

(I) ELEMENTS OF BUSINESS (CODE NO. 154)
CLASS-IX (2023-24)

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 (2023-24)

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

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)**