

SYLLABUS OF GRADE X ELEMENTS OF BUSINESS

Time: 3 Hrs.
Theory: 70 Marks

M.M.: 100 Marks
Practical: 30 Marks

Unit No.	Unit Name	Marks
I	Joint Stock Company	10
II	Sources of Business Finance	10
III	Communication in Business Organizations	15
IV	Selling and Distribution	15
V	Large Scale Retail Trade	10
VI	Selling	10
	Practical/ Project	30
	Total	100

S. No.	Contents
I	Joint Stock Company. Private and Public Company: meaning and features.
II	Sources of Business Finance- Owned and Borrowed Funds.
III	Communications in Business. Meaning and methods: Letter, email, 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- department 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:

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)