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

Marks: 100

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<th>Theory: 70 Marks</th>
<th>Practical/ Project: 30 Marks</th>
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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) Business as an economic activity
(e) Factors affecting business
   (i) Economic (ii) Social (iii) Political

UNIT – II: Operative Activities in Business
(a) Industries – concept
(b) Commerce – concept
(c) Industries
   (i) Characteristics (ii) Types & Nature (iii) Manufacturing
   (iv) Capital Intensive (v) Labour Intensive
(d) Commerce
   (i) Banking (ii) Insurance (iii) Transportation
   (iv) Trade

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
(b) Marketing
(c) Human Resources

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)

Study Material:
Study Material for Syllabus of Elements of Business (0154) class IX is available on CBSE website.
ELEMENTS OF BUSINESS (154)
CLASS-X (2019-20)

100 Marks
Theory: 70 Marks  Practical/ Project: 30 Marks
3 Hours

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Contents
I  Joint Stock Company
Private and Public company: meaning and features.
Multinational companies: meaning and features
II Sources of Business Finance - Owned and Borrowed Funds.
III Communication in Business Organisations
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

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