

ELEMENTS OF BUSINESS (154)
CLASS-X (2021-22)

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)**