

GREENLAWNS HIGH SCHOOL

Terminal Examination

Commercial Studies

Class: X A/B

Marks: 40 marks

Date: 30.9.2021

Time: 60 minutes

*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 two** questions from Section B.
The intended marks for questions or parts of questions are given in brackets [].*

Section A (20 Marks)

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

Question 1

[10]

Distinguish between

- (a) Price and Pricing.
- (b) Product and Service
- (c) Marketing and Selling
- (d) Advertising and Publicity.
- (e) Clearance Sale and Exchange offer.

Question 2

[10]

- (a) Explain any two objectives of marketing.
- (b) 'Advertising promotes the creative energies of people.' Justify.
- (c) How does E- Business help in reducing the transactional costs?
- (d) What are the measures taken by business organization to protect their data and information?
- (e) Explain any two methods in which consumers are exploited.

Section B (20 Marks)

*Answer **any two** questions from this section.*

Question 3

[10]

- (a) State the importance of ERP and explain in brief any two modules.
- (b) Enumerate all the Rights of Consumer under COPRA.

Question 4

[10]

- (a) Write short note on: a) Price Stability; b) Market Share.
- (b) Illustrate the demerits of Advertising.

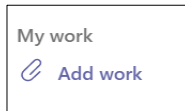
Question 5

[10]

- (a) Enumerate the functions of Advertising Agency.
- (b) Write short note on: a) E-Advertising; b) E- Marketing.

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:

