

**GREENLAWNS HIGH SCHOOL**  
**TERMINAL EXAMINATION 2017-2018**

**SUB: COMMERCIAL STUDIES**  
**MARKS: 80**

**STD: XA/B**  
**TIME: 2H**

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*Answer to this Paper must be written on the answer paper provided separately.*  
*You will NOT be allowed to write during the first 10 minutes.*  
*This time is to be spent reading the question paper.*  
*The time given at the head of this Paper is the time allowed for writing the answers.*  
*Write your answers in chronological order.*

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**SECTION A**

**40**

*(Attempt all questions from this section)*

**Question 1**

**10**

**Distinguish between**

- a) Promotion and Transfer
- b) Newspaper Advertisement and Television Advertisement
- c) Shareholders and Creditors
- d) Balance Sheet and Trial Balance
- e) Capital Receipts and Revenue Receipts

**Question 2**

**10**

- a) Write a short note on Cash Book.
- b) What are Cooperative Banks?
- c) Define 'Overheads'.
- d) What are 'Hundies'?
- e) Define 'Banking'.

**Question 3**

**10**

- a) State any four constituents of a Master Budget.
- b) Explain any two types of Industrial Goods.
- c) Mention any four features of Capital Expenditure.
- d) Explain any two salient features of Consumer Protection Act.
- e) Explain any two techniques of brand promotion.

**Question 4****10**

- a) "It is necessary to plan and develop products that best meets the requirement of the customer." Justify the statement.
- b) "Training is beneficial to both employers and employees." Explain the statement by emphasising on any two importance of training.
- c) "One who runs the store must always have a smiling face." Elaborate the sentence by explaining any two physical qualities of a salesman.
- d) "Radio has become a popular medium of advertising." Give four reasons.
- e) "Informal communication should be used carefully." Elucidate.

**SECTION B****40****(Attempt any four questions)****Question 5****10**

- a) Briefly explain any five rights of a consumer.
- b) Distinguish between budget and forecast.

**Question 6****10**

- a) Explain the term 'Selling'. State the activities involved in selling.
- b) Why is warehousing an important function of marketing?

**Question 7****10**

- a) Briefly explain the granting functions of a commercial bank.
- b) What role does marketing research play in a commercial organisation?

**Question 8****10**

- a) What is meant by 'Sales Promotion'? Explain any three techniques of sales promotion.
- b) Give any five guidelines for effective communication.

**Question 9****10**

- a) What are the advantages of opening a bank account?
- b) Briefly explain any two techniques of 'On-the Job' training.

**Question 10**

10

From the following trial balance prepare Trading A/c, Profit and Loss A/c and the Balance Sheet as on 31<sup>st</sup> March, 2015. (Closing Stock was valued at Rs. 52000)

<b>Particulars</b>	<b>Debit (Rs.)</b>	<b>Credit (Rs.)</b>
Drawings	10000	
Stock as on 1/4/2014	46000	
Purchase and Returns	150000	600
Cash in hand	3400	
Bank balance	22660	
Investments @ 10%	42600	
Interest on deposits		200
Sundry debtors and creditors	36000	29000
Trade expenses	840	
Printing, Stationery and Advertising	1640	
Professional charges	280	
Commission		3300
Wages and Salaries	25000	
Salaries and Wages	14000	
Rent, Rates and Insurance	4000	
Capital		114700
Income Tax	1600	
Discount	6300	5270
Returns and Sales	500	208000
Bills Receivables and Payables	3200	10000
Office Furniture	3050	
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