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|  | **BANGALORE SAHODAYA COMPLEX**  **PREBOARD EXAM- II (2024-25)** | |
| **Date: 12/12/2024** | **Set: 1** | **Max Marks:70** |
| **Subject: Elements of Business(154)** | **Name:** | **Time:3 Hrs** |
| **Class: X** | **Roll No:** | **No of Pages:3** |
| General Instructions:  1. This question paper contains 30 questions. All questions are compulsory.  2. Q.1 to 18 carries 1 mark each  3. Q.19 to 22 carries 3 marks each  4. Q.23 to 26 carries 4 marks each  5. Q.27 to 30 carries 6 marks each | | |

1. ABC Joint Stock Company acts like a normal person because its created by \_\_\_\_\_\_\_

(A)Complicated (B)Share holder (C) Control (D) Law

1. XYZ limited received finance by issue of shares is called

(A)Short term (B)Medium term (C) Lont term (D)Very short period

1. X wants to know the number of key elements in the communication

(A)Five (B)Six (C) Seven (D) Four

4. The maximum number of member in a Public Limited Company can be

(A) 50 (B)100 (C) 200 (D)Unlimited

1. External communication is required for establishing links with

(A) Employees (B) Customers (C) Owners (D) Managers

6. In video-conferencing the participants:

(A) can see each other but cannot hear each other.

(B) can hear each other but cannot see each other.

(C) can hear and see each other.

(D) can touch each other.

7. A multinational company is a company:

(A) which has members belonging to different countries.

(B) which exports to different countries.

(C) which imports goods from different countries.

(D) which has factories/offices in two or more than two countries.

8. Bata shoe shops are an example of \_\_\_\_\_\_\_\_\_\_\_\_ .

(A) Multiple shops (B) Departmental stores

(C) Speciality product shops (D) Local market shops

9. Which of the following is an example of non-store retailing?

(A) Departmental store (B) Super bazar

(C) Mall (D) Sale through vending machine

10. In the case of no profit or insufficient profit, a company will not be bound to pay this

(A) Salary to the employees (B) Interest to shareholders

(C) Dividend to shareholders (D) Commission to selling agents

11. In a credit sale :

(A) Payment is not made at the time of delivery, it is made later.

(B) Payment is not made by cash, it is made by cheque.

(C) Payment is not made by cash, it is made online.

(D) Payment is not made by cash, it is made by credit card.

12. Distribution of free samples is a technique of \_\_\_\_\_\_\_\_\_\_\_\_\_

(A) Advertisement (B) Publicity

(C) Sales promotion (D) Personal selling

13. Informal communication is also known\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(A) Grapevine (B) Lateral

(C) Visual (D)Horizontal

14. In which of the following does the ownership right in goods dispatched remain with the seller ?

(A) Cash sale (B) Credit sale

(C) Sale on hire purchase basis (D) Sale under instalment payment system

15. This document is sent by a customer to the seller :

(A) Invoice (B) Purchase order

(C) Quotation (D) Delivery note

16. Which of the following is not used for making payment ?

(A) Cheque (B) Debit card

(C) Credit card (D) Pay-in-slip

17. Assertion (A): Debenture holders are also known as the owners of the company.

Reason (R): A company which raises funds through the issue of debentures bears a fixed rate of interest.

(A) Both (A) and (R) are correct.

(B) Both (A) and (R) are incorrect.

(C) (A) is correct but (R) is incorrect.

(D) (A) is incorrect but (R) is correct

18. An Office Order is an example of

(A) Horizontal communication

(B) Downward communication

(C) Upward communication

(D) Informal communication

19. State any three points of difference between a Private Limited Company and a Public Limited Company.

20. What is Auction sale? Explain.

OR

What is a Debit Note? Under what circumstances may it be sent by a buyer to the seller?

21. State any three features of Mail order business.

22. Explain in brief, any three points of importance of advertising.

OR

What is radio advertising? What are its advantages?

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23. State any three demerits of ownership capital as compared to borrowed capital.

24. Explain any four characteristics of a company:

25. State any two merits and any two demerits of verbal communication.

26. What is retained earning? What are its advantages as a source of business finance?

27. “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 organization and have identical merchandising strategies’. Identify these types of ‘retail shops’. Also, discuss any four advantages of such ‘retail shops’.

28. What do you mean by business communication? State the advantages of written communication

29. Advertising' and 'Personal Selling' both are communication tools used by the marketers to promote their products. Yet they differ in their approach. Differentiate between the two by giving any six differences.

30. Explain the characteristics of the business

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