## ELEMENTS OF BUSINESS (154) SAMPLE OUESTION PAPER (2023 – 2024) CLASS X

## **General Instructions:**

- 1. This question paper contains 30 questions. All questions are compulsory.
- 2. Q.1 to 18 carries 1 mark each
- 3. Q.19 to 22 carries 3 marks each
- 4. Q.23 to 26 carries 4 marks each
- 5. Q.27 to 30 carries 6 marks each

a legal status independent of its members. Identify which type of company ABC limi related to.	ited 18	
related to.		
	rativa Sociaty	
(a) Joint stock company(b) Public company(c) Private company(d) CoopeQ.2XYZ limited decided to use owner's funds for fulling their capital requirement. Which		
the sources of finance can this company use?		
(a) Debentures (b) Bank loan (c) Equity Shares (d) Trade	Credit	
Q.3 Shyam Limited has a minimum of 7 members and no limit on maximum members. W Company is this?	vinch type of	
(a) Joint stock company (b) Public company (c) Private company (d) Coope	erative Society	
Q.4 Priya has a network of retail shops that are owned and operated by manufactures or in		
Which type of store is being reflected in this above case.	nermeutaries.	
(a) Departmental stores (b) Mail order houses		
(c) Chain store or multiple shops. (d) Automatic Vending Machines	s	
Q.5 APNA BANK has recently launched some machines that provides the customers of ba		
of accessing their accounts with a magnetically encoded plastic card and a code num		
(a) Automated telling machines. (b) Cheque		
(c) Demand deposits (d) Fixed deposits		
Q.6 Hexa limited is a reputed store which is divided into a number of departments and eac	ch department	
deals in a particular variety of goods. Which type of store is reflected in this above c		
(a) Departmental stores (b) Mail order houses		
(c) Chain store or multiple shops. (d) Automatic Vending Machine	es	
Q.7 XYZ limited is a business that is conducting transaction through postal communication	on without any	
personal contact with the buyers. Which form of retailing is reflected in this above c	case.	
(a) Departmental stores (b) Mail order houses		
(c) Chain store or multiple shops. (d) Automatic Vending Machine	es	
Q.8 The full form of email is		
(a) electronic mail (b) extra mail (c) extension mail (d) electronic	ric mail	
Or		
Invoice is prepared byin case of role of goods.		
(a)Buyer (b) Seller (c) Owner (d) Borr	ower	
Q.9 Haldiram is an example of:		
	c order shop	
OR	Ĩ	
A departmental store		
(a) is a small establishment (b) is located in local market		
(c) sells only one kind of product (d) is generally formed as a joint s	stock company	
Q.10 is essentially a contract for hiring of goods.		
(a) Hire Purchase System (b) Installment payment system.		
(c) Mail Order Houses (d) Cash based system		

	OR		
	When goods are sold and payment is agreed to be made in installments it is known as		
	(a) Hire Purchase System (b) Installment payment system.		
	(c) Mail Order Houses (d) Cash based system		
Q.11	is considered as cushion of security.		
	(a) Debentures (b) Equity (c) Retained earnings (d) Trade credit OR		
	Debentures aretype capital of a company.		
	(a) Owned (b) Borrowed (c) Private (d) Public		
Q.12	is not a feature of departmental store.		
	(a) centraliesed location (b) wider range		
	(c) Central purchase (d) specializes in one line of product.		
	OR		
	Airtel limited distributed free sim cards for enhancing its customer base. Which promotion technique		
	did company adopt?		
	(a) Contest (b) Sampling (c) Lucky draw (d) Rebate		
Q.13	is a method of communication used for sending messages with the help of computer networks.		
	(a) Letter (b) Email (c) Video Conferencing (d) Telephone OR		
	is a written message form one part to another communicating professional/ official matter		
	and providers a means of self-expression to a reader.		
	(a) Letter(b) Email(c) Video Conferencing(d) Telephone		
Q.14	Mail order houses are suitable for:		
	(a) Books (b) Fruits (c) Heavy Goods (d) Refrigerator or Television		
	OR Departmental stores are located in		
	(a) Union Territories and special economic zones (b) Residential areas		
	(c) Central market (d) Metropolitan Cities		
Q.15	Dominos is an example of:		
	(a) mail order house (b) General Store (c) Multiple shop (d) Junk Dealer Shop OR		
	Vending machines are suitable for:		
	(a) Pre packed brands of low priced products		
	(b) Fruits free packed brands of high priced product.		
	(c) Heavy Goods		
0.1.5	(d) Refrigerators and Televisions		
Q.16	Read the following statements: Assertion (A) and Reason (R). Choose one of the correct alternatives		
	given below: Assertion(A): Equity shares is the most important source of raising long term capital by a company		
	Reason(R): Equity shares is the most important source of raising long term capital by a company Reason(R): Equity shares represent the ownership of a company and thus the capital raised by issue		
	of such shares is known as borrowed funds.		
	(a) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion		
	(A)		
	(b) Both Assertion (A) and Reason (R) are true, but Reason (R) is not the correct explanation of		
	Assertion (A)		
	(c) Assertion (A) is true, but Reason (R) is false		
	(d) Assertion (A) is false, but Reason (R) is true		
Q.17	Read the following statements: Assertion (A) and Reason (R). Choose one of the correct alternatives		
	given below: Assortion $(A)$ : Chain stores has a number of departments, each one confining its activities to one king		
	Assertion(A): Chain stores has a number of departments, each one confining its activities to one kind		
	of product.		

	Reason(R): A departmental store is a large establishment offering a wide variety of products, classified into well-defined departments, aimed at satisfying practically every customer's need under one roof.		
	(a) Both Assertion (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A)		
	<ul><li>(b) Both Assertion (A) and Reason (R) are true, but Reason (R) is not the correct explanation of Assertion (A)</li><li>(c) Assertion (A) is true, but Reason (R) is false</li></ul>		
	(d) Assertion (A) is false, but Reason (R) is true		
Q.18	Infor obtaining orders, potential customers are approached through advertisements in newspapers or magazines, circulars, catalogues, samples and bills, and price lists sent to them by post.		
	(a) Mail order house (b) General Store (c) Multiple shop (d) Junk Dealer Shop OR		
	The process of converting the message into communication symbols is known as:		
	(a) Decoding (b) Encoding (c) Media (d) Feedback		
Q.19	What is advertising? Discussing any two features of advertising. OR		
	What is sales promotion? Discuss any two of its techniques.		
Q.20	Read the following case and answer the given question:		
	Rama wants to starts a company and asks her friend priya to explain the difference between a public		
	and private company. Discuss any 3 differences between public and private company which Rama should keep in her mind while deciding for the same.		
Q.21	Deepika makeovers is a newly started venture which decided to focus on the form of conversation with one or more prospective customers for the purpose of making sales. Identify the type of technique in which Deepika Makeovers is engaged. Also discuss any two features of it.		
Q.22	John limited decided to have a new feedback system for their pizzas, they decided that they would send an email regarding the order of customers where they would ask about the taste of their products and any constructive suggestions if they would like to suggest. Discuss any three advantages of selecting this method.		
Q.23	The management of Sedan Limited has decided to raise capital through equity shares as it would help to serves as a permanent capital as it is to be repaid only at the time of liquidation of a company. But on the other hand, Mr. Ram, one of the director of the company was against it. Discuss any four reasons why Mr. Ram is not ready to prefer for equity Shares.		
Q.24	Discuss any four advantages of communication through telephone. OR		
	Discuss any four features of equity shares		
Q.25	Mr. Deepak, director of Winzi Limited. was living in South Africa and wanted to crack a deal with Willson Limited i.e a company based in America. Due to unavailability of flights he decided to communicate through internet which will help to stimulate face to face interaction with the directors of Willson Limited. Identify the method of communication and state any three advantages of the method identified above.		
Q.26	Write a short note on (a) Written communication OR (b) Oral Communication		
	Write a short note on		
Q.27	(a) Hire purchase system(b) Installment payment system.Identify different type of sales promotion techniques.		
Q.27	<ul> <li>(a) '20% extra free with a packet of chips</li> <li>(b) Pack of ½ kg of rice with the purchase of a bag of Aata</li> </ul>		

	(c) A headphone company offers a discount of Rs. 1000 to clear off excess inventory.
	(d) 'Scratch a card' to win a refrigerator
	(e) Purchase goods worth Rs. 2000 and get extra goodies worth Rs. 500
	(f) Surf excel offers a free sample of detergent on bunch of its new variant.
Q.28	Explain any three importance of personal selling to a business organization.
	OR
	Explain the importance of advertising.
Q.29	Mr. Ajay decided to open a store like Big Bazaar where he would offer wide range of products for satisfying the needs of different customer. But Prem has suggested him to go for multiple stores like
	dominos where he would be able to offer only a limited range of products. Now Ajay has to decide
	whether he should opt for his decision or go with Prem's suggestion. Discuss any six points of factors that will help Ajay to differentiate between these two sectors.
Q.30	Ms. Priya is running a small restaurant by the name of Deliciousness. 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. Also state two reasons why she does not want to raise
	borrowed funds.