

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

**100 Marks**

**3 Hours**

**Theory: 70 Marks**

**Practical/ Project: 30 Marks**

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

	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)**