

**ELEMENTS OF BUSINESS (CODE NO. 154)
CLASS-X (2021-22)**

TERM-I

UNIT	MCQ BASED QUESTION PAPER		MARKS
	THEORY- 35 MARKS	DURATION-90 MINUTES	
I	Joint Stock Company		10
II	Sources of business finance		10
III	Communication in Business Organisation		15
	TOTAL		35
	PROJECT WORK (PART-1)		15

There would be only one project for the academic Session. The project work would be divided into two parts i.e. Term I (15 marks) and Term II (15marks).

	CONTENTS
I	Joint Stock Company Private and Public Company: meaning and features
II	Sources of Business Finance- Owned and Borrowed Funds
III	Communication of business Meaning and methods: letter, e-mail, videoconferencing, telephone

TERM-II

UNIT	SUBJECTIVE QUESTION PAPER		MARKS
	THEORY- 35 MARKS	DURATION-2 Hours	
IV	Selling and Distribution		15
V	Large Scale Retail Trade		10
VI	Selling		10
	TOTAL		35
	PROJECT WORK (PART-2)		15

	CONTENTS
IV	Selling and distribution (a) Concept of purchase and sale (b) Types - Cash, Credit, Hire Purchase System and Instalment 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

Project Work:

There would be only one project for the academic Session. The project work would be divided into two parts i.e. Term I (15 marks) and Term II (15marks).

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:

TERM-1

Particulars	Marks
Prepare a chart / Project on any one topic from syllabus	10
Viva -voce	5

TERM-2

Particulars	Marks
Prepare a chart / Project on any one topic from syllabus	10
Viva-Voce	5