D. Mail order houses	1
9.	Choose the incorrect statement about departmental stores. A. They cater to the needs of rich people who care more for the services rather than prices B. There is no uniformity in decoration and each store is different from other departmental stores C. They do not provide credit facilities D. They make extensive use of advertising, window displays to people	1
10.	Trading of goods through mail order houses is not suitable for A. Goods that can be graded and standardized B. Goods that can be easily transported at low cost C. Goods that have ready demand in the market D. Goods that are perishable and bulky in nature	1
11.(A)	_____ is the portion of net earnings which may be reserved in the business for use in future. A. Interest C. Dividend B. Retained Earnings D. Debit balance of profit & loss account	1
11.(B)	OR _____ is the source of finance which is issued by the company and its holders are entitled to receive interest but do not have the right to vote. A. Debentures C. Bank loan B. Equity shares D. Trade credit	1
12.	Read the following statements: Assertion (A) and Reason (R). Choose the correct alternative from those given below: Assertion (A): Board of Directors of a company exercise full control over the business. Reason (R): Board of Directors are the owners of the company. Alternatives: A. Assertion (A) is true but Reason (R) is false. B. Assertion (A) is false but Reason (R) is true. C. Both Assertion (A) and Reason (R) are true, but Reason (R) is not the correct explanation of the Assertion D. Both Assertion (A) and Reason (R) are true, and Reason (R) is the correct explanation of the Assertion.	1
13.	Out of the following choose a short-term source of finance. A. Trade credit C. Public deposits B. Equity shares D. Debentures	1

14.	Rashika sells only school uniforms in her shop. Name the type of retailer she can be called. A. General Store C. Multiple shops B. Departmental Store D. Specialty stores	1
15.	Sumesh is a manufacturer of cotton sarees. He wants to buy cotton fabric in bulk. The best mode of purchase will be: A. Purchase by inspection C. Purchase by sample B. Purchase by description D. Both A. and B.	1
16.	Read the following statements: Assertion (A) and Reason (R). Choose the correct alternative from those given below: Assertion (A): A Departmental store is a large establishment offering a wide variety of products. Reason (R): These stores are generally located at a central place in the heart of the city. Alternatives: A. Assertion (A) is true but Reason (R) is false. B. Assertion (A) is false but Reason (R) is true. C. Both Assertion (A) and Reason (R) are true, but Reason (R) is not the correct explanation of the Assertion. D. Both Assertion (A) and Reason (R) are true, and Reason (R) is the correct explanation of the Assertion.	1
17.	An auction sale is complete on the A. Fall of hammer C. Payment of price B. Delivery of goods D. Both B. and C.	1
18.	After sending an invoice, if the seller notices that the goods delivered to the buyer have been under charged he can rectify his mistake by preparing a A. Credit note C. Letter of advice B. Debit note D. Letter of regret	1
19.	Achintya India Life Insurance Co. Ltd. is a Life insurance company offering a complete range of competitive insurance plans to its customers with prompt and quality customer services. Hira Asset Management Company Pvt. Ltd. is a professional Mutual fund house which manages various mutual fund schemes. (I) Identify the type of companies referred to in the above case study. (II) Differentiate between the types of companies identified in part (I) on any two basis.	1 2
20.	Kaushal has invested ₹ 1,00,000 in the securities of Kinjal Enterprises Ltd. Due to this investment, he is entitled to the right to vote and to participate in the affairs of the company. (I) Identify the source of finance that Kinjal Enterprises Ltd has raised through issue of securities to Kaushal. (II) State any two disadvantages of using the source of finance identified in part (I)	1 2
21. (A)	Define channels of communication. Name any two types of channels of communication. OR	3
21. (B)	Give the meaning of voicemail system in business. State any two advantages of voicemail.	3

22.	Urban Fresh is a popular grocery store in India which is a one-stop- shop for all grocery needs. It offers products like fresh fruits, vegetables, dairy products, packaged foods, and personal care items to the whole country through its convenient locations. (I) Identify the type of large scale retail trade referred to in the above case. (II) State any two features of the type of retail trade identified in part (I).	1 2
23.	Ms. Eshita Varshney is the finance manager of Hexagon Ltd, a toy manufacturing company. The company requires ₹ 50 crore to expand its operations in the states of Gujarat and Rajasthan. The Board of directors asked Ms. Eshita to advise upon arrangement of funds. She has two options -issue of equity shares or debentures. After a thorough analysis of facts, she decides to go in favour of issuing debentures. Give four reasons that Ms. Eshita Varshney may have given to convince the directors to opt for debentures.	4
24. (A)	Explain in brief the following modes of purchase: (I) Purchase by sample (II) Purchase by inspection OR	2 2
24. (B)	Define purchase and sale. Differentiate between cash transaction and credit transaction.	4
25.	Perfect look is a company manufacturing electric shavers and is looking out for personal selling as the means to promote its product. It seeks to hire effective salespersons for this purpose. List any four qualities that a good salesperson should possess.	4
26.	Deepika Rastogi, a senior Human Resource manager of Zooshi Pharmaceuticals Ltd working in Gurugram was assigned the task of recruiting two software developers for the company. She placed the advertisement on the company's website and received an application from Mr. Jasprit, a software developer working in Canada. She arranged the interview with Mr. Jasprit through a method that enabled her to see and talk to each other by sitting at different locations. (I) Identify and explain the method of communication used by Ms Deepika Rastogi. (II) Give any two benefits of using the method of communication identified in part (I).	2 2
27. (A)	Write short notes on: (I) Horizontal communication (II) Vertical communication OR	3 3
27. (B)	(I) What is meant by External communication? Name any two types of External communication (II) Name any three key elements of communication.	3 3
28.	Radha, Basudha and Medha were friends working in a fast food outlet. One day, while having lunch, Radha informed that she wanted to buy a car. Basudha suggested to her to buy a car on hire purchase system of payment whereas Medha suggested her to use the Installment system. Radha did not have a clear understanding of how the two systems work.	

	(I) Explain the meaning of hire purchase and Installment system of payment to Radha.	2
	(II) Differentiate between these two systems by giving four points.	4
29.	Mr. Harsh Malhotra has recently set up a business organisation which is an artificial person and is created by law through a proper legal procedure. Identify the form of business organisation and explain any five of its features.	6
30.	(I) Define television advertising. Give any two advantages.	3
(A)	(II) Give any three points of significance of advertising.	3
	OR	
30.	(I) Define sales promotion.	1
(B)	(II) State any five tools used for sales promotion.	5