

GREENLAWNS HIGH SCHOOL
PRELIMINARY EXAMINATION YEAR 2016-17

SUBJECT : COMMERCIAL STUDIES
TIME : 2 HRS.

CLASS : X
MARKS : 80

Answer to this paper must be written on the paper provided separately. You will **not** be allowed to write during the first **15** minutes. This time is to be spent in reading the question paper. The time given at the head of this paper is the time allowed for writing the answers.

Attempt all questions from Section **A** and any **four** questions from Section **B**. The intended marks for questions or parts of questions are given in brackets.[]

SECTION A (40 MARKS)

Question 1 **[10]**

Distinguish between:

- a) Brand Promotion and Brand Loyalty
- b) Layoff and Lockout
- c) Packaging and Labelling
- d) Controllable cost and Uncontrollable cost
- e) Paralanguage and Proxemics

Question 2 **[10]**

- a) Explain 'Agricultural Banks'.
- b) Explain 'Strikes'.
- c) Explain 'Revenue Expenditure'.
- d) Explain the term 'Financing'.
- e) Explain 'Group Discussion'.

Question 3 **[10]**

- a) State *any four* elements of Modern concept of Marketing.
- b) Give *two* examples of efficient and eco-friendly technology.
- c) State *any four* External Sources of Recruitment.
- d) State *any two* advantages of Standardisation.
- e) Mention *any four* features of Social Security.

Question 4

[10]

- a) Budget helps in sound planning and higher efficiency. Justify
- b) Payments through cheques are preferred over cash. Explain.
- c) Written communication is useful to convey lengthy messages. Give *two* reasons.
- d) Stakeholders play a vital role in determining the success or failure of a business enterprise. Justify.
- e) Advertising undermines social values. Explain.

SECTION B (40MARKS)

(Attempt *any four* questions from this section.)

Question 5

[10]

- a) What are the Subsidiary functions of Commercial Bank?
- b) On what values are Environmental Ethics based?

Question 6

[10]

- a) Explain *any two* documents used in warehousing.
- b) Distinguish between Receipts & Payments Account and Cash Book

Question 7

[10]

- a) Define Insurance. Explain the principle of Mitigation of loss and Indemnity in Insurance.
- b) Explain Consumer Protection Act. State *any three* needs for consumer protection.

Question 8

[10]

- a) Define Selection. Explain *any three* types of Selection Tests.
- b) Explain the Survey method of marketing research. Elucidate on *any two* types of Survey.

Question 9

[10]

- a) Briefly explain *any two* types of Social Securities in India.
- b) With an example, distinguish between Product and Services.

Question 10

[10]

Prepare the final accounts of Mr. Rathod for the year ended 31-03-2016 from the following Trial Balance.

Particulars	Debit	Credit
Stock as on 01-04-2015	15132	
Purchases and Sales	16820	100125
Wages & Salaries	21615	
Salaries & Wages	21153	
Power, Gas & Coal	138	
Import duty	425	
Returns		160
Legal Charges	625	
Commission	818	
Repair	432	
Packing Expenses	102	
Export Duty	1020	
Carriage Outward	112	
Rent Received		1125
Capital and Drawings	717	101010
Sundry Debtors	31121	
Sundry Creditors		4121
Plant and Machinery	61746	
Land	31000	
Furniture and Fixture	2162	
Cash	1515	
Bank Loan		112
Total	206653	206653

Closing Stock was valued at cost price Rs.1526 whereas the market value is Rs. 1516.