

Roll Number		
-------------	--	--

Code Number	
-------------	--



**INDIAN SCHOOL MUSCAT
SECOND PRELIMINARY EXAMINATION
ELEMENTS OF BUSINESS**

Sub. Code: 154

CLASS: X

10.02.2019

Time Allotted: 3 Hrs

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 | Minimum number of members in a Private Limited Company. | 1 |
| | (a) two (b) four (c) five (d) seven | |
| 2 | A person who is allotted shares in a company becomes: | 1 |
| | (a) a partner of the company (b) a member of the company | |
| | (c) a director of the company (d) a trustee of the company | |
| 3 | This is an ownership fund. | 1 |
| | (a) Public Deposits (b) Bank Loan | |
| | (c) Share Capital (d) Debenture Capital | |
| 4 | This requires using paper. | 1 |
| | (a) Letter (b) e-mail | |
| | (c) Telephone (d) Video Conference | |
| 5 | It is not used for making payments. | 1 |
| | (a) Cash (b) Credit Card | |
| | (c) Debit Card (d) Debit Note | |
| 6 | This document is used in the process of purchase or sale. | 1 |
| | (a) Quotation (b) Stock Register | |
| | (c) Purchase Ledger (d) Cash Book | |
| 7 | This is not an e-mail service provider. | 1 |
| | (a) Yahoo (b) Hotmail (c) Gmail (d) Amazon | |

- 8 Document that is sent by the seller to a potential customer offering to sell goods or services at a certain price is known as: 1
(a) Debit note (b) Credit note (c) Quotation (d) Accounts Payable

OR

Invoice is prepared by _____ in case of sale of goods

- (a) Buyer (b) Seller (c) Bank (d) Lender
- 9 The process of communication is incomplete without _____ 1
(a) Rumours (b) Feedback (c) Encoding (d) Decoding
- 10 Reliance Jio distributed free sim cards for enhancing its customer base. Which promotion technique did the company adopt? 1
(a) Contests (b) Sampling (c) Lucky draw (d) Rebate
- 11 Signature of a company is known as : 1
(a) Trademark of the company (b) Logo of the company
(c) common seal (d) signature of the director

OR

_____ is 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 (b) Partnership
(c) Consumer Cooperative society (d) Company
- 12 Automated Vending Machines are used for: 1
(a) Non-store Retailing (b) Selling through Internet
(c) Mail Order Business (d) Whole Sale Trading

OR

These are large scale retailers.

- (a) Grocers in your locality (b) Departmental Stores
(c) Factory Owners (d) Farmers growing vegetables
- 13 Which of the following is a type of Non- store retailing 1
(a) Consumer Cooperative Store (b) Selling through internet
(c) Franchisee (d) Chain stores
- 14 These both are the same. 1
(a) Personal Selling and Selling through the internet
(b) Personal Selling and Salesmanship
(c) Personal Selling and Advertising
(d) Personal Selling and Publicity

OR

Products are advertised on television in this _____.

- (a) e-selling (b) Teleshopping
(c) Direct Selling (d) Mail Order House

- 15 _____ is not a feature of a departmental store. 1
- (a) Centralised location (b) Wider Range
(c) Central purchases (d) Specialised in one line product

OR

Delhi Cloth Mills (DCM) Store is an example of which of the following:

- (a) Mail Order House (b) Multiple Shops
(c) Departmental Stores (d) Super Markets
- 16 Outdoor advertisement consists of – 1
- (a) the use of posters, loudspeakers etc. (b) advertising in newspapers
(c) direct mail advertising (d) advertising on radio

OR

This advertising media is suitable to convey the message to those who cannot see.

- (a) Newspapers (b) Magazines (c) Radio (d) Electric Display
- 17 What is meant by MNC? 3
- 18 Explain the role of 'Fax' in business communication. 3

OR

Explain the role of 'Internet and e-mail' in business communication.

- 19 What do you mean by 'Quotation'? What points should be included in a quotation. 3

OR

What do you mean by 'Invoice'? What points should be included in an invoice?

- 20 Differentiate between Advertising and Personal Selling on any three basis. 3
- 21 Distinguish between Cash Purchase and Credit Purchase. 3
- Supplier 'A' has quoted the price of a commodity as Rs. 480 per unit whereas supplier 'B' has quoted Rs. 500 per unit. Supplier B allows a cash discount of 5%. Which supplier will you choose in case of Cash Purchase?

- 22 '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. 3

- 23 Discuss the sources of funds available for Sole Proprietorship Business. 4

- 24 Explain in brief the importance of communication for business organizations. 4

- 25 State two merits and two demerits of Departmental Stores. 4

OR

State any four features of Teleshopping.

- 26 Define 'Video Conferencing'. Explain any two of its importance to a business organization. 4

- 27 Explain the following. 5
(a) A company is an artificial person
(b) A company has a perpetual succession.
- 28 Define 'equity shares' State two merits and two demerits of equity shares. 5
- 29 What is Digital Payment? Name any two modes thereof. Also state any three advantages of making digital payment. 5
- 30 State and explain the various techniques of Sales Promotion. 5

OR

Explain the importance of Advertising.

End of the Question Paper