

GREENLAWNS SCHOOL, WORLI
Terminal Examinations 2017
COMMERCIAL STUDIES

Std: X
Date: 25.09.2017

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. Internal stakeholders and external stakeholders. [2]
- b. Verbal and non-verbal communication. [2]
- c. Consumer goods and Industrial goods. [2]
- d. Advertising and Publicity [2]
- e. Recurring deposit account and Savings account. [2]

Q.2.

- a. State any four themes of advertising. [2]
- b. Explain the 'Right to be Heard' [2]
- c. If Mr. Joshi spends Rs.9000/- on painting his factory building. Specify with a reason the type of expenditure that has been incurred by him. In which account of Mr. Joshi's Final A/c will this expense be reflected? [2]
- d. Name any two types of overheads. Give one example of each. [2]
- e. Define the term banking. [2]

Q.3.

- a. What does the modern business motto 'delight the customer' signify? [2]
- b. State any four measures to overcome the barriers of communication. [2]
- c. What is a trademark? Give an example of a brand name that has become a generic term for a product. [2]
- d. "Advertising can be a healing force in a country with unrest." Justify this statement with an example of such an advertisement. [2]
- e. Explain the significance of a cash budget in an organization. [2]

Q.4.

- a. State the importance of marketing in business. [2]
- b. Mention any four advantages of newspaper advertising. [2]
- c. Who is a consumer as per the Consumer Protection Act? [2]
- d. What is a bill of exchange? [2]
- e. State any two features of a budget. [2]

SECTION B (40 MARKS)

Attempt **any four** questions in this section

Q.5.

- a. Explain any five functions performed by warehouses. [5]
- b. Explain any five general rules under the Code of Conduct for advertisers. [5]

- Q.6.
- Explain any five features of personal selling. [5]
 - Explain any five reasons for the necessity of the Consumer Protection Act. [5]
- Q.7.
- Explain any five factors that should be considered while preparing the Production budget. [5]
 - Explain any five features of Capital expenditure. [5]
- Q.8.
- Distinguish between shareholders and creditors. [5]
 - Distinguish between formal and informal communication. [5]
- Q.9.
- State any five advantages of opening a bank account. [5]
 - Name and explain any five types of cheques in banking. [5]
- Q.10. Prepare a Trading, Profit & Loss A/c and Balance Sheet of Mr. M. Murthi for the year ended 31st March 1990 from the following Trial Balance. [10]

The Closing stock on 31.03.90 was valued at Rs. 29,000.

TRIAL BALANCE

<u>Debit Balance</u>	<u>Rs.</u>	<u>Credit Balance</u>	<u>Rs.</u>
Opening stock	15,500	Capital	60,000
Land and building	35,000	Loan	30,000
Machinery	50,000	Sundry Creditors	9,600
Furniture	5,000	Purchase returns	2,100
Purchases	1,06,000	Sales	2,08,500
Salaries	11,000		
General Expenses	2,500		
Rent	3,000		
Postage & Telegram	1,400		
Stationery	1,300		
Wages	26,000		
Carriage on sales	6,800		
Repairs	4,500		
Sundry Debtors	30,000		
Bad debts	600		
Cash in hand	6,500		
Sales returns	<u>5,100</u>		
	<u>3,10,200</u>		<u>3,10,200</u>
