

GREENLAWNS SCHOOL WORLI
Terminal Examination : 2016
COMMERCIAL STUDIES

Std: X
Date: 30.09.16

Marks: 80
Time: 2hours

Attempt **all** the questions from Section A
Attempt **any four** questions from Section B
Section A (40 marks)
Attempt all the questions in this section

Q.1. Distinguish between:

- a. Consumer sales promotion and Dealer sales promotion [2]
- b. Direct material cost and Indirect material cost. [2]
- c. Capital receipts and Revenue receipts [2]
- d. Branding and Labelling [2]
- e. Visual communication and Written communication [2]

Q.2.

- a. 'Selection is a negative process.' Explain. [2]
- b. How is preparation of a cash budget useful to an organization? [2]
- c. Explain the term Semi-Variable cost. Give an example. [2]
- d. Why are suppliers known as external stakeholders? [2]
- e. Give four examples of revenue expenditure that are treated as capital expenditure. [2]

Q.3.

- a. Name and explain any two methods of oral communication. [2]
- b. 'The development and enhancement of agricultural banks, is the need of the hour.' Justify. [2]
- c. How does packaging help in the marketing of goods? [2]
- d. What are current assets? Give two examples. [2]
- e. Explain the term Mural advertising. State one of its advantages. [2]

Q.4.

- a. Who is a consumer as per the Consumer Protection Act? [2]
- b. Explain the term drawee. Who is a drawee in case of payment by cheque? [2]
- c. Explain any two physical qualities that a good salesman should have. [2]
- d. Define the term 'budget' [2]
- e. How is fanatical brand loyalty an asset to a company? [2]

Section B (40 marks)
Attempt any four questions in this section

Q.5.

- a. Explain any five objectives of marketing. [5]
- b. How is advertising beneficial to a trader? Explain in brief. [5]

Q.6

- a. Distinguish between a Savings account and a Fixed deposit account. [5]
- b. Distinguish between Capital expenditure and Revenue expenditure. [5]

Q.7.

- a. Explain the term recruitment. Name and explain the two types of sources of recruitment. State which source of recruitment is better according to you giving two reasons for your answer. [5]
- b. Explain the survey method of marketing research. Name and explain the different types of surveys that are conducted during market research. [5]

Q.8.

- a. State any five expectations of the shareholders from an organization. [5]
- b. Explain any five functions of the Central bank of India. [5]

Q.9.

- a. Explain any five right of a consumer. [5]
- b. What is non-verbal communication. Name and explain the types of non-verbal communication. [5]

Q.10. Prepare a Trading, Profit & Loss A/c and Balance Sheet of Mr.D. Sawant [10]
for the year ended 31st March 1990 from the following Trial Balance.

The Closing stock on 31.03.90 was valued at Rs. 18,000.

TRIAL BALANCE

	Debit (Rs.)	Credit (Rs.)
Capital		50,000
Drawings	5,000	
Sundry Debtors and Sundry Creditors	22,600	28,000
General Expenses	1,500	
Postage	500	
Stationery	800	
Wages	7,500	
Carriage inward	2,500	
Purchases and Sales	35,000	56,400
Salaries	4,000	
Sales returns	2,000	
Trade expenses	200	
Bad debts	300	
Insurance	600	
Factory rent	1,600	
Income tax	100	
Opening stock	12,000	
Bills receivable and Bills Payable	7,200	1,000
Buildings	32,000	
	<u>1,35,400</u>	<u>1,35,400</u>