

**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:-**

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| (a) <i>Gratuity and Provident Fund.</i> | [2] |
| (b) <i>Cash Budget and Cash Flow Statement.</i> | [2] |
| (c) <i>Profitability Ratio and Turnover Ratio.</i> | [2] |
| (d) <i>Controllable and Uncontrollable Costs.</i> | [2] |
| (e) <i>Standardization and Grading.</i> | [2] |

Question 2

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| (a) Name any two laws which regulate Commercial Organizations. | [2] |
| (b) State two objectives of the <i>Companies Act, 1956</i> . | [2] |
| (c) Mention two remedies that are available to an aggrieved Consumer under the Consumer Protection Act. | [2] |
| (d) Define the term <i>Banking</i> . | [2] |
| (e) State any two expectations of <i>employees</i> from a <i>Business Concern</i> . | [2] |

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

Question 3

- (a) Mention two advantages of the *computerised accounting system* over the *manual accounting system*. [2]
- (b) Define the term *Business Ethics*. [2]
- (c) State two factors to be kept in mind while preparing the *Sales Budget* of an organization. [2]
- (d) Explain *Fictitious Assets* with the help of an example. [2]
- (e) What is a *Bank Draft*? [2]

Question 4

- (a) List any two advantages of *Data Base*. [2]
- (b) What are *Indirect Taxes*? Give an example. [2]
- (c) Explain the *Principle of Conservatism*. [2]
- (d) How does the *Patents Act* benefit society? [2]
- (e) Why should Non-Trading organizations maintain books of Accounts? Name the accounts prepared by them. [2]

SECTION B (40 Marks)

Answer any four questions from this Section.

Question 5

Explain:-

- (a) Marketing Activities of Research.
- (b) Marketing Activities of Exchange. [10]

Question 6

What are Commercial Banks? State the functions of Commercial Banks. [10]



Question 7

- (a) State any five provisions in the Code for Commercial Advertising laid down by ASCI. [5]
- (b) Describe the qualities a salesman should possess to market a new range of cosmetics. [5]

Question 8

Explain the benefits provided by employers to employees under the:-

- (a) Employees State Insurance Act.
- (b) The Maternity Benefit Act. [10]

Question 9

Mr. Rao owns a Cotton Textile Mill and employs about 220 workers. He is unhappy and is thinking of closing down the Mill, as in the past three years, there have been frequent strikes and even lockouts.

- (a) Give five possible reasons for the above scenario. [5]
- (b) Mention five methods by which Mr. Rao could improve relations with his workers in the Mill. [5]

Question 10

- (a) State briefly the advantages and disadvantages of Internal Sources of Recruitment. [5]
- (b) Discuss any five techniques used by a Company in the training of its employees. [5]