

COMMERCIAL APPLICATIONS

Maximum Marks: 100

Time allowed: 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.

*Attempt **all** questions from **Section A** and **any four** questions from **Section B**.*

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

SECTION A (40 Marks)

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

Question 1

[20]

Choose the correct answers to the questions from the given options.

(Do not copy the questions. Write correct answer only.)

- (i) Mixing of jaggery (*gur*) in honey is an example of _____.
- (a) Pollution
 - (b) Food Adulteration
 - (c) Degeneration
 - (d) Decomposition
- (ii) Which market provides long term finance to business enterprises?
- (a) Capital market
 - (b) Commodity market
 - (c) Primary market
 - (d) Money market

This paper consists of 8 printed pages.

- (iii) _____ training is also called as 'process of socializing'.
- (a) Induction
 - (b) Refresher
 - (c) Safety
 - (d) Job
- (iv) One of the methods of Direct Selling is _____.
- (a) Catalogue Selling
 - (b) Parity Selling
 - (c) Penetrating Selling
 - (d) Cost plus Selling
- (v) _____ is defined as '*science of morality*'.
- (a) Sympathy
 - (b) Ethics
 - (c) Empathy
 - (d) Dialogue
- (vi) Off-the-job training method is _____.
- (a) Role play
 - (b) Job rotation
 - (c) Mentoring
 - (d) Under study
- (vii) Which advertisement is designed to build a favourable image of the organisation rather than to promote product or service?
- (a) Concept advertisement
 - (b) Institutional advertisement
 - (c) Product advertisement
 - (d) Reminder advertisement

- (viii) According to the _____ Principle of accounting, transactions are recorded on the assumption that the business will exist for an indefinite period of time.
- (a) Business Entity Concept
 - (b) Dual Aspect
 - (c) Going Concern Concept
 - (d) Money Measurement Concept
- (ix) _____ refers to locating identified buyers to sell the product.
- (a) Presentation
 - (b) Preparation
 - (c) Prospecting
 - (d) Persuading
- (x) _____ depicts the Capital fund of the organization.
- (a) Profit and Loss Account
 - (b) Trading Account
 - (c) Balance Sheet
 - (d) Nominal Account
- (xi) Rent of an office premises is an example of _____.
- (a) Semi-variable Cost
 - (b) Semi-fixed Cost
 - (c) Fixed Cost
 - (d) Variable Cost
- (xii) _____ fosters greater understanding and improves relationship with the client.
- (a) Dialogue
 - (b) Persuasion
 - (c) Human Relations
 - (d) Empathy

- (xiii) _____ are also known as '*casual callers*'.
- (a) Gate Hiring
 - (b) Advertisement
 - (c) Placement Agencies
 - (d) Unsolicited Applicants
- (xiv) Central bank is the sole _____ of the country's foreign currency reserve.
- (a) Dealer
 - (b) Consumer
 - (c) Custodian
 - (d) User
- (xv) Standardised products are _____ in nature.
- (a) Heterogeneous
 - (b) Spontaneous
 - (c) Homogeneous
 - (d) Extraneous
- (xvi) Which of the following is set up by the Government to recruit semi-skilled and unskilled personnel?
- (a) Placement agencies
 - (b) Educational institutions
 - (c) Employment exchanges
 - (d) Advertising agencies.
- (xvii) It begins after the goods are produced:
- (a) Marketing
 - (b) Research and Development
 - (c) Selling
 - (d) Procurement of Raw Material

(xviii) _____ is not a legal tender and the creditor may refuse to accept it.

- (a) Bank Draft
- (b) Cheque
- (c) Overdraft
- (d) Cash

(xix) In the introduction stage of a *product life cycle* _____ is absent.

- (a) Production
- (b) Competition
- (c) Sales
- (d) Distribution

(xx) Which of the following is not a method of Brand Promotion?

- (a) Publicity
- (b) Advertisements
- (c) Public Relations
- (d) Quality control

Question 2

[10]

Answer the following questions:

(i) Distinguish between (*any one point*):

- (a) Advertising and Publicity
- (b) Cheque book and Passbook

(ii) Justify the following sentences *for* or *against* and give a reason:

- (a) Training reduces employee turnover.
- (b) Good public relations do not help in building goodwill and positive image.
- (c) A bank cannot refuse payment of a cheque.

Question 3

Answer the following questions:

[10]

- (i) State *any two* threats of global warming.
- (ii) Give *any two* uses of Income and Expenditure Account.
- (iii) Mention the elements of the Marketing mix.
- (iv) Define the term Recruitment.
- (v) List *any two* features of a Service.

SECTION B (60 Marks)

(Answer *any four* questions from this Section.)

Question 4

- (i) Write *any five* advantages of Advertising to Consumers. [5]
- (ii) Write short notes on: [5]
 - (a) Direct labour cost
 - (b) Indirect labour cost.
- (iii) Discuss the merits of *Internal Source* of recruitment. [5]

Question 5

- (i) Explain *any two* stages of marketing. [5]
- (ii) What are the features of a Balance Sheet? (*Five points*) [5]
- (iii) Explain the *Compensation Function* of Human Resources Department. [5]

Question 6

- (i) What are the four Elements of Public Relations? Briefly explain any two of them. [5]
- (ii) What are the effects of pollution on environment? (*Any two*) [5]
- (iii) With reference to the secondary functions of a Commercial Bank, explain general utility function? [5]

Question 7

- (i) Write a short note on '*Position of buyers and sellers market*'. [5]
- (ii) What qualities are required to be a good salesman? (Explain any five) [5]
- (iii) What does GAAP stand for in Accounting? [5]
- Explain:
- (a) Business Entity Concept
- (b) Money Measurement Concept

Question 8

- (i) Distinguish between Central Bank and Commercial Bank. (*Any five*) [5]
- (ii) With reference to role of Human Resource Management, discuss the significance for an enterprise. [5]
- (iii) Write a short note on *Chipko Andolan*. [5]

Question 9

CASE STUDY

The Central Consumer Protection Authority (CCPA) under the Department of Consumer Affairs has notified 'Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022' with an objective to curb misleading advertisements and protect consumers, who may be exploited or affected by such advertisements.

Keeping in view the sensitiveness and vulnerability of children and severe impact advertisements make on the younger minds, several preemptive provisions have been laid down on advertisements targeting children. Guidelines say that advertisement targeting children shall not feature any personalities from the field of sports, music or cinema and products which under any law require a health warning for such advertisement or cannot be purchased by children.

(Courtesy: PIB, Delhi)

With reference to the case study answer the following questions:

- (i) Discuss the advantages of the following media: [5]
- (a) Television (*Any two*)
 - (b) Newspaper (*Any three*)
- (ii) Explain the various Consumer Rights as mentioned in the *Consumer Protection Act*. [5]
- (iii) What are the advantages of branding? (*Any five*) [5]

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