

INDIAN SCHOOL MUSCAT**FINAL EXAMINATION****18th NOVEMBER, 2018****CLASS X****MARKING SCHEME: ELEMENTS OF BUSINESS**

Q.NO.	Answers	Marks (with split up)
1	D) communicated through some media	1
2	B) Seller	1
3	D) Specialised in one line product	1
4	D) Communication	1
5	D) quotation	1
6	B) cash	1
7	A) Personal touch	1
8	C) debit card OR A) accounts sale	1
9	A)password	1
10	B) installment	1
11	B) memos OR C) fax	1
12	A) retailer OR B) multiple shops	1
13	C) Both a and b	1
14	A)Product Combination OR B) window dressing	1
15	C) departmental stores OR A) opportunity to examine the product	1
16	D). Publicity OR D) advertising	1

17	<p>(1) Rebate: Under it in order to clear the excess stock, products are offered at some reduced price. For example, giving a rebate by a car manufacturer to the tune of 12,000/- for a limited period of time.</p> <p>(2) Discount: Under this method, the customers are offered products on less than the listed price. For example, giving a discount of 30% on the sale of Liberty Shoes. Similarly giving a discount of 50% + 40% by the KOUTONS.</p> <p>(3) Refunds: Under this method, some part of the price of an article is refunded to the customer on showing proof of purchase. For example, refunding an amount of 5/- on showing the empty packet of the product priced 100/-.</p>	3
18	<p>Role of sender and receiver in communication process: Sender: Sender plays a very important role in communication process. Sender is the person who has an idea, or message to communicate. Receiver: The person who receives message of the sender is known as receiver.</p> <p style="text-align: center;">OR</p> <p>Business communication refers to how information is shared between employees at a company for the commercial benefit of that organization.</p> <p>There are two main types of business communication:-</p> <p>(i) The first kind is oral communication, in which information is exchanged verbally.</p> <p>(ii) The second form is known as written communication, which used to be limited to paper communication.</p>	3
19	<p>The difference between a cash transaction & credit transaction is the timing of the payment. A cash transaction is a transaction where payment is settled immediately on the other hand payment for a credit transaction is settled at a later date. For example Ram buys grocery and makes payment immediately in cash it will be known as a cash transaction. However, if Ram makes the payment on a later date it will be known as a credit transaction.</p> <p style="text-align: center;">OR</p> <p>Cash, Cheque, Debit Card, Credit Card (Discuss any three)</p>	3
20	<p>Following are the points of importance of advertising (any three):</p> <p>(1) Product Launch (2) Retain the existing customers (3) Brand Promotion (4) Educates people (5) Comparison (any three)</p>	3
21	<p>Methods of sale: (Any three of the following)</p> <p>(i) Sale on hire purchase basis. (ii) Sale through instalment payment system. (iii) Sale on approval basis. (iv) Sale through tenders. (v) Auction sale. (vi) Wash sales.</p> <p>(1X3)</p>	3
22	<p>Three features of Teleshopping are :</p> <p>(i) It gives a full demonstration of the working of the product along with a list of contact phone numbers in every city. People who feel convinced of the utility of the demonstrated product contact the seller on telephone and place orders goods are delivered to buyers through courier or value payable post (V.P.P.).</p> <p>(ii) The main advantage of teleshopping is convenience for the customer. The customer can purchase the product without visiting the seller. This saves valuable time, effort and money.</p>	3

	<p>(iii) Customers can make payment through their credit cards. Asian sky shop, tele-brands are examples of companies which provide teleshopping facilities in India. Computer systems have made it easier by playing recorded messages and then record the information given by customers.</p> <p>(iv) Teleshopping, however, does not offer the opportunity to the customer to examine the product before buying.</p> <p>(v) Computerised systems used in teleshopping are expensive. Many people do not have faith in teleshopping. However, teleshopping is slowly becoming popular in India. (Any three points)</p>	
23	<p>Business communication refers to how information is shared between employees at a company for the commercial benefit of that organization. It can also refer to the way a business communicates with its consumers by advertising and sharing information about its services or products.</p> <p>There are two main types of business communication:-</p> <p>(i) The first kind is oral communication, in which information is exchanged verbally. Companies used to handle oral communication through face-to-face interaction and telephone. With modern technology, computers make it possible for employees to orally share information on computers via webcam.</p> <p>(ii) The second form is known as written communication, which used to be limited to paper communication. Technology has changed written communication to include text messages and emails.</p>	4
24	<p>Advantages of video conferencing are:</p> <ol style="list-style-type: none"> Saves time Saves cost Minimisation of efforts Globalisation of transactions Rapid connect (Explain any four points in your own words) 	4
25	<p>The following are the disadvantages of vending machines because of which Shyam is not ready to use vending machines:</p> <ol style="list-style-type: none"> Initial investment in a machine is very high. The machine requires regular repairs and maintenance. Since the stock holding capacity of the machine is limited, it required frequent loading of stock. The coins or tokens used for this machine are required to be collected periodically. Consumer cannot feel or see product before buying & do not have opportunity of returning unwanted product. Special package have to be developed for machines. <p style="text-align: center;">OR</p> <p>Multiple Stores/Chain Stores Features :</p> <p>(a) These shops are located in fairly populous localities, where sufficient number of customers can be approached.</p> <p>(b) The manufacturing/procurement of merchandise for all the retail units is centralised at the head office, from where the goods are despatched to each of these shops according to their requirements. This results in savings in the cost of operation of these stores;</p> <p>(c) Each retail shop is under the direct supervision of a Branch Manager, who is held responsible for its day-to-day management. The Branch Manager sends daily reports to the head office in respect of the sales, cash deposits, and the requirements of the stock;</p>	4

	<p>(d) All the branches are controlled by the head office, which is concerned with formulating the policies and getting them implemented;</p> <p>(e) The prices of goods in such shops are fixed and all sales are made on cash basis. The cash realised from the sales of merchandise is deposited daily into a local bank account on behalf of the head office, and a report is sent to the head office in this regard.</p> <p>(f) The head office normally appoints inspectors, who are concerned with day-to-day supervision of the shops, in respect of quality of customer service provided, adherence to the policies of the head office, and so on. (Any three)</p>	
26	<p>Difference between Letter and E-mail.</p> <p>(i)Formality (ii)Writing Style (iii)Purpose (iv)Destination (v)Security and Privacy (Any four points)</p>	4
27	<p>Features of Chain Stores/ Multiple Shops</p> <p>(a) These shops are located in fairly populous localities, where sufficient number of customers can be approached.</p> <p>(b) The manufacturing/procurement of merchandise for all the retail units is centralised at the head office, from where the goods are despatched to each of these shops according to their requirements. This results in savings in the cost of operation of these stores;</p> <p>(c) Each retail shop is under the direct supervision of a Branch Manager, who is held responsible for its day-to-day management. The Branch Manager sends daily reports to the head office in respect of the sales, cash deposits, and the requirements of the stock;</p> <p>(d) All the branches are controlled by the head office, which is concerned with formulating the policies and getting them implemented;</p> <p>(e) The prices of goods in such shops are fixed and all sales are made on cash basis. The cash realised from the sales of merchandise is deposited daily into a local bank account on behalf of the head office, and a report is sent to the head office in this regard.</p> <p>(f) The head office normally appoints inspectors, who are concerned with day-to-day supervision of the shops, in respect of quality of customer service provided, adherence to the policies of the head office, and so on. (any five)</p>	5
28	<p>Promotion- It refers to raising customer awareness of a product or brand, generating sales, and creating brand loyalty.</p> <p>(a)Personal Selling-is a personal form of communication where direct face to face conversation takes place between the buyer and the seller for the purpose of exchanging goods and services.</p> <p>(b)Sales promotions - are the set of marketing activities undertaken to boost sales of the product or service.</p> <p>(c)Advertising can also be defined as the way of capturing public attention through paid messages or information which helps promote or sell a product, service or brand.</p>	5
29	<p>A. The hire purchase system is essentially a contract for hiring of goods. The ownership rights remain with the seller and the customer exercises his option for purchasing the</p>	5

	<p>goods. The buyer can return the goods at any stage. The seller can also take back the goods in case of non-payment.</p> <p>B. When goods are sold and payment is agreed to be made in instalments, it is known as instalment payment system. In this case if there is default in payment of any instalment by the buyer, the seller cannot ask for the goods to be returned as the ownership rights pass to be buyer when goods are sold and initial payment is made. The seller can only sue the buyer in a law court for payment of the balance due.</p>	
30	<p>Importance or benefits of personal selling:</p> <ol style="list-style-type: none"> 1. Two-Way Communication: 2. Personal Attention: 3. Detail Demonstration: 4. Immediate Feedback: 5. Individual Services: 6. Customer Confidence: (any five) <p style="text-align: center;">OR</p> <p>(a)Window Display:</p> <p>It is a common method which is usually undertaken by retailers who display their products in the shop windows in order to attract the customers. This is also known as exterior display.</p> <p>(b)Film Advertising:</p> <p>This is also known as cinema advertising. This also provides sight and hearing facilities like television. Short advertisement films are now prepared by big business houses which are sent to different cinema houses to be shown to the audience before the regular shows or during the intermission. It has more repetitive value but not to the same viewers. Its coverage is limited which benefits the local population only.</p>	5