

COMMERCIAL STUDIES

(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

Distinguish between:

- (a) *Variable Cost* and *Semi-Variable Cost*. [2]
- (b) *Savings Account* and *Current Account*. [2]
- (c) *A Private Warehouse* and *a Public Warehouse*. [2]
- (d) *A Production Budget* and *a Sales Budget*. [2]
- (e) *A Brand* and *a Grade*. [2]

Question 2

- (a) Give any *two* methods used for *On-the-Job* training. [2]
- (b) Explain 'Indirect Cost'. [2]
- (c) Why is gratuity given by an employer to an employee? [2]
- (d) What is a Trademark? [2]
- (e) Give *two* examples of efficient and eco-friendly technology. [2]

Question 3

- (a) State *two* expectations of Competitors or Associates from a business concern/enterprise. [2]
- (b) Give any *two* suggestions to draw the attention of viewers to an advertisement of a product/service marketed by your company. [2]
- (c) Briefly explain the concept 'Marketing Research'. [2]

This paper consists of 3 printed pages and 1 blank page.

- (d) What is meant by 'the Clearing House Function' of the Reserve Bank of India? [2]
- (e) Explain the term *Brand Equity*. [2]

Question 4

- (a) Distinguish between a *Debit Card* and a *Credit Card*. [2]
- (b) State any *two* rights of a Consumer. [2]
- (c) Write a short note on the Chipko Movement. [2]
- (d) What do you understand by Audio-Visual Communication? [2]
- (e) State *two* advantages of Road Transport over Air Transport. [2]

SECTION B (40 Marks)

Attempt any four questions from this Section

Question 5

- (a) Differentiate between *Shareholders* and *Creditors* as Stake holders of a commercial organisation. [5]
- (b) Distinguish between *oral* communication and *written* communication. [5]

Question 6

- (a) How can environmental values and ethics be protected? Give reasons to support your answer. [5]
- (b) Explain the different sources of Internal Recruitment. [5]

Question 7

- (a) Explain the Experimentation method of Marketing Research. [5]
- (b) 'Budgets are very useful in Management'. Justify. [5]

Question 8

- (a) Distinguish between the Principle of *Indemnity* and the Principle of *Insurable Interest*. [5]
- (b) Explain the role of Commercial Banks in the Economic Development of a country. [5]



Question 9

- (a) Briefly explain any *five* factors a businessperson would consider while selecting an appropriate media to advertise his/her product. [5]
- (b) What do you understand by 'Group Insurance'? State any *three* features of Group Insurance. [5]

Question 10

From the following Trial Balance of Shri Rai Bahadur, prepare Trading, Profit & Loss Account for the year ending 31st March, 2012 and Balance Sheet as on that date. [10]

Trial Balance

Debit Balances	(₹)	Credit Balances	(₹)
Drawings	4240	Capital	32000
Purchase less returns	15610	Sales less Returns	34176
Rates & Taxes	388	Sundry Creditors	4422
Salaries	1612		
Lighting & Heating	164		
Electric Power	384		
Commission	414		
Insurance	206		
Advertising	214		
Bad Debts	62		
Postage, Telegrams, etc.	826		
Carriage	754		
Opening Stock	6160		
Wages	7962		
Land & Building	15840		
Plant & Machinery	4034		
Furniture & Fittings	378		
Sundry Debtors	6082		
Cash at Bank	5268		

The Closing Stock on 31st March was valued at ₹ 8760.