

GREENLAWNS SCHOOL, WORLI  
COMMERCIAL STUDIES

STD : X  
DATE : 7/10/24

MARKS : 80  
TIME : 2 hours

**SECTION A**

(Attempt **all** questions from this **Section**)

Q.1. Choose the correct answer to the questions from the given option.  
(Do not copy the question, write the correct answer only)

(i)

**Assertion:** A firm may cut prices drastically

**Reasoning:** The firm may do so to get higher rate of returns

- a. A is true, and R is the correct explanation of A
- b. A is true, but R is not the correct explanation of A
- c. A is true, but R is false.
- d. A is false, but R is true

(ii) A stakeholder expects reasonable terms of delivery and payment. Which stakeholder has this expectation?

- a. Shareholders
- b. Government
- c. Creditors
- d. Suppliers

(iii) Identify the activity depicted in the picture.



- a. Consumer Protection
- b. Consumer Exploitation
- c. Consumer Awareness
- d. Consumer Education

(iv) Employees are termed as internal stakeholders as:

- a. They have the right to form trade unions
- b. They get paid extra for working overtime
- c. They lose their jobs if the company does not succeed
- d. They do not take any risk for the company

(v) Which of the following statements is not correct?

- a. Forecasting cannot happen without budgeting
- b. Forecasting takes place before budgeting
- c. Forecasting requires the approval of the management
- d. Forecasting can be done for several years

(vi) Which of the following is not considered as sales promotion?

- a. Giving free samples of a newly introduced product
- b. Selling goods door to door
- c. Organising fairs and exhibitions
- d. Selling goods at discounted rates

(vii) An example of social advertising is:

- a. Beti Bachao Beti Padhao
- b. Swacchh Bharat Abhiyaan
- c. Jago Grahak Jago
- d. All of the above

(viii) The Sales Budget forms the fundamental basis on which other budgets are built. State which of the following statements are true with regards to the sales budget.

- 1. It is prepared by the Sales Manager
  - 2. It shows the break up of total sales product wise, month wise and territory wise
  - 3. It is based on the summary budget
  - 4. It contains the inflow and outflow of goods of the company within the year
- a. 1 & 2 are true
  - b. 3 & 4 are true
  - c. 1 & 3 are true
  - d. 2 & 4 are true

(ix) Equity shares are only owned by the creditors of the company.

- a. True
- b. False

(x) Warehousing is an essential part of business as:

- a. It helps to maintain balance between demand and supply
- b. It helps to maintain price stability
- c. It ensure uninterrupted production of goods
- d. All of the above

(xi) **Assertion:** A consumer pays the retailer the MRP mentioned on the product.

**Reasoning:** The consumer is not aware of his right to seek a discount on MRP.

- a. A is true, and R is the correct explanation of A
- b. A is true, but R is not the correct explanation of A
- c. A is true, but R is false.
- d. A is false, but R is true

(xii) \_\_\_\_\_ is an example of an insurance company.

- a. LIC of India
- b. LLC of India
- c. LCC of India
- d. None of the above

(xiii) Identify the picture



- a. E-Security
- b. E-Banking
- c. E-Marketing
- d. E-Pricing

(xiv) Insurance fraud implies:

- a. The insured has failed to pay premium due to financial constraints.
- b. The insurer refusing to compensate a genuine claim of the insured.
- c. The insurance company has become bankrupt due to heavy claims filed.
- d. All of the above

(xv) An example of fixed cost is:

- a. Property tax payment
- b. Wages to factory workers
- c. Paying the telephone bill
- d. All of the above

(xvi) Amount received as loans are an example of capital receipts

- a. True
- b. False

Q.2. Write any two differences between:

- (i) Credit card and ATM card [2]
- (ii) Product and Service [2]
- (iii) Life insurance and General insurance [2]
- (iv) Capital expenditure and Revenue expenditure [2]

Q.3.

- (i) A specialized organization which provides all necessary ways of promoting a product and attempts to convince the consumer to buy the product. The organization charges a fee or a commission for its services. Identify the organization and explain any one function that it performs. [2]
- (ii) What is Cyber fraud? [2]
- (iii) What do you mean by Consumer exploitation? [2]
- (iv) State any two expectations of the society from a commercial organization. [2]

- Q.4.
- (i) What is E-security? [2]
  - (ii) Explain in brief the Principle of Insurable Interest. [2]
  - (iii) Modern marketing asks the seller to beware. Give two reasons for this warning given to the seller. [2]
  - (iv) Explain in brief the concept of cash credit. [2]

### **SECTION B**

(Attempt **any four** questions from this **Section**)

- Q.5.
- (i) A bank which is the apex institution of the country's monetary structure. Identify the bank and explain any four functions of the above. [5]
  - (ii) Write short notes on: [5]
    - (a) RTGS
    - (b) Right to seek redressal

- Q.6.
- (i) Discuss five objectives of marketing in detail. [5]
  - (ii) Write short notes on: [5]
    - (a) Preference shares
    - (b) Marine insurance

- Q.7.
- (i) Mention any two demerits and three merits of rail transport. [5]
  - (ii) (a) Mr. Kamat bought a jar of cooking oil from a grocer. After consuming the oil his entire family suffered from food poisoning. The guests who had dined at his home that day when the new jar of oil was used in preparing the food, also suffered from the same medical problem. [5]
    - (1) Will Mr. Kamat be entitled to a compensation from the grocery shop owner? What are the different ways he can seek compensation?
    - (2) Which consumer right has been violated in the above case?
  - (b) Write a short note on Indirect cost

- Q.8.
- (i) Explain any five limitations of a budget. [5]
  - (ii) Write short notes on: [5]
    - (a) Bonded warehouse
    - (b) Variable cost

- Q.9.
- (i) Differentiate between Advertising and Publicity. State any five points. [5]
  - (ii) Write short notes on: [5]
    - (a) Pricing
    - (b) Consumer Protection Act

Q.10. Prepare Final Accounts for Mr. Dinshaw as on 31<sup>st</sup> March 2013 from his Trial Balance given below.

	Debit	Credit
Capital		4,50,000
Drawings	35,000	
Land and Building	60,000	
Debtors and Creditors	30,000	40,000
Purchases	2,35,000	
Sales and Sales Returns		3,80,900
Discount	700	
Fire Insurance	9000	
Cash in Hand	25,900	
Cash at Bank	30,000	
Opening Stock	35,000	
Bad debts	12,000	
Carriage	6300	
Wages	27,700	
Plant & Machinery	2,30,000	
Furniture and Fixtures	60,000	
Salaries	23,000	
Bank Charges	200	
Coal, oil and grease	12,000	
Rate and Taxes	8,000	
Bills receivable and Bills payable	60,000	29,100
Trade expenses	200	
	<u>9,00,000</u>	<u>9,00,000</u>

Closing stock of Rs. 25,000 was valued at Rs. 34,000

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