

ELEMENTS OF BUSINESS (154)
SAMPLE QUESTION PAPER 2020-21
CLASS X

MM – 70

TIME: 3 HOURS

General Instructions:

1	This question paper contains 30 questions.
2	Marks are indicated against each question.
3	There are two Case Based Questions (CBQ's) of three marks each.
4	There are two Case Based Questions (CBQ's) of four marks each.
5	Answers should be brief and to the point.

Q.No	QUESTIONS	Marks
1 is the business form in which there is separation of ownership and management. a. Sole Proprietorship b. Partnership c. Company d. Hindu Undivided Family	1
2	The holders of enjoy right to vote and right to receive dividend. a. Preference Share b. Retained Earnings c. Equity shares d. Trade Credit	1
3	Debentures represents.....of the company. a. Fixed capital of the company b. Permanent capital of the company c. Fluctuating capital of the company d. Loan capital of the company	1

15	Which of the following is not the technique of sales promotion which boosts the sale of a product in the short run? a. Product combination b. Rebate c. Publicity d. Lucky draw	1
16is a large establishment offering a wide variety of products, classified into well defined departments, aimed at satisfying every customer under one roof. a. General store b. Departmental stores c. Mail order Business d. Street stall holders	1
17	Define Personal Selling. State any two features of personal selling.	3
18	Read the following case and answer the question given: <i>Pankaj wants to start a company and asks his friend Rohit (a businessman) to explain the difference between a private and public company. Rohit told him that 'a public company is the one which is not a private company'. Pankaj is now more confused than ever before.</i> Suppose you are Sumit, his Chartered Accountant, state any three differences between Public and Private company, to help Pankaj in understanding the same.	3
19	State any three advantages of email as a means of business communication. OR State the role of sender and receiver in the process of communication	3 3
20	Discuss the concept of sale. OR Distinguish between cash sales and credit sales.	3
21	“Automatic Vending Machine is a new and innovative way of direct retailing”. In the light of the statement state the advantages of Automatic Vending Machine.	3
22	Read the following case and answer the question given: <i>Sanyam, a N-95 masks producer has decided to expand the production capacity of his factory after the outbreak of the global pandemic of COVID-19. He decided to modernise the plant and machinery at an estimated cost of ₹ 12 crores. However, he does not have adequate reserves to finance the</i>	

	<p>expansion process. He approached his, Mr. Aashish, chartered accountant for suggestions on the sources of finance.</p> <p>Suppose you are Mr Aashish, state any three sources of finance available with Sanyam.</p>	3
23	<p>Read the following case and answer the question given:</p> <p><i>Anika ltd. is a company manufacturing school bags for students. Like past few decades of consistent profits earnings, this year too, it has been able to generate enough profits and distribute 70% dividends as there is sufficient availability of cash with the company. Ms Anika Bhardwaj, the chairperson of the group, has received 'thanks emails' from a large number of shareholders, for excellent returns on their investments.</i></p> <p><i>Ms. Sumitra is one of such shareholders, who has written to the management for the returns on her investments.</i></p> <p>Which type of shares Ms. Sumitra holds? State any three features of such shares.</p>	4
24	<p>Read the following case and answer the question given:</p> <p><i>Due to the global pandemic of COVID-19, Mr. James the Chairman of James Pharmaceuticals, held the Annual General Body Meeting with its shareholders via Video Conferencing. His efforts to getting connected to the shareholders were commended by the shareholders to a great extent. Suppose you are is one of such shareholders who is speaking in the Annual General Body Meeting. State any four advantages of Video Conferencing.</i></p>	4
25	State the various steps involved in the process of selling.	4
26	<p>Distinguish between Departmental stores and Multiple shops.</p> <p style="text-align: center;">OR</p> <p>Explain any two advantage of retailing through departmental stores.</p>	4
27	<p>Identify and explain the technique of sales promotion in the following cases:-</p> <ol style="list-style-type: none"> '40% extra free with a pack of Hakka Noodle'. 'Scratch a card and get a gold coin' with the purchase of a new car. A mobile company offers a discount of ₹2500 to clear off excess inventory. 'A company offers a pack of ½ kg of salt with the purchase of 3kg bag of sugar. Purchase goods worth ₹20000 and get a holiday package of ₹ 15000 free'. <p style="text-align: center;">OR</p>	5

