

GREENLAWNS SCHOOL WORLI
Terminal Examination 2020-2021
COMMERCIAL STUDIES

Std: X
Date : 01/10/2020

Marks: 60
Time: 2 hours

Attempt **all** the questions from Section A
Attempt **any three** questions from Section B
Section A (30 marks)
Attempt **all** the questions in this section

Question 1

Distinguish between:

- a. Shareholders and Customers [2]
- b. Advertising and Sales Promotion [2]
- c. Shares and debentures [2]
- d. Debit card and Credit card [2]
- e. NEFT and RTGS [2]

Question 2

- a. State any four expectations of the employees from an organisation. [2]
- b. What are the similarities between an ATM card and a debit card? [2]
- c. 'Advertising is a great force in modern society.' Discuss. [2]
- d. 'The Central Bank is known as a banker's bank.' Explain. [2]
- e. State any four functions of an advertising agency. [2]

Question 3

- a. Define banking. [2]
- b. Explain the right to Consumer Education. [2]
- c. What is E-advertising? [2]
- d. 'Pricing is a difficult function of marketing.' Justify. [2]
- e. How are bills of exchange discounted? Explain with an example. [2]

Section B (30 marks)

Attempt **any three** questions from this section

Q.4.

- a. Explain any five objectives of marketing. [5]
- b. Distinguish between preference shares and equity shares. [5]

Q.5.

- a. Distinguish between stakeholders and customers. [5]
- b. Explain the importance of advertising to the producers. [5]

Q.6.

- a. Explain the functions of the capital market. [5]
- b. Explain the features of the Consumer Protection Act. [5]

Q.7

- a. Explain the financial fraudulent practices. [5]
- b. Distinguish between Products and services. [5]
