

GREENLAWNS HIGH SCHOOL

Terminal Examination

Commercial Studies

Class: XB/C

Marks: 60 marks

Date: 01.10.2020

Time: 2 hours

*Answer to this paper must be written on composition sheets.
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 three** questions from Section B.
The intended marks for questions or parts of questions are given in brackets [].*

Section A (30 Marks)

*Answer **all** questions from this section.*

Question 1

[10]

Briefly explain the difference between:

- (a) Price and Pricing.
- (b) RTGS and NEFT.
- (c) Internal Stakeholder and External Stakeholders.
- (d) Advertising and Publicity.
- (e) Primary Market and Secondary Market.

Question 2

[10]

- (a) Explain any two features of product.
- (b) 'Prices are important from the point of view of consumers and sellers.' Justify.
- (c) What are the functions of Central Bank regarding the Government?
- (d) Why are business houses approaching educational institutions for recruitments?
- (e) State and explain any two characteristics of Marketing.

Question 3

[10]

- (a) 'Financial market serves as a critical link.' Explain.
- (b) Mention any four types of consumer exploitations.
- (c) Define Marketing.
- (d) What is meant by Sales Promotion?
- (e) What do you mean by Social Advertising Media?

Section B (30 Marks)

Answer *any three* questions from this section.

Question 4 [10]

- (a) State the importance of advertising to Consumers.
- (b) Enumerate all the Rights of Consumer under COPRA.

Question 5 [10]

- (a) Write short note on: a) Credit Card Fraud b) Internet and Cyber Fraud.
- (b) Illustrate the demerits of Advertising.

Question 6 [10]

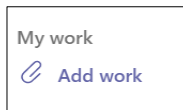
- (a) Enumerate the functions of Advertising Agency.
- (b) Briefly discuss the methods used in Off the Job Training.

Question 7 [10]

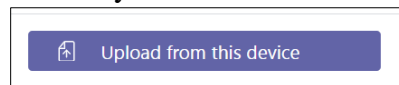
- (a) What is Training? State the objectives of training.
- (b) Briefly discuss the objectives of Pricing.

Instructions to upload on Microsoft Teams:

1. **Write the answers** to the above mentioned questions in the **composition sheets**.
2. **Click Images** and **save it as a PDF file** on the device (Mobile/ Laptop).
3. Go to the **Commercial Studies Channel in your Class Team** you will find the **‘Commercial Studies-Terminal Examination’** named assignment posted in that channel.
4. Click on **‘View assignment’**.
5. You will find this icon:



6. Click on **‘Add work’**.
7. When you click on **‘Add work’** a **pop up box will open**. On the left hand side bottom corner of that box you will find the following option:



8. **Search the saved PDF file** on your device.
9. **Select the PDF file**.
10. Click **‘Open’**
11. Once the **PDF file is uploaded** click on **‘Turn in / Hand in’** option on the right hand side top corner of the screen. The turn in option will appear as follows:

