

17	Give any three point of distinction between Departmental Stores and Chain Stores.	3
18	State any three limitations of telephonic conversation as a means of business communication. Or State any three advantages of email as a means of business communication.	3
19	What is the difference between a cash transaction and a credit transaction? Or Explain the concept of sale.	3
20	Raman has set up beauty products manufacturing unit on 30 th April, 2019. He has got his unit registered under Companies Act, 2013. From the day of its registration, it acquired an identity separate from its members. The Board of directors of the company appointed top officials for running the business. Identify the three features of the company form of organization highlighted above by quoting the lines.	3
21	Explain the following concepts in brief : (a) Credit Note (b) Debit Note	3
22	Identify the technique of sales promotion used by the company in the following cases: (a) Purchase goods worth ₹ 90,000 and get a holiday package of ₹10,000 free. (b) A company offers 40% of extra glucose in a pack of 1 Kg. (c) A mobile company offers a discount of ₹2,000 to clear off excess inventory.	3
23	Mention any four factors responsible for lack of popularity of mail order business in India.	4
24	State any four merits of retained earnings as a source of finance. Or State any four limitations of raising funds through equity shares.	4
25	Explain any two advantages of video conferencing as method of business communication.	4
26	Explain any four points of importance of communication for business organisations. Or Explain any four measures to overcome barriers to effective communication.	4
27	Explain the importance of personal selling to a business organisation. Or Explain the meaning and importance of advertising.	5
28	Explain the following two methods of purchase of goods:- a) Instalment Method b) Hire Purchase Method	5
29	Define the term 'multi-national company'. State any four features of it. Or Differentiate between public company and private company.	5
30	Rohit has decided to start insulated water bottled manufacturing unit. He discusses the need of funds required to set up the unit with his friend, who is a Chartered Accountant. His friend suggested him to divide the financial needs into two parts. First one to set up the business and secondly to meet day to day expenses. (a) What are the two categories of financial needs of business referred here? (b) Explain the meaning of the concepts identified in (a) part.	5