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## COMMERCIAL APPLICATIONS

*(Two Hours)*

*Answers to this Paper must be written on the paper provided separately.*

*You will **not** be allowed to write during the first 15 minutes.*

*This time is to be spent in reading the question paper.*

*The time given at the head of this Paper is the time allowed for writing the answers.*

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**Section A is compulsory. Attempt any four questions from Section B.**

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

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### SECTION A (40 Marks)

*Attempt **all** questions from this Section*

#### Question 1

State one *difference* between each of the following:

- (a) Capital Market and Money Market [2]
- (b) Direct Cost and Indirect Cost [2]
- (c) Employment Exchanges and Placement Agencies [2]
- (d) Cheque and Bank Draft [2]
- (e) Advertising and Publicity [2]

#### Question 2

- (a) Mention *any two* advantages of wind energy. [2]
- (b) State *any two* uses of a Balance Sheet. [2]
- (c) Mention *any two* circumstances when a Bank can refuse payment of a cheque. [2]
- (d) What is meant by consumer education? [2]
- (e) Mention the four elements of Marketing mix. [2]

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**This Paper consists of 4 printed pages.**

### Question 3

- (a) What is *food adulteration*? Give an example. [2]
- (b) State the importance of 'persuasion' as an element of Public Relations. [2]
- (c) Explain two advantages of opening a bank account. [2]
- (d) What is meant by parity pricing? [2]
- (e) What do you mean by Office and Administrative Overhead? [2]

### Question 4

Give a reason either *for* or *against* each of the following statements:

- (a) Human Resource Management is a challenging function. [2]
- (b) Every transaction has two effects. (answer with reference to the Concept of Accounting) [2]
- (c) Ethics has no role in Public Relations. [2]
- (d) Today's Marketing Concept is known as Consumer Oriented Concept. [2]
- (e) A distribution channel serves as a link between producers and consumers. [2]

### SECTION B (60 Marks)

Attempt **any four** questions from this Section

### Question 5

- (a) Explain the maturity stage and abandonment stage of product life cycle. [5]
- (b) Explain three professional and two social significances of Human Resource Management. [5]
- (c) Explain any two lending money functions of the commercial bank. [5]

**Question 6**

- (a) Explain *any two* types of interviews that are used in selection of employees. [5]
- (b) Discuss employee relations and government relations on the basis of scope of public relations. [5]
- (c) Explain any five features of Income and Expenditure account. [5]

**Question 7**

- (a) Discuss the Sales oriented stage and Product oriented stage of marketing. [5]
- (b) Explain Product advertising and Informative advertising. [5]
- (c) Explain the first five steps in personal selling. [5]

**Question 8**

- (a) Write short notes on: [5]
- (i) Business Entity Concept
- (ii) Going Concern Concept
- (b) Explain any two types of consumer products with examples. [5]
- (c) Explain any five procurement functions of Human Resource Management. [5]

**Question 9****Case Study**

Ryan Ltd took the following steps in the beginning of this year to widen its consumer base. It expanded the business operations to cover international markets and within India, it focused on Delhi. It repositioned itself as a FMCG company, offering a wide range of Modern Electronic items, and moved away from traditional marketing to non-traditional marketing. The company focused on quality control and publicity. It also introduced new advertisements featuring film stars and sports personalities. It undertook various brand promotion methods.

- (a) Explain any two advantages of advertising to manufacturers. [5]
- (b) Explain any two elements of promotion mix. [5]
- (c) Explain any five Non-traditional markets. [5]

**Question 10**

A leading Human Resource consultancy group has received a number of applications for the post of an analyst for its Hyderabad office. But the person finally selected had no prior experience for work in the same industry. The administrative manager feels that with proper training the selected person will turn out to be an asset to the organisation. Although he feels that on-the-job training will be the most appropriate, other members of the selection committee recommended Internship training and Role Playing methods of training.

- (a) What is employee selection? Mention any three benefits of employee selection. [5]
- (b) Explain Internship training and Role Playing methods of training. [5]
- (c) Explain any two internal sources of recruitment. [5]