

Quarterly Examination - 2018-19

COMMERCIAL STUDIES

Class : X

Time : 2 Hrs.

Full Marks : 80

Attempt all questions from Section A and any four questions from Section B. The intended marks for question are given in bracket []

Section A (40 Marks)

Question 1

Distinguish between :

- a. Recruitment and selection (2)
- b. Internal and External stakeholders (2)
- c. Capital Receipt and Revenue Receipt (2)
- d. Traditional Business and E-Business (2)
- e. Marketing and Sales (2)

Question 2

- a. Give any two features of Consumer Protection Act (2)
- b. What is 'E-Security'? (2)
- c. What is meant by 'Deferred Revenue Expenditure' (2)
- d. Mention any four sources of External Recruitment (2)
- e. Distinguish between Balance Sheet and Profit and Loss A/c. (2)

Question 3

- a. Name the methods involved in off-the-job training (2)
- b. Mention any two objectives of training (2)

- c. Mention any two expectation of suppliers from a business organisation (2)
- d. 'Pricing a marketing activity considered as a difficult task'. Explain (2)
- e. What is E-Commerce? (2)

Question 4

- a. "Advertising encourages artificial living' Explain. (2)
- b. Distinguish between Product and Service (2)
- c. Briefly state the expectations of consumers from a commercial organization. (2)
- d. What do you mean by sale on approval or return? (2)
- e. State two methods or techniques of Sales Promotion. (2)

SECTION B (40 marks)

Attempt any four questions from this Section

Question 5

- a. Differentiate between Capital Expenditure and Revenue Expenditure. (5)
- b. What is Pricing? Explain any four objectives of Pricing. (5)

Question 6

- a. Describe the procedure in the section of employees for an organisation. (5)
- b. State five benefits of Advertising to manufacturers/dealers (5)

Question 7

- a. What are the main characteristics of marketing? (5)
- b. Give five differences between Training and Education. (5)

Question 8

- a. Explain five advantages of internal recruitment (5)
- b. Explain five advantages of E-Marketing over Traditional Marketing. (5)

Question 9

- a. State several ways by which consumers are exploited. (5)
- b. Marketing is essential for the success of a business organisation. Give five reasons to support your answer. (5)

Question 10

The Trial Balance shows the following balances as 31st March 2012. Prepare Trading and Profit and Loss Account for the year ended 31st March 2012 and Balance Sheet as at that date. (10)

Particulars	Rs.	Particulars	Rs.
Purchases	60,000	Capital	1,13,075
Sales Return	1,500	Sales	1,27,000
Plant & Machinery	90,000	Purchase Return	1,275
Opening Stock	40,000	Discount Received	800
Discount Allowed	350	Sundry Creditors	20,000
Bank Charges	100	Bills Payable	5,000
Sundry Debtors	45,000		
Salaries	7,000		
Wages	10,000		
Freight : In	1,000		
Freight : Out	1,200		
Rent, Rates and Taxes	2,000		
Advertisements	2,000		
Cash at Bank	7,000		
	2,67,150		2,67,150

Closing Stock was valued at Rs. 35,000