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SET A



**INDIAN SCHOOL MUSCAT
SECOND PRE - BOARD EXAMINATION
ELEMENTS OF BUSINESS (154)**

CLASS: X

TERM 2

Time Allotted: 2 hrs

30.03.2022

Max. Marks: 35

GENERAL INSTRUCTIONS:

1. This question paper contains 11 questions.
2. Marks are indicated against each question.
3. There are two Case Based Questions.

1. What is meant by Purchase? 2
2. State any two characteristics of large scale retail trade. 2
- OR**
- State any two advantages of retailing through departmental stores.
3. Describe briefly any three methods of sales. 2
4. Define Personal Selling. State any two features of Personal selling. 2
- OR**
- State any two limitations of Magazine as a media of advertising.
5. Distinguish between Departmental stores and Multiple shops. 3
- OR**
- What are the factors responsible for the lack of popularity of Mail order Business in India?
6. Discuss briefly the following: a) Debit note b) Credit note. 3
7. Define Advertising. State any three differences between Advertising and Personal Selling. 3
8. Explain "Exchange Scheme" and "Coupons" as tools of "sales promotion". 3
9. Distinguish between Cash purchase and Credit purchase. Supplier A quoted the price of the commodity as Rs.480 per unit while Supplier B quoted the price of the same commodity as Rs.500 per unit. Supplier B also gives a cash discount of 5 percent. Which supplier will you choose in case of cash purchase? 5
10. Can all varieties of goods be purchased through mail? State the qualities that should be possessed by goods to be traded through mail order mail. 5

OR

'In spite of many advantages multiple shops suffer from some limitations'. In the light of this statement, briefly explain the limitations of multiple shops.

11. Briefly explain the various tools of sales promotions.

Identify the tools of promotion in the following cases:

- a) Purchase goods worth Rs.90, 000 and get a holiday package of Rs.20, 000 free.
- b) A mobile company offers a discount of Rs.2000 to clear off excess inventory.
- c) Free 5 star chocolate with 500 grams pack of Bournvita.
- d) A company offers 40% of extra glucose in a pack of 1kg.

End of the Question Paper