

GREENLAWNS HIGH SCHOOL  
PRELIMINARY EXAMINATION YEAR 2017-18

SUBJECT: COMMERCIAL STUDIES  
TIME: 2 HOURS

CLASS X  
MARKS: 80

*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)-----

Attempt all questions from this section

Question 1.

Distinguish between:

- a) A Product and a Service. [2]
- b) A savings account and a current account [2]
- c) Shareholder and Creditor [2]
- d) Arbitration and Conciliation [2]
- e) Budget and Forecast [2]

Question 2.

- a) In the communication process, what do the terms encoding and decoding mean? [2]
- b) Why is the questionnaire method the most widely used method for data collection? [2]
- c) What is a profit and loss account? [2]
- d) What is an industrial bank? Give one example. [2]
- e) State any 2 benefits of group insurance to employees and employers. [2]

Question 3.

- a) Define 'cheque'. [2]
- b) What is a lockout? [2]
- c) Explain 'opportunity cost' [2]
- d) Advertising is a social waste. Explain. [2]
- e) What is biotechnology? Give an example. [2]

Question 4.

- a) State any 2 advantages of conducting selection tests. [2]
- b) State any 2 demerits of road transport. [2]
- c) State any 2 limitations of direct mail advertising. [2]
- d) State any 2 features of the Consumer Protection Act. [2]
- e) State any 2 advantages of packaging. [2]

-----Section B (40 Marks)-----

Attempt any four questions from this section

Question 5.

- a) What is non-verbal communication? Describe any 2 types of non-verbal communication. [5]
- b) What is standardization? List any 4 benefits of standardization. [5]

**Question 6.**

- a) Distinguish between sales promotion and advertising.
- b) Describe any 5 mental qualities of a successful salesman.

[5]  
[5]

**Question 7.**

- a) A bank account is very useful to businessmen as well as to the general public. Discuss.
- b) What is recruitment? Describe any 4 sources of external recruitment.

[5]  
[5]

**Question 8.**

- a) Distinguish between a central bank and a commercial bank.
- b) What is Marketing Research? Explain Observation and Experiment methods of conducting marketing research.

[5]  
[5]

**Question 9.**

- a) Explain any five principles of Insurance.
- b) What are environmental values? How can value oriented education be used to promote these values?

[5]  
[5]

**Question 10.**

Prepare Trading, Profit & Loss A/c and Balance Sheet of M/s Hari Enterprises for the year ended 31<sup>st</sup> March 2017 from the Trial Balance. [10]

Particulars	Dr. Balance	Cr. Balance
Capital		5,000
Plant & Machinery	2,000	
Loan		900
Purchases and Sales( less returns)	11,850	24,900
Freight	300	
Trade Expenses	20	
Cash in hand	200	
Commission on Sales	200	
Wages and Salaries	3,200	
Repairs to plant	160	
Opening Stock	9,600	
Sundry Creditors/Sundry Debtors	4,000	2,330
Income Tax	550	
Rent	200	
Discount on purchases		400
Drawings	650	
Bills Receivable/ Bills Payable	600	500
Bad Debts	500	

The Stock on March 31, 2017 was valued at 3,500.