(I) ELEMENTS OF BUSINESS (CODE NO. 154)
CLASS-IX (2020-21)

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

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

<table>
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<tr>
<th>Unit</th>
<th>Practical/ Project: 30 Marks</th>
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<tbody>
<tr>
<td>I</td>
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<td>II</td>
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<td>Steps Involved in Establishing Business</td>
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<td>IV</td>
<td>Fundamental Areas of Business</td>
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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) 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

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

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 (2020-21)

100 Marks
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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

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