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## INDIAN SCHOOL MUSCAT FIRST PRE – BOARD EXAMINATION

### Elements of Business

CLASS: 10

Sub. Code: (154)

Time Allotted: 03 hours

15/01/2020

Max. Marks: 70

#### General Instructions:

1. All questions are compulsory.
2. Questions from serial no. 1 to 16 are multiple choice questions, carrying 1 mark each. These are to be answered by writing the correct option in your answer sheet.
3. Answers to questions from serial no. 17 to 22 carrying 3 marks each may be of 50 to 70 words each.
4. Answers to question no 23 to 26 carrying 4 marks each may be of about 150 words.
5. Answers to questions 27 to 30 carrying 5 marks each may be of about 200 words.
6. Attempt all parts of a question together.

1.	Signature of a company is known as : (a) Trademark of the company (c) Common seal (b) Logo of the company (d) Signature of the director	1
2.	An instrument issued by a company as an acknowledgment that the company has borrowed a certain amount of money, which it promises to repay at a future date. (a) Debenture (c) Retained Earnings (b) Shares (d) Public Deposits	1
3.	This is an advantage of digital mode of payment. (a) High Risk (c) Limited Coverage (b) Lack of Records (d) Easy and convenient	1
4.	This mode of payment allows you to get cash-back from certain shops. (a) Credit Card (c) Cash (b) Debit Card (d) Cheques	1
5.	This is not a feature of a Chain Store. (a) Deals in One Line of Product (c) Fixed Price (b) Centrally Located (d) Inspectors are Appointed	1
6.	The person who has an idea, or message to communicate. (a) Receiver (c) Observer (b) Intermediary (d) Sender	1
7.	A copy of the _____, signed by the buyer or consignee, is returned to the seller or consignor as a proof of delivery.	1

	(a) Delivery Note (c) Quotation	(b) Invoice (d) Accounts Sales	
8.	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 (c) Consumer Cooperative society	(b) Partnership (d) Company	1
9.	Amazon.com is an example of this kind of retail business. (a) Teleshopping (c) Online Shopping	(b) Multiple Shops (d) Mail Order Business	1
10.	This is an advantage of business letter. (a) Old Media (c) Complex Language	(b) Proof of Communication (d) Costly	1
11.	Under this method, the customers of a particular product are offered gifts on a fixed date and the winners are decided by the draw of lots. (a) Lucky Draw (c) Quantity Gift	(b) Instant Draw and Assigned Gift (d) Usable Benefit	1
12.	Technology has changed this form of communication to include text messages and emails. (a) Written (b) Formal	(b) Oral (d) Informal	1
13.	A business enterprise that is engaged in the sale of goods and services directly to the ultimate consumers. (a) wholesale (c) export	(b) retail (d) import	1
14.	A set of program (a series of commands) which replicates itself on the other computer systems. (a) Spam (c) Virus	(b) Malware (d) Cryptography	1
15.	_____ refers to raising customer awareness of a product or brand, generating sales, and creating brand loyalty. (a) Marketing (c) Branding	(b) Promotion (d) Labelling	1
16.	When the goods or services are given in exchange for an immediate payment. (a) Cash Sales (c) Online Sale	(b) Credit Sale (d) Teleshopping	1
17.	What kind of goods are not suitable to be sold through Mail Order Business.		3
18.	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.  OR Define 'Communication'. Discuss its two main types.		3
19.	State the first six steps involved in Selling Procedure. OR		3

	Write short notes on : (a) Quotation and (b) Accounts Sales	
20.	Raghav has set up beauty products manufacturing unit on 1 <sup>st</sup> April, 2019. He has got his unit registered under Companies Act, 2013. From the day of its registration, it acquired an identity separate from its members. The Board of directors of the company appointed top officials for running the business. Identify the three features of the company form of organization highlighted above by quoting the lines.	3
21.	Explain the following: (a) Purchase by Sample, (b) Purchase by Inspection, (c) Hire Purchase Method and (d) Purchase by Instalment Method	3
22.	‘The way of capturing public attention through paid messages or information which helps promote or sell a product, service or brand.’ Identify the element of Promotion Mix described in the above line and explain two of its importance.	3
23.	Explain two features each for the following retail businesses: (a) Teleshopping (b) Online Shopping	4
24.	‘It is the credit extended by one trader to another for the purchase of goods and services.’ Identify the source of business finance. State three merits of this source. OR Explain two merits and two demerits of Commercial Banks as sources of business finance.	4
25.	‘Teleconferencing is a facility enabling people in different parts of the world to have an audio meeting (as opposed to dialogue), saving on transit time and hotel stay.’ In light of the above statement discuss the merits of Teleconferencing.	4
26.	Explain any four points of importance of communication for business organisations. Or Explain any four measures to overcome barriers to effective communication.	4
27.	Define ‘Personal Selling’. Discuss four importance of Personal Selling OR Define ‘Sales Promotion’. Explain ‘Rebate’, ‘Discount’, ‘Refund’ and ‘Product Combination’ as Sales Promotion techniques.	5
28.	Explain the steps in Purchase Procedure.	5
29.	Define the term ‘multi-national company’. State any four of its features. Or Differentiate between public company and private company.	5
30.	Rehan has decided to start insulated water bottled manufacturing unit. He discusses the need of funds required to set up the unit with his friend, who is a Chartered Accountant. His friend suggested him to divide the financial needs into two parts. First one to set up the business and secondly to meet day to day expenses. (a) What are the two categories of financial needs of business referred here? (b) Explain the meaning of the concepts identified in (a) part.	5
	<b>End of Question Paper</b>	