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SET A



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

CLASS: X

Sub. Code: 154

Time Allotted: 3 Hrs.

25.02.2021

Max. Marks: 70 Marks

**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.	This is an ownership fund.  a) Public deposit b) Debenture c) Bank loan d) Share Capital	1
2.	Internal sources of capital are those that are  a) generated through outsiders such as suppliers b) generated through loans from commercial banks c) generated through issue of shares and debentures d) generated within the business	1
3.	Funds required for day to day operations of the business are called:  a) Fixed capital requirements b) Working capital requirements c) Ploughing back of profits d) Retained earnings	1
4.	_____ is considered as a cushion of security.  a) Equity b) Debentures c) Retained earnings d) Trade credit	1

5. \_\_\_\_\_ connects a sender and a receiver in a communication process. 1
- a) Channel
  - b) Message
  - c) Encoding
  - d) Decoding

6. This is the most common type of communication which is done with the use of language or even sign language. 1
- a) Verbal communication
  - b) Non-verbal communication
  - c) Written communication
  - d) Visual communication

7. Communication is required by a business for 1
- a) Transmission of ideas
  - b) Maintaining secrecy
  - c) Manufacturing
  - d) Warehousing

OR

It is very difficult to detect the source of such communication.

- a) Upward communication
  - b) Vertical communication
  - c) Lateral communication
  - d) Informal communication
8. \_\_\_\_\_ Activities includes offering cash discounts, sales contests and free samples to the customers. 1
- a) Sales Promotion
  - b) Personal selling
  - c) Advertising
  - d) Publicity

OR

Which of the following is an impersonal form of communication?

- a) Advertising
  - b) Marketing
  - c) Personal Selling
  - d) Promotion
9. These both are the same: 1
- a) Personal selling and salesmanship
  - b) Personal selling and advertising
  - c) Personal selling and publicity
  - d) Personal selling and discount

OR

Free Perk chocolate with 500g pack of Boost is an example of:

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

10. Products are advertised on television in this: 1
- a) E – Selling
  - b) Direct selling
  - c) Teleshopping
  - d) Mail order business
11. Automated vending machines are used for: 1
- a) Non – store retailing
  - b) Selling through internet
  - c) Mail order business
  - d) Wholesale trading
12. A large scale retail store where manufacturer also sells the goods. 1
- a) Multiple shops
  - b) Departmental shops
  - c) Street stalls
  - d) General stalls
13. An invoice is sent by 1
- a) a seller to the buyer
  - b) a buyer to the seller
  - c) a bank to its customers
  - d) an employer to his employees
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. Under this method of purchase, the ownership or possession of the goods is transferred to the buyer after he makes the payment of the last installment. 1
- a) Hire purchase
  - b) Installment method
  - c) Credit purchase
  - d) Cash purchase
16. The holders of \_\_\_\_\_ enjoy right to vote and right to receive dividend. 1
- a) Preference Share
  - b) Retained Earnings
  - c) Equity shares
  - d) Trade Credit

17. Describe three features of online shopping. 3
18. Differentiate between debit note, credit note and delivery note. 3

OR

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

19. Explain any three importance of personal selling 3
20. Explain any three advantages of Telephonic conversation as a means of business communication. 3

OR

Elaborate the importance of communication.

21. Mention and explain the features of a Multi-national Company. 3
22. "It is a form of short term credit extended by one trader to another for the purchase of goods and services". Identify the source of finance in which there is no actual money transfer. Also mention any two of its merits. 3
23. Briefly explain: (a) Verbal communication; 4  
(b) Written communication.

24. Differentiate between Hire purchase method and installment method. 4

25. 'It is a large scale retail shop where a large variety of goods are sold in a single building.' Identify the form of retail trade indicated in this statement and explain its advantages. 4

OR

Mention the features of Automated Vending Machines.

26. Ananya is running a small café by the name of Green Tokai. It is earning profits and she wishes to expand her business by opening a bigger outlet. She needs additional funds for the same but she does not wish to rely on borrowed funds to expand her business. Name and briefly explain two sources of finance which she can use. 4

Also state two reasons why she does not want to raise borrowed funds.

27. Mention four points to explain the concept of video conferencing as a form of business communication. 5
28. 'Purchase is the process through which a person gets the ownership of goods or properties transferred to his/her name from another person on payment of money'. This action involves various steps. Identify and explain the steps in a purchase procedure. 5
29. Explain the different types of media for advertising. 5

OR

Discuss briefly the following techniques of sales promotion, with suitable examples:

- a) Rebate
- b) Discount
- c) Refund
- d) Contest
- e) Lucky Draw

30. Describe the features of a company.

5

OR

Distinguish between private and a public company on the basis of

**End of the Question Paper**