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SET A



**INDIAN SCHOOL MUSCAT
SECOND PRE-BOARD EXAMINATION
ELEMENTS OF BUSINESS**

CLASS: X

Sub. Code: 154

Time Allotted: 3 Hrs.

11.04.2021

Max. Marks: 70 Marks

General Instructions:

1. There are 30 questions in the question paper. All questions are compulsory.
2. There is no overall choice. However, an internal choice has been provided.
3. Question no.1 to 16 are multiple choice questions carrying 1 mark each.
4. Question no 17 to 22 are short answer questions carrying 3 marks each.
5. Question no 23 to 26 are long answer questions carrying 4 marks each.
6. Question no 27 to 30 are very long answer questions carrying 5 marks each.

Q.No.	QUESTIONS	Marks
1.	<p>Debentures represent</p> <ol style="list-style-type: none"> (a) Owner's capital of the company (b) Permanent capital of the company (c) Fluctuating capital of the company (d) Loan capital of the company 	1
2.	<p>There must be sufficient finance for running the day to day expenses of the business. This finance is known as _____.</p> <ol style="list-style-type: none"> (a) Working capital (b) Fixed capital (c) Debentures (d) Dividend 	1
3.	<p>External sources of finance do not include:</p> <ol style="list-style-type: none"> (a) Debenture (b) Leasing (c) Retained earnings (d) Public deposits 	1
4.	<p>Preference shares</p> <ol style="list-style-type: none"> (a) Are not part of company's share capital (b) Do not receive dividend (c) Have no voting rights (d) Are paid after equity shareholders 	1

5. The process of converting the message into communication symbols is known as _____. 1
- (a) Media
 - (b) Encoding
 - (c) Feedback
 - (d) Decoding

6. _____ is the non-official communication that happens spontaneously leading to rumors. 1
- (a) Official communication
 - (b) Informal communication
 - (c) Formal communication
 - (d) Horizontal communication

7. _____ is a way to communicate without any mediating technology. 1
- (a) Face to face communication
 - (b) E-mail
 - (c) Letter
 - (d) Telephone

OR

_____ Communication includes use of body language, facial expression and gestures to convey information to others.

- (a) Verbal
 - (b) Non verbal
 - (c) Written
 - (d) Visual
8. A mobile company offers a discount of ₹2500 to clear off excess inventory, is a _____ technique of sales promotion. 1
- (a) Product combination
 - (b) Rebate
 - (c) Discount
 - (d) Lucky draw

OR

These are short-term incentives, which are offered to encourage the buyers to make immediate purchase of a product or service.

- (a) Advertising
 - (b) Publicity
 - (c) Sales promotion
 - (d) Personal selling
9. In this type of sales strategy , the message can be changed as per the behavior of the customers 1
- (a) Advertising
 - (b) Publicity
 - (c) Sales promotion
 - (d) Personal selling

OR

20% Extra or Buy 2, Get 1 Free is an example of this type of sales promotion technique.

- (a) Product combination
- (b) Quantity gift
- (c) Discount
- (d) Lucky draw

10. Railway platform ticketing machines seen in railway stations are the example of _____. 1
(a) Street stall Holders
(b) Automatic Vending Machine
(c) Multiple shops
(d) Itinerant traders
11. _____ is a large establishment offering a wide variety of products, classified into well-defined departments, aimed at satisfying every customer under one roof. 1
(a) General store
(b) Departmental stores
(c) Mail order Business
(d) Street stall holders
12. McDonalds is an example of: 1
(a) Mail order house
(b) General store
(c) Multiple shop
(d) Junk dealer shop
13. Rihaan sends a document as a reply to the letter of enquiry, which shows the cost of goods or services, quality of the product etc. Identify the document. 1
(a) Quotation
(b) Invoice
(c) Letter of enquiry
(d) Debit note
14. The document that inform the buyer that his/her account has been credited with a particular amount is called: 1
(a) Credit Note
(b) Invoice
(c) Account sales
(d) Debit note
15. Which of the following is the best mode of purchase for buying goods in bulk: 1
(a) Purchase by sample
(b) Purchase by Inspection
(c) Purchase by description
(d) Purchase from the nearest dealer
16. The holders of _____ enjoy right to receive fixed amount of dividend and capital before the equity shareholders. 1
(a) Preference Share
(b) Retained Earnings
(c) Equity shares
(d) Trade Credit
17. Differentiate between Quotation, invoice and debit note. 3

OR

Give three advantages of making digital payment.

18. Describe three features of multiple shops. 3
19. Explain any three medias in advertising. 3
20. Explain any three advantages of e-mail as a means of business communication. 3

OR

Elaborate the importance of communication.

21. Mention and explain the following features of a Joint Stock Company. 3
 - (a) Artificial person
 - (b) Separate legal entity
 - (c) Perpetual succession
22. Identify and briefly explain the source of finance in which the holders enjoy the right to vote and control the company. Also mention any two of its merits. 3
23. Explain 4
 - (a) Formal communication
 - (b) Informal communication
24. Explain the different methods of payment. 4
25. Can all varieties of goods be purchased through mail? State the qualities that should be possessed by goods to be traded through mail. 4

OR

‘Rahul had a wide variety of items to be purchased. For this, he visited a large scale retail store which provided wide variety of products under one roof’. Identify the form of retail trade indicated in this statement and explain any three of its features.

26. Explain any two sources of owner’s fund that can be used for raising finance by a business organization. 4
27. ‘No business organization can imagine communication activities without telephone in the modern times’. Describe five merits of telephone. 5
28. Identify and explain the steps in a Sales procedure. 5
29. ‘Advertising consists of all activities involved in presenting a sponsored message regarding a product, service or an idea.’ In the light of this statement, give the meaning and any three points of importance of advertising. 5

OR

Give five importance of personal selling

30. Distinguish between private and a public company. 5

OR

Explain the five features of a Multi-National Company

End of the Question Paper