

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

SET A



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

CLASS: X

Sub.Code: 154

Time Allotted: 3 Hrs.

29.01.2020

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. Identify the feature of a company – ‘A company is a creation of law and exists independent of its members.’ 1
 - (a) Separate Legal Entity
 - (b) Artificial Person
 - (c) Limited Liability
 - (d) Common Seal
2. _____ are suitable for investors who are willing to assume risk for higher returns. 1
 - (a) preference shares
 - (b) equity shares
 - (c) debentures
 - (d) bonds
3. _____ machine carries printed messages (words and pictures in photocopy form) from the sender instrument to the receiver instrument. 1
 - (a) Facsimile
 - (b) Telephone
 - (c) Modem
 - (d) Radio
4. In every sale or purchase transactions the money is paid to the seller by the: 1
 - (a) Producer
 - (b) Buyer
 - (c) Shopkeeper
 - (d) Seller’s Bank
5. An example of large scale retail trade is: 1
 - (a) Haat
 - (b) Local Small Shops
 - (c) Multiple Shops
 - (d) None of the Above
6. This is not an e-mail service provider. 1
 - (a) Yahoo
 - (b) Hotmail
 - (c) Gmail
 - (d) Amazon
7. When a manufacturer wants to buy raw materials in bulk the best mode of purchase for him will be: 1
 - (a) Purchase by Inspection
 - (b) Purchase by Description
 - (c) Purchase by Sample
 - (d) None of the above

8. This type of company does not need to issue a prospectus inviting public to subscribe to their shares. 1
 (a) Public Company (b) Government Company
 (c) Private Company (d) Multinational Company
9. Buying and selling takes place without any face to face contact in: 1
 (a) Multiple Shops (b) Selling through Internet
 (c) Departmental Stores (d) Local Shops
10. 'Ability to mute some or all participants.' This is a feature of _____. 1
 (a) E-mail (b) Letter
 (c) Teleconferencing (d) Teleshopping
11. The best medium of advertisement for an illiterate person is: 1
 (a) Newspaper (b) Television
 (c) Magazine (d) Direct Mail Advertising
12. The process of communication in which message is exchanged through letters sent by post is called: 1
 (a) Oral Communication (b) Visual Communication
 (c) Online Communication (d) Written Communication
13. To buy goods any time of the day or night, a convenient mode is: 1
 (a) Super Bazar (b) Multiple Stores
 (c) Automated Vending Machines (d) Departmental Stores
14. Grapevine Communication is a _____ communication. 1
 (a) Horizontal (b) Vertical
 (c) Formal (d) Informal
15. To present and explain the special features and uses of a product to consumers the best method of Sales Promotion is: 1
 (a) Fairs and Exhibitions (b) Exchange Offers
 (c) Price Reduction (d) Cash Discount
16. In case of default in payment, the seller can repossess the goods in 1
 (a) Hire Purchase System (b) Credit Sale
 (c) Instalment Payment System (d) Sale on Internet
17. State the kinds of goods that are suitable to be traded by mail order houses. 3
18. What do you mean by communication channels? Name any two types of communication channels. 3
 OR
 Write short notes on (a) fax and (b) letter
19. What is 'Auction Sale'? Explain. 3
 OR
 Define a 'Cheque'. State one advantage of payment through cheques.
20. How is a government company different from a Private Company? Explain 3

21. Distinguish between Cash Purchase and Credit Purchase. 3
Supplier 'A' has quoted the price of a commodity as ₹ 480 per unit whereas supplier 'B' has quoted ₹ 500 per unit. Supplier B allows a cash discount of 5%. Which supplier will you choose in case of Cash Purchase?
22. What is Radio Advertising? What are its advantages? 3
23. 'Coin operated machines are proving useful in selling several products such as hot beverages, platform tickets, milk, soft drinks, chocolates, newspaper, etc., in many countries.' 4
Identify the type of Retail Trade and state three of its features.
24. Discuss the sources of funds available for Sole Proprietorship Business. 4
OR
Define 'Debentures'. State two differences between shares and debentures.
25. Although videoconferencing provides several advantages to modern business communication process, yet its limitations cannot be completely ignored. Discuss. 4
26. What is Business Letter? Draw a specimen Business Letter. 4
OR
What do you mean by Business Communication? State the advantages of written communication.
27. Define 'Personal Selling.' List four qualities of a good salesman. 5
OR
Define 'Sales Promotion.' Name any six tools used for Sales Promotion.
28. Discuss the various methods of purchase of a product. 5
29. Explain the following features of a Joint Stock Company. 5
(a) Separate Legal Entity (b) Liability
OR
'A public company means a company which is not a private company.' In light of this statement differentiate between Private Company and Public Company.
30. Define 'Public Deposits'. State two merits and two demerits of Public Deposits. 5

End of Question Paper