

ELEMENTS OF BUSINESS (154)
CLASS-X (2024-25)

100 Marks

3 Hours

Theory: 70 Marks

Practical/ Project: 30 Marks

| Unit | | Marks |
|------|---|------------|
| I | Joint Stock Company | 10 |
| II | Sources of Business Finance | 10 |
| III | Communication in Business Organisations | 15 |
| IV | Selling and Distribution | 15 |
| V | Large Scale Retail Trade | 10 |
| VI | Selling | 10 |
| | Practical / Project | 30 |
| | Total | 100 |

| | Contents |
|-----|--|
| I | Joint Stock Company Private and Public company: meaning and features. |
| II | Sources of Business Finance - Owned and Borrowed Funds. |
| III | Communication in Business Meaning and methods: letter, e-mail, video conferencing, telephone |
| IV | Selling and Distribution (a) Concept of purchase and sale (b) Types - Cash, Credit, Hire Purchase System and Installment Payment System |
| V | Large Scale Retail Trade (a) Forms of large scale retail trade - Departmental Store and Multiple shops (b) Non-store retailing- Mail order business, tele-shopping, automated vending machines, selling through internet |
| VI | Selling (a) Personal Selling - meaning and importance (b) Sales promotion - meaning and techniques (c) Advertising - meaning, importance and media of advertising |

GUIDELINES FOR PRACTICAL

Project/ chart should be brief and should be of 20-30 pages, preferably handwritten.

The project will be evaluated on the following parameters:

- Prepare a chart / Project on any one topic from syllabus **(20 Marks)**
- Viva **(10 Marks)**