

**(I) ELEMENTS OF BUSINESS (CODE NO. 154)**  
**CLASS-IX (2022-23)**

**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
<b>I</b>	Fundamentals of Business Activities	20
<b>II</b>	Operative Activities in Business	20
<b>III</b>	Steps Involved in Establishing Business	15
<b>IV</b>	Fundamental Areas of Business	15
	<b>Practical / Project</b>	30
	<b>Total</b>	<b>100</b>

**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 (2022-23)**

**100 Marks**

**3 Hours**

**Theory: 70 Marks**

**Practical/ Project: 30 Marks**

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

	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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