GREENLAWNS SCHOOL, WORLI

COMMERCIAL STUDIES

STD : X MARKS : 80

DATE : 22/09/25 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: The government is a stakeholder in a business organisation

Reasoning: The government expects the organization to pay taxes honestly

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) Marketing is required in all walks of life hence we say that

a. Marketing is a system
b. Marketing is an integrated process
c. Marketing is pervasive
d. Marketing is goal oriented

(iii) Identify the sales promotion technique depicted in the given picture.

a. Fairs and Exhibitions
b. Coupon
c. Prize Contest
d. Clearance sale

(iv) A service is distinguished from a product as it is:

a. Intangible
b. Usually perishable
c. Not possible to store for future use
d. All of the above

(v) A budget is:

a. Always accurate
b. Expensive to prepare
c. A substitute for management
d. The best way to hide inefficiencies

(vi) A trading account:

a. Contains items of revenue nature only
b. Contains items of capital expenditure sometimes
c. Contains items of capital expenditure only
d. None of the above

(vii) An example of social advertising is:

a. Pop ups on Gmails
b. Cookies on google
c. Web banners created on Canva
d. All of the above

(viii) The Consumer Protection Act is acclaimed as the Magna Carta of Indian consumer State which of the following statements are true with regards to this Act.

1. It is a check on Unfair Trade Practices in India.
2. It is an encouragement to monopolistic trade.
3. It is an effective safeguard to consumers against various types of exploitation.
4. It contains the norms for consumers to follow certain rules while shopping.

a. 1 & 2 are true
b. 3 & 4 are true
c. 1 & 3 are true
d. 2 & 4 are true

(ix) Preference shares are better form of investment for the prudent and safe investor.

a. True
b. False

(x) Assets which can be converted into cash quickly are called:

a. Fast assets
b. Fictitious assets
c. Liquid assets
d. All of the above

(xi) **Assertion:** Campus recruitment is an external source of recruitment
Reasoning: Campus interview is a hindrance to the college authorities.

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 E-Security.

a. McAfee
b. Trojan Horse
c. Malaware
d. Scareware

(xiii) Identify the picture

a. Capital expenditure
b. Revenue Expenditure
c. Capital receipt
d. Construction expenditure

(xiv) Internal recruitment is better than external recruitment as:
a. It brings fresh new ideas to the organisation
b. It restricts the choice of the employer
c. It is economical and less time consuming
d. All of the above

(xv) An example of variable cost is:
a. Factory rent
b. Salaries to office staff
c. Cost of raw materials
d. Property tax charges

(xvi) Chipko movement was an agitation of farmers to stick to organic fertilisers Instead of the use of chemicals in agriculture.
a. True
b. False

Q.2. Write any two differences between:

(i) Shareholder and Customer [2]
(ii) Marketing and Sales [2]
(iii) Advertising and Publicity [2]
(iv) Equity shares and Preference shares [2]

Q.3.

(i) A facility is given by a bank only to a businessman who is a customer (account holder) in the bank. It is given when he requires funds urgently for a short duration at very short notice. Identify this facility and state the type of bank account on which it is available. [2]
(ii) What is a placement agency? How is it beneficial to the employer? [2]
(iii) What do you mean by ERP? [2]
(iv) State any two expectations of an employee from a commercial organization. [2]

Q.4.

(i) What is Master budget? [2]

(ii) Explain in brief any two techniques of sales promotion. [2]

(iii) 'Modern businessmen should adopt E-tailing'. Give any two points for or against this statement. [2]

(iv) Explain in brief the concept of social advertising. [2]

SECTION B

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

Q.5.

(i) A newly appointed employee is usually asked to undergo a process for increasing his knowledge of the job and enhancing his skills. [5]

(a) Identify this organized activity undertaken by the employer for the betterment of his organization.

(b) Explain any four methods in which this activity can be undertaken. (two methods on the work premises and two methods away from the premises should be explained)

(ii) Write short notes on: [5]

(a) E-Advertising

(b) Right to be Assured

Q.6.

(i) Discuss five objectives of pricing in detail. [5]

(ii) Write short notes on: [5]

(a) Debentures

(b) Internal stakeholders

Q.7.

(i) Explain any five reasons why a businessman should make a budget. [5]

(ii) (a) Mr. Wadhwani has sold raw materials to a company on several occasion of which some transactions were on cash basis while others were on credit basis.

(1) What type of external stakeholder is Mr. Wadhwani?

(2) State any four expectations that he would have from the company which has bought his goods.

(b) Write a short note on Production budget

Q.8.

(i) Explain any five functions of the CPCB. [5]

(ii) Write short notes on: [5]

(a) Importance of consumer awareness

(b) Direct cost

Q.9.

(i) Differentiate between Advertising and Sales Promotion.
State any five points. [5]

(ii) Write short notes on: [5]
(a) Revenue expenditure
(b) Environment Protection Act

Q.10. Prepare Final Accounts for Mr. Kothari as on 31st March 2022 from his Trial Balance given below. [10]

	Debit	Credit
Capital		12,000
Cash in Hand	450	
Cash at Bank	1000	
Machinery	6000	
Furniture	1500	
Purchases & Sales	22,000	52,000
Wages	8000	
Fuel and Power	3000	
Loan		2800
Factory rent	250	
Salaries	6000	
Discount Allowed	500	
Discount Earned		300
Advertisement	3500	
Office Expenses	2900	
Sundry Debtors and Creditors	11,500	4700
Bills Receivable and Bills Payable	3300	1200
Opening Stock (1st April 2021)	3100	
	73000	73000

Closing stock was valued at Rs. 4500

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