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INDIAN SCHOOL MUSCAT FINAL TERM EXAMINATION

ELEMENTS OF BUSINESS

CLASS: X

Sub. Code: 154

Time Allotted: 3 Hrs

18.11.2018

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 | Which of the following is not a feature of personal selling: | 1 |
| | a. develop personal relationship with customer | |
| | b. personal form of communication | |
| | c. flexible tool of promotion | |
| | d. communicated through some media | |
| 2 | Invoice is prepared by _____ in case of sale of goods | 1 |
| | a. Buyer b. Seller c. Bank d. Lender | |
| 3 | _____ is not a feature of a departmental store. | 1 |
| | a. Centralised location b. Wider Range | |
| | c. Central purchases d. Specialised in one line product | |
| 4 | Exchange of information between sender and receiver is known as: | 1 |
| | a. Directing b. Controlling c. Organising d. Communication | |
| 5 | This allows a prospective buyer to see what costs would be involved for the work they would like to have done. | 1 |
| | a. invoice b. debit note c. credit note d. quotation | |
| 6 | A convenient method of paying for small value purchases like food, drinks, cinema tickets, paying for entry to events or subscriptions to clubs. | 1 |
| | a. cheques b. cash c. debit note d. credit note | |

- 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: 1
- a. Personal touch b. speed c. precision d. efficiency

- 8 This allows you to get cash-back from certain shops. 1
- a. credit card b. cheque c. debit card d. cash

OR

This is a statement prepared and sent by the consignee to the consignor to keep him informed of the transactions of the business.

- a. accounts sale b. quotation c. debit note d. credit note
- 9 By typing a _____ an email account can be kept private. 1
- a. password b. name c. code d. digit

- 10 A sum of money paid in small parts in a fixed period of time. 1
- a. cash b. installment c. hire d. bill

- 11 Hardcopy of communications sent within an organization are called memorandums or _____ 1
- a. letter b. memos c. fax d. e-mail

OR

In this form of communication words or pictures can be sent in photocopy form.

- a. videoconferencing b. teleconferencing c. fax d. e-mail
- 12 Business enterprise that is engaged in the sale of goods and services directly to the ultimate consumers. 1
- a. retailer b. wholesaler c. producer d. agent

OR

The head office normally appoints inspectors, who are concerned with day-to-day supervision of these shops.

- a. departmental stores b. multiple shops
- c. vending machines d. mail order house
- 13 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 1
- a. Economies of scale b. Low cost
- c. both a and b d. No bad debts

- 14 "Free 5 Star with 500 grams pack of Bournvita" is an example of: 1
- a. product combination b. discount
- c. rebate d. lucky draw

OR

A common method which is usually undertaken by retailers who display their products in the shop in order to attract the customers.

- a. mannequins
- b. window dressing
- c. print advertising
- d. direct mail

15 These stores may provide all facilities such as restaurant, travel and information bureau, telephone booth, restrooms, etc. 1

- a. multiple shops
- b. vending machines
- c. departmental stores
- d. general stores

OR

This is not a feature of Teleshopping.

- a. opportunity to examine the product
- b. computerized systems
- c. list of contact phone numbers
- d. convenience in shopping

16 The following is not a technique of a tool of promotion which boosts the sale of a product in the short run: 1

- a. Rebate
- b. Discount
- c. Contests
- d. Publicity

OR

This mode of promotion also educates people and makes the society aware about various issues.

- a. publicity
- b. sales promotion
- c. personal selling
- d. advertising

17 Explain the following techniques of 'Sales Promotion'. 3

- a. Rebate
- b. Discount
- c. Refunds

18 Discuss the role of sender and receiver in the communication process under a business organisation. 3

OR

Define 'Communication'. Discuss its two main types.

19 What is the difference between a cash transaction and a credit transaction? 3

OR

Discuss any three methods of making payment for purchase of goods or services.

20 Give any three points of importance of advertising. 3

21 Briefly describe any three methods of sale. 3

22 State three features of Teleshopping. 3

23 Define 'Business Communication'. Explain the two types of business communication. 4

- 24 '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. 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 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. 4

OR

‘Under this type of arrangement, a number of shops with similar appearance are established in localities, spread over different parts of the country.’ Identify the type of large scale retail trading being mentioned in the statement and state its three features.

- 26 Discuss four differences between Letter and E-mail. 4
- 27 Explain any five unique features of Chain Stores/ Multiple Shops. 5
- 28 What do you mean by ‘promotion’ of a product? 5
Explain the terms (a) Personal Selling (b) Sales Promotion (c) Advertising
- 29 Explain the following concepts: 5
a. Hire purchase system b. Installment payment system
- 30 Discuss five points of importance of ‘Personal Selling’. 5

OR

Write short notes on (a) Window Dressing and (b) Film Advertising

End of the Question Paper