

**Marking Scheme**  
**Strictly Confidential**  
**(For Internal and Restricted use only)**  
**Secondary School Examination, 2026 (X)**  
**SUBJECT NAME : Elements of Business (Q.P. CODE /Set No. 154/35)**

**General Instructions: -**

<b>1</b>	You are aware that evaluation is the most important process in the actual and correct assessment of the candidates. A small mistake in evaluation may lead to serious problems which may affect the future of the candidates, education system and teaching profession. To avoid mistakes, it is requested that before starting evaluation, you must read and understand the spot evaluation guidelines carefully.
<b>2</b>	<b>“Evaluation policy is a confidential policy as it is related to the confidentiality of the examinations conducted, evaluation done and several other aspects. Its leakage to public in any manner could lead to derailment of the examination system and affect the life and future of millions of candidates. Sharing this policy/document to anyone, publishing in any magazine and printing in Newspaper/Website, etc. may invite action under various rules of the Board and IPC.”</b>
<b>3</b>	Evaluation is to be done as per instructions provided in the Marking Scheme. It should not be done according to one’s own interpretation or any other consideration. Marking Scheme should be strictly adhered to and religiously followed. <b>However, while evaluating, answers which are based on latest information or knowledge and/or are innovative, they may be assessed for their correctness otherwise and due marks be awarded to them. In Class-X, while evaluating two competency-based questions, please try to understand given answer and even if reply is not from marking scheme but correct competency is enumerated by the candidate, due marks should be awarded.</b>
<b>4</b>	The Marking scheme carries only suggested value points for the answers. These are in the nature of Guidelines only and do not constitute the complete answer. The students can have their own expression and if the expression is correct, the due marks should be awarded accordingly.
<b>5</b>	The Head-Examiner must go through the first five answer books evaluated by each evaluator on the first day, to ensure that evaluation has been carried out as per the instructions given in the Marking Scheme. If there is any variation, the same should be zero after deliberation and discussion. The remaining answer books meant for evaluation shall be given only after ensuring that there is no significant variation in the marking of individual evaluators.
<b>6</b>	Evaluators will mark ( √ ) wherever answer is correct. For wrong answer CROSS ‘X’ be marked. Evaluators will not put right (√) while evaluating which gives an impression that answer is correct and no marks are awarded. <b>This is most common mistake which evaluators are committing.</b>
<b>7</b>	If a question has parts, please award marks on the right-hand side for each part. Marks awarded for different parts of the question should then be totaled up and written in the left-hand margin and encircled. This may be followed strictly.
<b>8</b>	If a question does not have any parts, marks must be awarded in the left-hand margin and encircled. This may also be followed strictly.
<b>9</b>	If a student has attempted an extra question, answer of the question deserving more marks should be retained and the other answer scored out with a note <b>“Extra Question”</b> .

<b>10</b>	No marks to be deducted for the cumulative effect of an error. It should be penalized only once.
<b>11</b>	A full scale of marks _____ (example 0 to 80/70/60/50/40/30 marks as given in Question Paper) has to be used. Please do not hesitate to award full marks if the answer deserves it.
<b>12</b>	Every examiner has to necessarily do evaluation work for full working hours i.e., 8 hours every day and evaluate 20 answer books per day in main subjects and 25 answer books per day in other subjects (Details are given in Spot Guidelines). This is in view of the reduced syllabus and number of questions in question paper.
<b>13</b>	<p>Ensure that you do not make the following common types of errors committed by the Examiner in the past :-</p> <ul style="list-style-type: none"> <li>• Leaving answer or part thereof unassessed in an answer book.</li> <li>• Giving more marks for an answer than assigned to it.</li> <li>• Wrong totaling of marks awarded on an answer.</li> <li>• Wrong transfer of marks from the inside pages of the answer book to the title page.</li> <li>• Wrong question wise totaling on the title page.</li> <li>• Wrong totaling of marks of the two columns on the title page.</li> <li>• Wrong grand total.</li> <li>• Marks in words and figures not tallying/not same.</li> <li>• Wrong transfer of marks from the answer book to online award list.</li> <li>• Answers marked as correct, but marks not awarded. (Ensure that the right tick mark is correctly and clearly indicated. It should merely be a line. Same is with the X for incorrect answer.)</li> <li>• Half or a part of answer marked correct and the rest as wrong, but no marks awarded.</li> </ul>
<b>14</b>	While evaluating the answer books if the answer is found to be totally incorrect, it should be marked as cross (X) and awarded zero (0) Marks.
<b>15</b>	Any unassessed portion, non-carrying over of marks to the title page, or totaling error detected by the candidate shall damage the prestige of all the personnel engaged in the evaluation work as also of the Board. Hence, in order to uphold the prestige of all concerned, it is again reiterated that the instructions be followed meticulously and judiciously.
<b>16</b>	The Examiners should acquaint themselves with the guidelines given in the <b>“Guidelines for Spot Evaluation”</b> before starting the actual evaluation.
<b>17</b>	Every Examiner shall also ensure that all the answers are evaluated, marks carried over to the title page, correctly totaled and written in figures and words.
<b>18</b>	The candidates are entitled to obtain photocopy of the Answer Book on request on payment of the prescribed processing fee. All Examiners/Additional Head Examiners/Head Examiners are once again reminded that they must ensure that evaluation is carried out strictly as per value points for each answer as given in the Marking Scheme.

**MARKING SCHEME**  
**ELEMENTS OF BUSINESS (Subject Code-154)**  
**(PAPER CODE: 35) (M350154)**

Q.No.	EXPECTED ANSWER/VALUE POINTS	Marks
1.	(c) Direct Mail Advertising	1
2.	(a) Sale of equity shares to private sector /pubic.	1
3.	(a) Survival	1
4.	(c) Genetic Industries	1
5.	(b) Departmental Store	1
6.	(b) Both statements are true.	1
7.	(c) Large-Scale	1
8.	(c) Multiple store <b>OR</b> (a) Preference share	1
9.	(a) Horizontal <b>OR</b> (d) Retailer	1
10.	(c) Chain store	1
11.	(d) Preparation of credit note by the seller	1
12.	(B) Both Assertions (A) and Reason (R) are true and Reason (R) is the correct explanation of Assertion (A).	1
13.	(c) Government Company	1
14.	(b) A father teaching his son	1
15.	(d) Equity Share holders	1
16.	(D) Both Assertions (A) and Reason (R) are false and Reason (R) is not correct.	1
17.	(b) Debentures	1
18.	(b) Departmental Store	1
19.	(a) Television	3
	(b) Newspaper	
	(c) Radio	
	(d) T.V.	
20.	Advantages of equity Share 1. Permanent Source                      2. No fixed burden 3. Raising of loans                        4. Huge amount Advantage of debentures. (any two) 1. No voting Right                        2. Tax benefit 3. long term funding                      4. fixed Rate of interest (any two)	3
21.	Deferred instalment plan – It is essentially a contract for sale. The ownership right passes to the buyer once or until the payment made in case of default in payment, the seller can sue the buyer for balance payment but cannot take the good back.  <b>(A)</b> 1. Payment is received immediately at the time of sale. 2. Generally, in case of cash sales refund of sales sold is not accepted. 3. Cash is easily available to the seller for further purchases.	3

	<p style="text-align: center;">or</p> <p>(B) A Deferred instalment plan is financing arrangement allowing consumers to purchase goods or services immediately but delay payments, or break them into smaller, scheduled instalments, often with an interest-free,. It helps manage cash flow by postponing initial payments.</p> <p>1.Under this plan, the buyer gets the possession of goods immediately.</p> <p>2.The payment is made in instalments at a later date, not immediately at the time of purchase.</p> <p>3.The buyer usually pays interest along with the instalments because the payment is delayed.</p>													
22.	<p>1. A public Co. must compulsorily include the words ‘Limited’ in its name. A private Co. must include “Private Limited as a suffix in its name.</p> <p>2. A public Co. owned by a groups of shareholder. A private company owned by a founders, executive management people.</p>	3												
23.	<table><tr><th>Equity Share</th><th>P. Share</th></tr><tr><td>1. face value is low</td><td>Face value is high</td></tr><tr><td>2. dividend is paid after paying dividend to P. share</td><td>P. share get fixed rate of dividend before C. share</td></tr><tr><td>3. get voting right</td><td>No voting right</td></tr><tr><td>4. Primary risk bearers of Co.</td><td>Not a primary risk bearers of Co.</td></tr><tr><td>5. At the time of winding up the e. shareholder are refunded after P. shareholder are paid</td><td>At the time of winding up P. share get priority over equity shares for refund of capital</td></tr></table>	Equity Share	P. Share	1. face value is low	Face value is high	2. dividend is paid after paying dividend to P. share	P. share get fixed rate of dividend before C. share	3. get voting right	No voting right	4. Primary risk bearers of Co.	Not a primary risk bearers of Co.	5. At the time of winding up the e. shareholder are refunded after P. shareholder are paid	At the time of winding up P. share get priority over equity shares for refund of capital	4
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24.	<p>(a) Socio-Psychological barriers – Different people come from different social and cultural backgrounds. There comes a differences in their incomes, education, living standards, behavioural attitudes and experiences.</p> <p>(b) Information overload : Managers are flooded with facts and information from various sources. The overload of information may complex them to ignore some messages and to misinterpret some others.</p> <p><b>(B)</b></p> <p>1. Messages are sent from one person to another</p> <p>2. Guidance and instructions can be given to the subordinates through communication.</p> <p>3. Records of the instructions through written communications can be maintained.</p> <p>4. Demonstration of goals can be done with the help of communication.</p>	4												
25.	<p>Advantages of private company (any four)</p> <table><tr><td>1. Limited Liability</td><td>2. Separate legal entity</td></tr><tr><td>3. Easier access to capital</td><td>4. Tax advantages</td></tr><tr><td>5. Professional image</td><td>6. Confidentiality and privacy</td></tr><tr><td>7. Flexibility in ownership</td><td>8. Better income splits</td></tr><tr><td>9. Protection from creditors</td><td>10. Continuity of business</td></tr><tr><td>11. Control over ownership</td><td></td></tr></table>	1. Limited Liability	2. Separate legal entity	3. Easier access to capital	4. Tax advantages	5. Professional image	6. Confidentiality and privacy	7. Flexibility in ownership	8. Better income splits	9. Protection from creditors	10. Continuity of business	11. Control over ownership		4
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26.	<p>Following Documents are</p> <p>1. Quotation – when the seller receives the letters of enquiry from the buyer he replies to him by writing letter of quotations</p>	4												

	<ol style="list-style-type: none"> <li>2. Order – After receiving quotations the buyer compares their prices quality and other conditions sale.</li> <li>3. Invoice – Invoice is a written document which is prepared and sent by the seller to the buyer.</li> <li>4. Debit Note – sometimes the seller, by mistake, enters less amount in invoice than the actual one. In such a case he sends a document called debit note.</li> <li>5. Credit Note : When the seller shows max amount than the actual one in the invoice, it is rectified by sending to the buyer a credit note.</li> <li>6. Railway Receipt → Rail transport occupies a very important place in business. The railways. Authorities a receipt for the goods transported.</li> </ol>	
<b>27.</b>	E-mail is the means of communication in which electronic method is used for transmitting and receiving information. In this case individuals, through the internet, open an e-mail account in their name from any ISP. Then letters, messages, pictures or sounds can be sent through their Computer to the e-mail accounts of other individual. Whenever the other person will access his e-mail account he receives the messages the information is communicated audio-visually and the process is extremely fast.	<b>6</b>
<b>28.</b>	<ol style="list-style-type: none"> <li>(a) Easy identification→All multiple shops are often built alike. They have similar shop-front, display and decoration. This helps the customers to recognise the shop easily.</li> <li>(b) No bad debts – all sales are strictly made on cash basis. Hence the question of loss due debts does not arise.</li> </ol>	<b>6</b>
<b>29.</b>	<ol style="list-style-type: none"> <li>(a) Purchase by inspection – This is the most common method of buying known as purchasing by inspection where the buyer goes to the seller and inspects any particular goods or a whole lot of goods planned to be purchased. It is mostly used in case of retail buying.</li> <li>(b) Purchase by sample – A sample is a specimen of goods, particularly of raw materials, food stuff. etc. It is representation of bulk. Its quality largely reflects the quality of the whole lot. Purchase is made on the basis of the sample. It is agreed upon that both the parties that the bulk supply shall be of the same quality as the sample shown.</li> </ol>	<b>6</b>
<b>30.</b>	<p>The three qualities that my friend should have. It looks are as following. (any three)</p> <ol style="list-style-type: none"> <li>1. Impressive personality</li> <li>2. Sound health</li> <li>3. Knowledge of the product and the company</li> <li>4. Good listener</li> <li>5. Adaptability</li> <li>6. Honesty</li> <li>7. Motivated</li> <li>8. Passion</li> <li>9. Resilience</li> <li>10. Goal – Oriented</li> <li>11. Problem – Solving</li> <li>12. Enthusiastic</li> <li>13. Positive attitude</li> <li>14. Empathy</li> <li>15. Confident</li> <li>16. Confidence</li> <li>17. Excellent Communication skills.</li> </ol>	<b>6</b>

	<p style="text-align: center;"><b>OR (Any Four)</b></p> <ol style="list-style-type: none"> <li>1. Face to face communication with the buyers.</li> <li>2. The difficulty that may be faced by the customer in the use of the products can be solved.</li> <li>3. The quarries of the customers can be explained.</li> <li>4. The technical products like water purifiers can be sold using this method.</li> <li>5. The middlemen from the chain of distribution are eliminated.</li> </ol>	
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