SAMPLE QUESTION PAPER 2021-22

CLASS X

ELEMENTS OF BUSINESS

TERM-II

MM-35 **Time: 2 HOURS**

General Instructions:-

1. This question paper contains 11 questions.

2. Marks are indicated against each question.

3. There are two Case Based Questions.

Q.No	QUESTIONS	Marks
1	Define the following terms: (a) Hire Vendor (b) Down payment	2
2.	Discuss briefly, advertisement as a non-personal promotional tool for a business. OR Identify and discuss briefly, the promotional tool which induces people to make immediate purchase of a product.	2
3.	State the first four steps involved in the process of selling.	2
4.	State any two factors responsible for lack of popularity of 'Mail Order Businesses'. Or Enumerate any two limitations of Multiple shops.	2
5.	Distinguish between Multiple shops and Departmental stores on the basis of :- (a) Location (b) Range of products (c) Services offered	3

	OR Discuss any two advantages of retailing through departmental stores.	
6.	Explain briefly radio as a media of Advertising.	3
7.	Discuss the concept of 'sale' in the business forms.	3
8.	Differentiate between cash sales and credit sales.	3
9.	Explain the following : (a) Hire purchase System (b) Instalment method.	5
10.	"Automatic vending machines are the newest revolution in marketing methods." In the light of given statement, state any five advantages of Automatic vending Machine. OR 'In the real life market conditions, there are some retail shops which are owned and operated by same parent organisation and have identical merchandising strategies'. Identify these types of 'retail shops'. Also, discuss any four advantages of such 'retail shops'.	5 1+4
11.	Kavya limited is a manufacturer/dealer of variety of FMCG products such as chips, biscuits, namkeens, sweets and juices. Owing to lower sales volume and rise in competitors, the company has failed to generate sufficient profits over the last two financial years. The top management of the company questions Mr.Siddharth Mehta, the Marketing Manager of the company, about the prevailing situation and asks for the possible solutions. As immediate measures, Mr. Mehta suggested the following for increasing sales of the product line: (i) 30% extra Namkeen in a pack of 1 kg. (ii) On return of the wrapper, a customer gets a sum of money off on the purchase of the same product. (iii) A packet of juice free with a box of sweets. (iv) Scratch a card and get a silver coin with a purchase of chips. Identify the promotional tools and the techniques suggested by Mr. Mehta to the top management in order to the increase sales volume of the product line.	5