

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

Objective: The objective of this paper is to provide elementary knowledge of the different aspects of business.

TERM-I

UNIT	TERM-I MCQ BASED QUESTION PAPER	MARKS
	THEORY- 35 MARKS DURATION-90 MINUTES	
I	Fundamentals of Business Activities	20
II	Operative Activities in Business	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).

UNIT – I: Fundamentals of Business Activities

- (a) Characteristics of Business Activities
- (b) Business as an Activity – How it is different from (i) Profession (ii) Employment
- (c) Characteristics of vocational activities
- (d) Factors affecting business (i) Economic (ii) Social (iii) Political

UNIT – II: Operative Activities in Business

- (a) Industry – concept
- (b) Commerce – concept
- (c) Industry – Characteristics, Types and Nature
- (d) Commerce (i) Banking (ii) Insurance (iii) Transportation (iv) Trade

Term-II

UNIT	SUBJECTIVE QUESTION PAPER	MARKS
	THEORY- 35 MARKS DURATION- 2 HOURS	
III	Steps Involved in Establishing Business	20
IV	Fundamental Areas of Business	15
	TOTAL	35
	PROJECT WORK (PART-2)	15

UNIT – III: Steps Involved in Establishing Business

- (a) Nature & forms of Business Organization
- (b) Sole Proprietorship – meaning and features
- (c) Partnership – meaning, features and types

UNIT – IV: Fundamental Areas of Business

- (a) Finance – Meaning
- (b) Marketing – Meaning
- (c) Human Resources – Meaning

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	arks
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

**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

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Viva -voce	5

TERM-2

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