

(I) 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.

Marks: 100

3 Hours

Theory: 70 Marks

Practical/ Project: 30 Marks

| Unit | | Marks |
|------|---|------------|
| I | Fundamentals of Business Activities | 20 |
| II | Operative Activities in Business | 20 |
| III | Steps Involved in Establishing Business | 15 |
| IV | Fundamental Areas of Business | 15 |
| | Practical / Project | 30 |
| | Total | 100 |

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)**

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

100 Marks

3 Hours

Theory: 70 Marks

Practical/ Project: 30 Marks

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

| | 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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