
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) Advertising and Publicity. [2]
- (b) Stakeholders and Customers. [2]
- (c) Marketing and Sales. [2]
- (d) Controllable Costs and Uncontrollable Costs. [2]
- (e) The Central Bank and a Commercial Bank. [2]

Question 2

- (a) What is meant by 'Recruitment'? [2]
- (b) Give any *two* advantages of advertising by Television. [2]
- (c) Briefly explain the term 'Insurance'. [2]
- (d) Give *two* advantages of Marketing Research. [2]
- (e) What is meant by Environmental Ethics? [2]

Question 3

- (a) What is a Trade Union? [2]
 - (b) Enumerate *two* types of Warehouses found in India. [2]
 - (c) Explain the term 'Budget'. [2]
 - (d) Give *two* advantages of Rail Transport over Road Transport. [2]
 - (e) Name any *two* forms of Non-Verbal Communication. [2]
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Question 4

- (a) Write a short note on Recurring Deposits. [2]
- (b) Briefly explain the term 'Pension'. [2]
- (c) Mention any *two* factors to be kept in mind while determining the price of a product. [2]
- (d) Give *two* measures to ensure the sustainable use of resources. [2]
- (e) State any *two* demerits of Advertising. [2]

SECTION B (40 Marks)

Attempt any four questions from this Section

Question 5

- (a) Briefly explain the five main objectives of Marketing. [5]
- (b) Explain any two methods of *On-the-Job* Training. [5]

Question 6

- (a) Distinguish between Capital Expenditure and Revenue Expenditure. [5]
- (b) Explain any *two* principles of Insurance. [5]

Question 7

- (a) Explain any *two* Internal sources of Recruitment. [5]
- (b) Explain any *two* functions of the Central Bank of the country. [5]

Question 8

- (a) Give any *five* expectations of Creditors from a Business Enterprise. [5]
- (b) State any *five* codes of conduct adopted in the field of Advertising. [5]

Question 9

- (a) What is meant by 'Barriers to effective Communication'? Explain any *four* barriers. [5]
- (b) Explain *five* main rights of consumers as provided in the Consumer Protection Act, 1986. [5]

Question 10

Prepare a Trading, Profit & Loss Account and Balance Sheet of M/s Jindal Enterprises for the year ended 31st March, 2011 from the following Trial Balance. [10]

The Closing Stock on 31st March was valued at ₹26,000.

Trial Balance

Heads of Accounts	Dr.(₹)	Cr. (₹)
Capital		20,000
Drawings	1,500	
Cash at Bank	1,400	
Purchases & Sales	22,000	45,000
Returns	2,000	1,000
Discount	400	
Carriage Outwards	600	
Salaries	6,000	
Trade Expenses	1,200	
Opening Stock	5,000	
Bad Debts	600	
Rent	1,500	
Machinery	36,000	
Furniture	5,000	
Debtors & Creditors	5,000	10,000
Stationery	2,500	
Commission		300
Bank Loan		14,400
	90,700	90,700