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SET B



INDIAN SCHOOL MUSCAT
FINAL EXAMINATION
ELEMENTS OF BUSINESS

CLASS: X

Sub. Code: 154

Time Allotted: 3 Hrs.

23.01.2021

Max. Marks: 70

General Instructions:

1. There are 30 questions in the question paper. All questions are compulsory.
2. There is no overall choice. However, an internal choice has been provided.
3. Question no.1 to 16 are multiple choice questions carrying 1 mark each.
4. Question no 17 to 22 are short answer questions carrying 3 marks each.
5. Question no 23 to 26 are long answer questions carrying 4 marks each.
6. Question no 27 to 30 are very long answer questions carrying 5 marks each.

Q. No.	QUESTIONS	Marks
1.	External sources of finance do not include: a) Debenture b) Leasing c) Retained earning d) Public deposits	1
2.	Trade credit is an example of a) Short term finance b) Long term finance c) Medium term finance d) Permanent finance	1
3.	Debentures are also termed as _____. a) Bonus b) Capital c) Bond d) Dividend	1
4.	This is a permanent source of finance: a) Public Deposits b) Loan from commercial banks c) Owners funds d) Trade credit	1

5. _____ is the end of a communication process. 1

- a) Feedback
- b) Message
- c) Encoding
- d) Decoding

OR

Conversion of message into symbols is known as _____.

- a) Media
- b) Encoding
- c) Decoding
- d) Feedback

6. _____ Communication includes the act of writing, typing, printing symbols like numbers and letters to convey information. 1

- a) Verbal communication
- b) Nonverbal communication
- c) Written communication
- d) Visual communication

7. Informal communication is also called:- 1

- a) Wheel communication
- b) Grapevine
- c) Verbal
- d) Visual

8. Which of the following is NOT the technique of sales promotion which boosts the sale of a product in the short run? 1

- a) Product combination
- b) Rebate
- c) Publicity
- d) Lucky draw

OR

Which of the following is not a print media of advertising:

- a) Internet
- b) Newspapers
- c) Posters
- d) Magazines

9. Which of the following is not a feature of personal selling: 1

- a) Develop personal relationship with customer
- b) Personal form of communication
- c) Flexible tool of promotion
- d) Communicated through some media

OR

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

- a) Newspapers
- b) Magazines
- c) Radio
- d) Electric Display

10. _____ is not a feature of a departmental store. 1

- a) Centralized location
- b) Wider range
- c) Central purchases
- d) Specialized in one line product

11. Identify a large scale retail store from the following. 1

- a) Market traders
- b) Street traders
- c) Departmental store
- d) General stores

12. Which of the following does not come under the category of fixed shop retailers? 1

- a) General stores
- b) Chain Stores
- c) Market Traders
- d) Departmental Stores

13. Invoice is prepared by _____ in case of sale of goods 1

- a) Buyer
- b) Seller
- c) Bank
- d) Lender

14. 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

15. Credit purchase means 1

- a) Purchase of goods using credit card
- b) Purchase of goods and making the payment later
- c) Purchase of goods using debit card
- d) Purchase goods with cash

16. The minimum members required in a public company is _____.

- a) 2 Members
- b) 7 Members
- c) 200 Members
- d) Unlimited

17. Describe the features of Tele shopping.

18. Mention any three advantages of making digital payment.

OR

Mention and briefly explain the methods of payment which does not involve cash.

19. Identify and explain the technique of sales promotion in the following cases:-

- (i) 'A company offers a pack of $\frac{1}{2}$ kg of salt with the purchase of 3kg bag of sugar.
- (ii) Purchase goods worth ₹20000 and get a holiday package of ₹ 15000 free'.
- (iii) A mobile company offers a discount of ₹2500 to clear off excess inventory

20. Differentiate between a public company and a private company.

21. Identify the document which is an acknowledgement of debt of the company. Also mention any two of its merits.

22. Read the following case and answer the question given:

Riya is a manager of Khan Limited. She has a very confidential information to be communicated to the Managing Director of the firm. She selects a media of communication which is very quick, cheap and secured as it has to be done electronically. Identify it and write any two of its demerits.

OR

'Video conferencing has been growing rapidly as a method of communication for the present day business organizations'. Discuss the advantages of the method in the light of the given statement

23. 'This is one of the oldest means of communication which makes use of paper'. Identify it and also describe three of its demerits.

24. Differentiate between 'Purchase by Sample' and 'Purchase by Inspection'.

25. Describe the features of multiple shops.

OR

Discuss any four features of departmental stores.

26. If you have ₹ 1, 00,000 for investment purpose, would you invest in equity shares, or preference shares? Give any two merits to justify your answer.

27. 'Personal selling is an important marketing tool for small businesses. 'Support the statement by mentioning five the importance of Personal selling. 5

OR

What do mean by advertising? Mention the importance of advertising for businesses.

28. There are many reasons why a private company is preferred to be formed by the entrepreneurs than a public company. Mention any five such features. 5

OR

Sujith and Mohit were discussing about huge industrial organizations which extend their business operations through a network of their branches in several countries. Sahil says that such companies are known as multi-national companies. There discussion ended up in identifying the features of such companies. Identify and describe the features of Multi-national companies.

29. 'No business can imagine communication activities without telephone.' Support the statement by giving five advantages of telephone as a means of communication. 5

30. Mention the first five steps in the selling process. 5

End of the Question Paper