Greenlawns School, Worli

Terminal Examinations 2019 - 2020

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. Capital and Revenue receipts [2]
2. Advertising and Publicity [2]
3. Balance Sheet and Profit and Loss Account [2]
4. Budget and Forecast [2]
5. Shares and Debentures [2]

Q.2.

1. ‘Marketing is creative’ Justify. [2]
2. Explain the consumer’s right to seek redressal. [2]
3. Why is the central bank known as the Government’s bank? [2]
4. What is the meaning of sales promotion. [2]
5. Give four features of a product. [2]

Q.3.

1. State any four expectations of the employees from an organization. [2]
2. What is pricing? [2]
3. Mention any four objectives of marketing. [2]
4. Name and explain any two types of liabilities. [2]
5. The production budget is based on the sales budget. Justify. [2]

Q.4.

1. ‘A commercial organization cannot survive if it disregards the interests

 of its stakeholders’ Comment. [2]

1. State any four features of the Consumer Protection Act. [2]
2. Explain the term semi variable cost. Give an example. [2]
3. State any four demerits of advertising. [2]
4. What is the full form of ATM? State any two advantages of an ATM. [2]

Section B (40 marks)

Attempt **any four** questions in this section

Q.5.

 a. Explain the various types of consumer exploitation. [5]

 b. ‘Advertising is beneficial to the society.’ Justify. [5]

Q.6

 a. How is e-commerce better than traditional commerce. [5]

 b. Explain the techniques of sales promotion. [5]

Q.7.

 a. Distinguish between marketing and sales. [5]

 b. Explain the functions of an advertising agency. [5]

Q.8.

 a. Give any five expectations of suppliers. [5]

 b. Distinguish between capital and revenue expenditure. [5]

Q.9.

 a. Explain the various modules of Enterprise Resource Planning. [5]

 b. Explain any five financial fraudulent practices. [5]

Q.10. Prepare a Trading, Profit and Loss A/c and Balance Sheet from the given list

 of accounts for M/s. Ambani and Sons for the year ended 31st March 2012. [10]

 Account Debit Credit

 Opening stock 18,500

 Wages 11,000

 Coal and Coke 2,000

 Purchases 80,000

 Sales 1,20,000

 Repairs 1,000

 Carriage outwards 1,500

 Income Tax 1,500

 Debtors 16,000

 Creditors 4,000

 Bank loan 5,000

 Leasehold Property 6,500

 Plant and Machinery 8,000

 Loose Tools 1,300

 Lighting 1,800

 Office salaries 2,600

 Office furniture 500

 Patents 1,000

 Goodwill 15,000

 Capital 40,000

 Income received 4,000

 Commission received 500

 Cash at Bank 5,100

 Cash in Hand 200

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