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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1,73,500 1,73,500