Greenlawns School, Worli

Preliminary Examinations

Commercial Studies

Std: X Marks: 80

Date: Time: 2hours

Attempt **all** the questions from Section A

Attempt **any four** questions from Section B

Section A (40 marks)

Attempt **all** the questions in this section

Q.1. Distinguish between:

1. Stakeholders and Customers [2]
2. Advertising and Sales Promotion [2]
3. Public warehouse and Private warehouse [2]
4. Fixed cost and Variable cost [2]
5. Life insurance and General insurance [2]

Q.2.

a. What is an advertising agency? [2]

b. What is indirect cost? Give two examples. [2]

c. Why is the master budget also known as the summary budget? [2]

d. Explain the term ‘mobile wallet’ with an example. [2]

e. Name and explain any two types of off-the-job training. [2]

Q.3.

a. ‘It is necessary for a consumer to be aware of his rights.’ Justify. [2]

b. Explain the term E-marketing. [2]

c. State any two features of the Environment Protection Act. [2]

d. Mention any four merits of road transport. [2]

e. What is insurance fraud? [2]

Q.4.

a. Explain the term revenue expenditure with an example. [2]

b. State any four objectives of pricing. [2]

c. What is a debenture? [2]

d. When is gratuity paid to an employee? Under which circumstances

is it forfeited? [2]

e. State any four functions of the Central Pollution Control Board. [2]

Section B (40 marks)

Attempt **any four** questions in this section

Q.5.

a. How is advertising beneficial to manufacturers? Explain any five ways. [5]

b. Explain any five features of the Consumer Protection Act. [5]

Q.6.

a. Explain the following functions of the Central Bank: [5]

i) Custodian of Foreign exchange

ii) Lender of Last Resort

b. Explain any five uses of a budget. [5]

Q.7.

a. Explain any five functions of the Capital market. [5]

b. Name and explain any five sources of external recruitment. [5]

Q.8.

a. Write the merits and demerits of air transport. [5]

b. Explain the importance of warehousing. [5]

Q.9.

a. Explain the following principles of insurance: [5]

i) Insurable interest

ii) Indemnity

b. Give any five expectations of the general public from a commercial

organization. [5]

Q.10.Prepare a Trading, Profit & Loss A/c and Balance Sheet of Mr. Dhanush

for the year ended 31st March 2006 from the following Trial Balance. [10]

The Closing stock on 31.03.2006 was valued at Rs.60,000. (Market value: Rs.65,000)

**TRIAL BALANCE**

Debit Balance Rs. Credit Balance Rs.

Cash in hand 150 Capital 90,000

Cash at Bank 700 Sales 3,38,070

Insurance premium 1,500 Sundry Creditors 40,000

Discount 750 Purchase returns 1500

Opening Stock 45,000 Discount 3500

Plant and machinery 85,000 Bank Overdraft 22,000

Fixture and fittings 7,500

Buildings 75,000

Wages 30,000

Sundry Debtors 55,000

Manufacturing expenses 15,000

Salaries 14,000

Purchases 1,50,000

Carriage inward 2,000

Carriage outward 2,100

Factory expenses 10,000

Bad debts 750

Interest and bank charges 620

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