
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) Consumer goods and Industrial goods. [2]
- (b) Shut down costs and Sunk costs. [2]
- (c) Standardisation and Grading [2]
- (d) Savings Account and Current Account [2]
- (e) Downward Communication and Upward Communication [2]

Question 2

- (a) Why is brand loyalty considered an asset for the company? [2]
- (b) How does 'Status barrier' affect Effective Communication? [2]
- (c) What do you mean by 'Indirect material'? Give two examples. [2]
- (d) 'Selection is a negative process.' Explain. [2]
- (e) Explain 'Contribution' as a principle of insurance. [2]

This paper consists of 4 printed pages.

Question 3

- (a) Mention any two utilities of a Budget. [2]
- (b) Name and explain the type of training designed to correct mistakes. [2]
- (c) What is meant by 'Capital Receipts'? [2]
- (d) State any two advantages of Travellers' cheques. [2]
- (e) Briefly describe the role of Marketing Research. [2]

Question 4

- (a) Why is Financing an essential function of Marketing? [2]
- (b) Explain any two advantages of Rail Transport. [2]
- (c) Explain the Right to Consumer Education under the Indian Consumer Protection Act. [2]
- (d) State any four sustainable uses of Water. [2]
- (e) "Both, conservation and restoration of natural resources or ecology cannot be possible without public awareness and community participation". Comment. [2]

SECTION B (40 Marks)

Attempt any four questions from this Section

Question 5

- (a) Explain any five expectations of Suppliers from a business organisation. [5]
- (b) Explain any five merits of Written Communication to a business organisation. [5]

Question 6

- (a) Mention five differences between Advertising and Personal Selling (Salesmanship). [5]
- (b) Explain any five techniques used in Sales Promotion. [5]

Question 7

- (a) Briefly explain the importance of Marketing. [5]
- (b) Explain: [5]
 - (i) Bank Draft
 - (ii) Indemnity as a principle of insurance

Question 8

- (a) Briefly explain any five types of Budgets. [5]
- (b) Describe the role of Trade Union in a business concern. [5]

Question 9

- (a) Explain any five advantages of air transport over water transport. [5]
- (b) What do you mean by Group Life Insurance? [5]
Explain three main features of Group Life Insurance.

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SECTION A (40 Marks)

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

Question 1

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- (d) Savings Account and Current Account [2]
- (e) Downward Communication and Upward Communication [2]

Question 2

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- (d) 'Selection is a negative process.' Explain. [2]
- (e) Explain 'Contribution' as a principle of insurance. [2]

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