

Roll Number

SET A



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

CLASS: X

TERM 2

Time Allotted: 2 hrs

27.02.2022

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. State the first four steps involved in the process of selling 2
2. What is meant by Tele-shopping? State any one advantage of Tele – shopping. 2  
**OR**  
State any two factors responsible for lack of popularity of 'Mail Order Businesses'.
3. What is meant by Purchase? 2
4. Discuss briefly, advertisement as a non-personal promotional tool for a business. 2  
**OR**  
Identify and discuss briefly, the promotional tool which induces people to make immediate purchase of a product.
5. State any three characteristics of large-scale retail trade. 3  
**OR**  
Distinguish between Departmental store and Multiple shops.
6. Briefly describe suitability of Television as a media of advertising. 3
7. Discuss briefly the following: a) Debit note b) Credit note 3
8. Briefly explain: a) Purchase by sample b) Purchase by inspection 3
9. Explain the following: (a) Hire purchase System (b) Instalment method. 5
10. 'Deferred payment can be installment payment or full payment at the end of the agreed period.' 5  
Describe.  
**OR**  
"Automatic vending machines are the newest revolution in marketing methods."  
In the light of given statement, state any five advantages of Automatic vending Machine.
11. Kavya limited is a manufacturer/dealer of variety of FMCG products such as chips, biscuits, 5  
namkeens, sweets and juices. Owing to lower sales volume and rise in competitors, the company  
has failed to generate sufficient profits over the last two financial years.

The top management of the company questions Mr. Siddharth Mehta, the Marketing Manager of the company, about the prevailing situation and asks for the possible solutions. As immediate measures, Mr. Mehta suggested the following for increasing sales of the product line:

- (i) 30% extra Namkeen in a pack of 1 kg.
- (ii) On return of the wrapper, a customer gets a sum of money off on the purchase of the same product.
- (iii) A packet of juice free with a box of sweets.
- (iv) Scratch a card and get a silver coin with a purchase of chips.

Identify the promotional tools and the techniques suggested by Mr. Mehta to the top management in order to the increase sales volume of the product line.

**End of the Question Paper**