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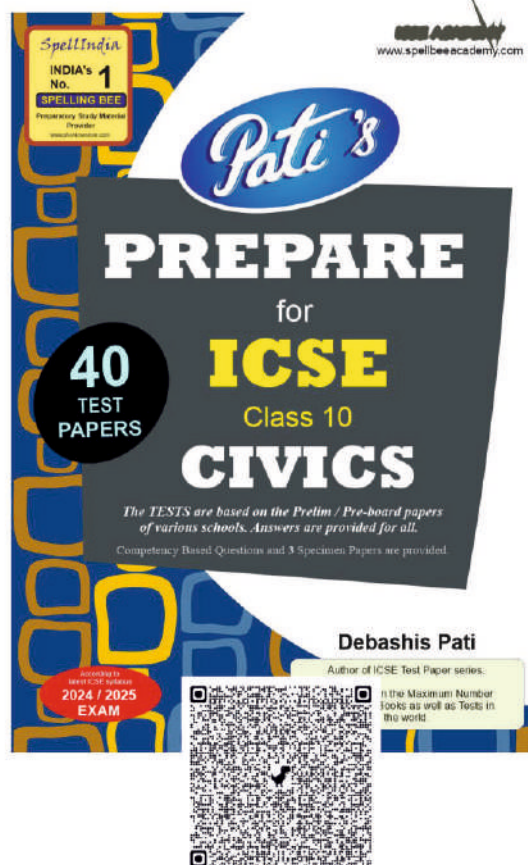
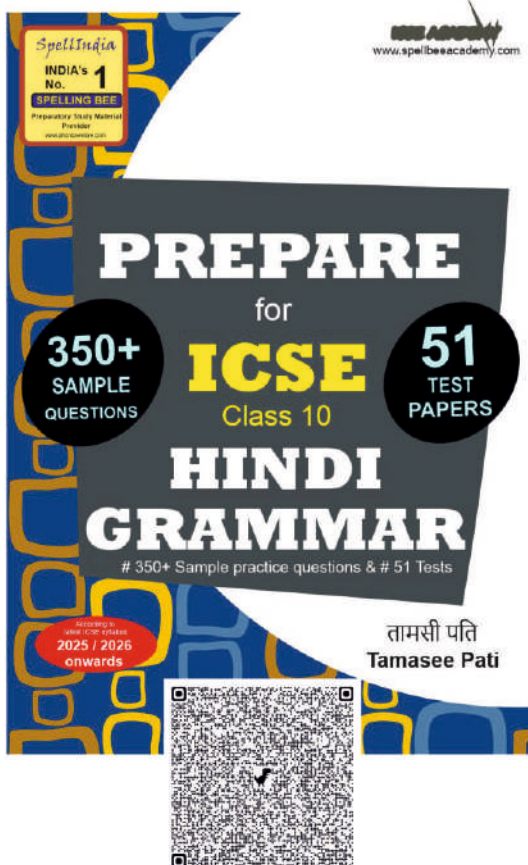
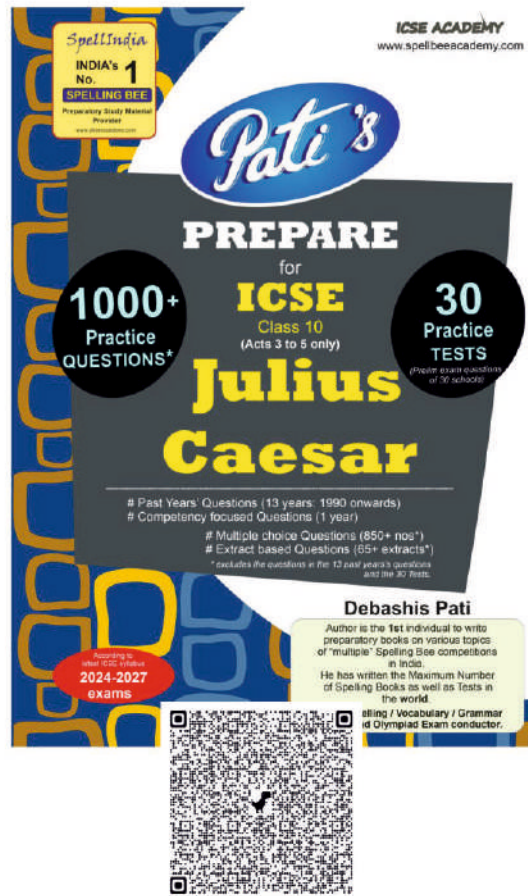
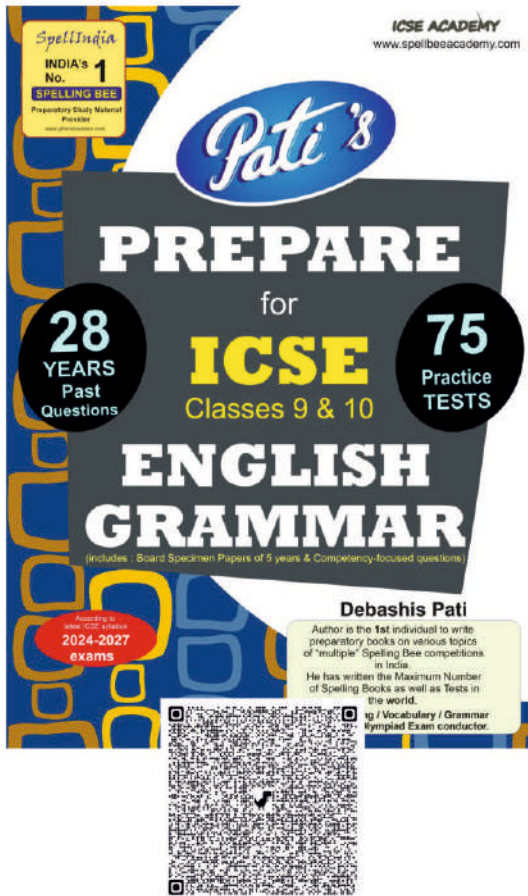
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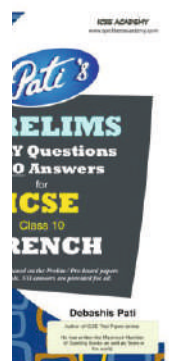
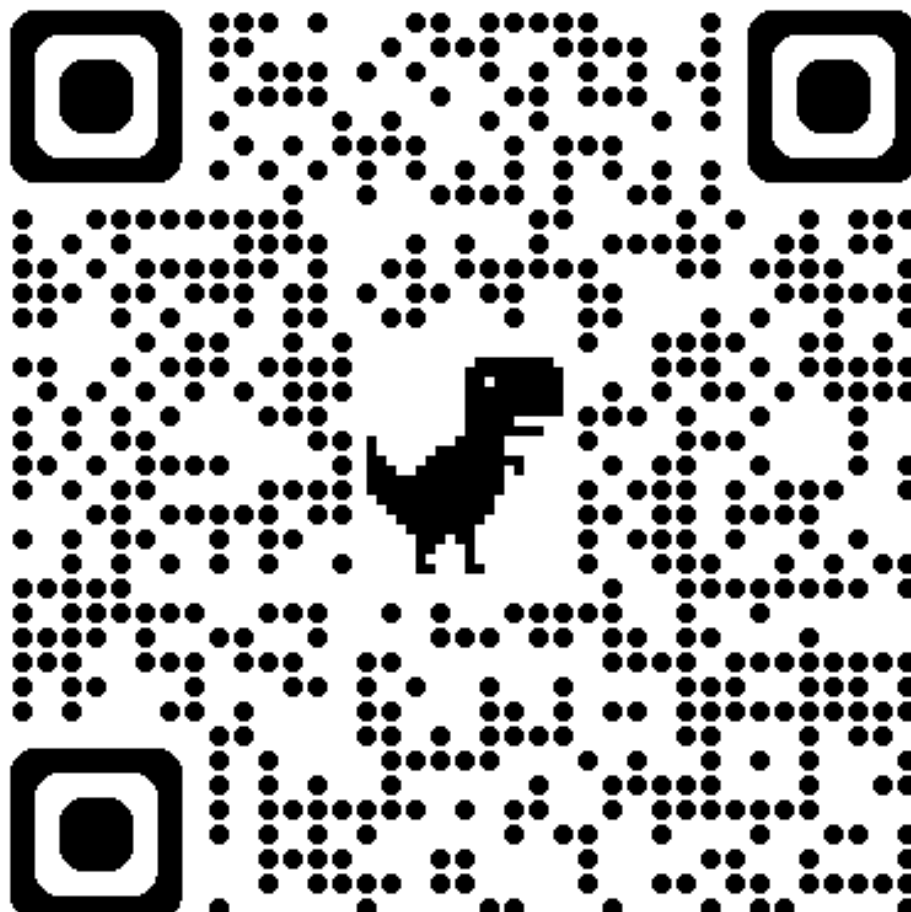
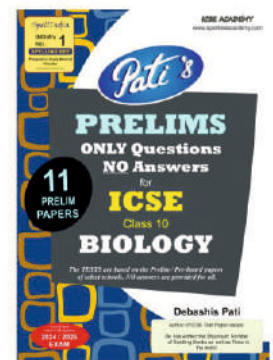
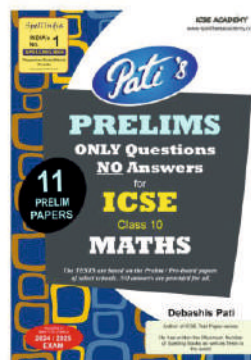
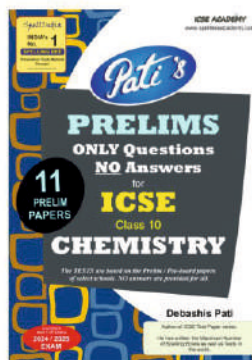
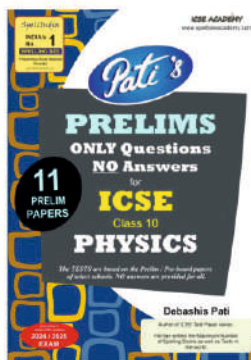
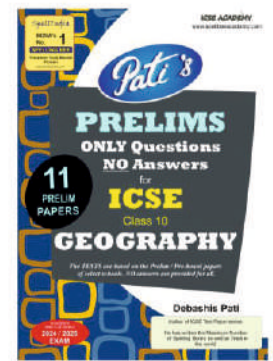
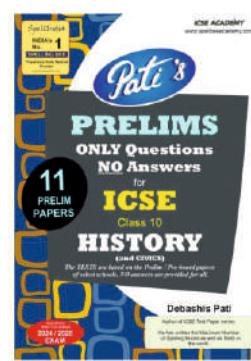
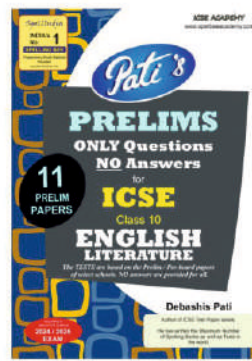
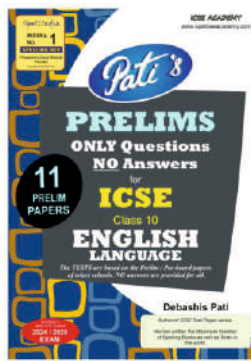
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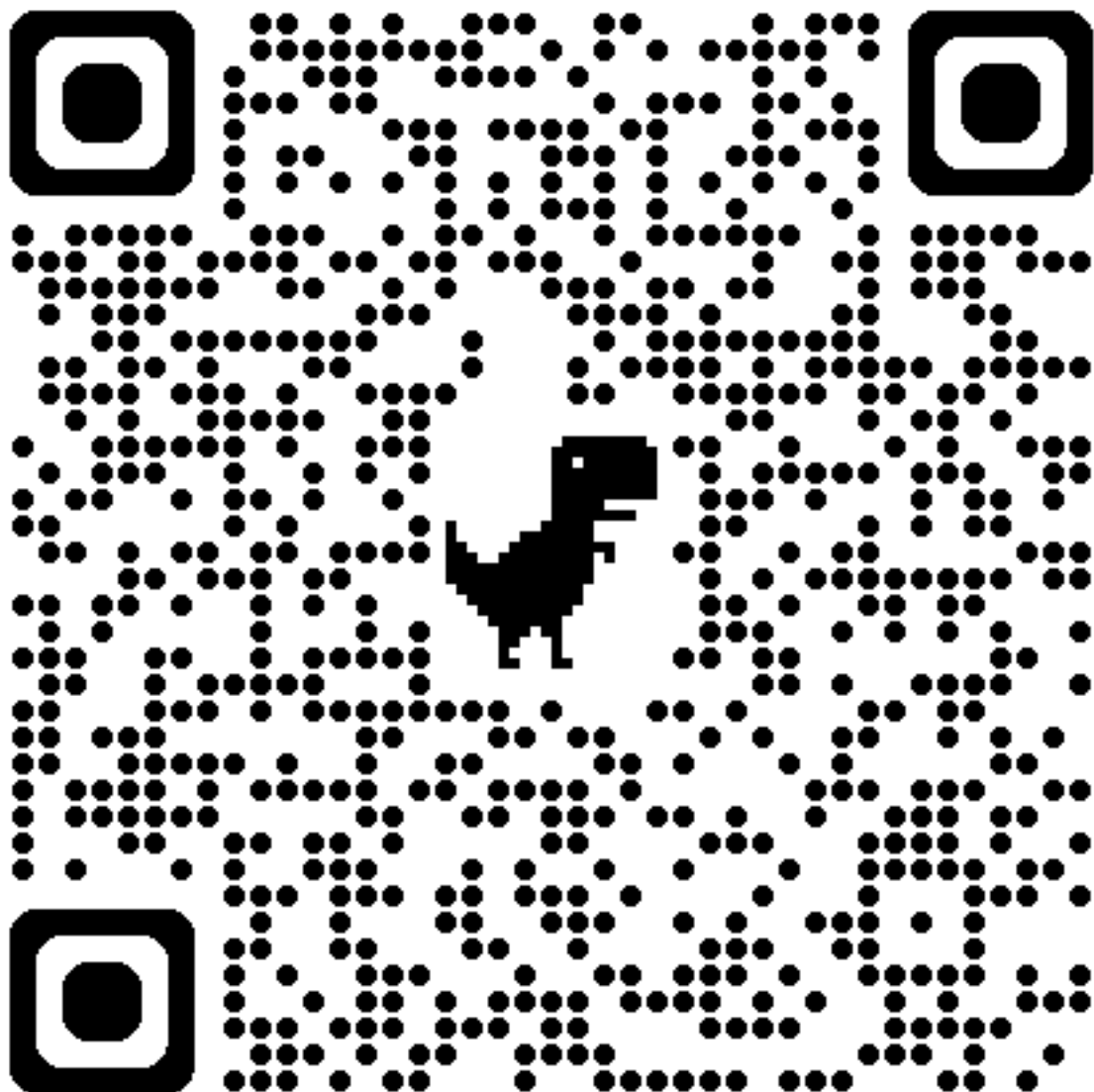


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ICSE ACADEMY

Past Year Papers



2023 - 2026

Note : There was no board exam in 2021 and 2022 due to COVID.

COMMERCIAL APPLICATIONS

Maximum Marks: 100

Time allowed: Two hours

1. *Answers to this Paper must be written on the paper provided separately.*
 2. *You will **not** be allowed to write during the first **15** minutes.*
 3. *This time is to be spent in reading the question paper.*
 4. *The time given at the head of this Paper is the time allowed for writing the answers.*
-
5. *Attempt **all** questions from **Section A** and **any four** questions from **Section B**.*
 6. *The intended marks for questions or parts of questions are given in brackets[].*

Instruction for the Supervising Examiner

Kindly read aloud the Instructions given above to all the candidates present in the Examination Hall.

This paper consists of 11 printed pages and 1 blank page.

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Turn Over

SECTION A (40 Marks)

*(Attempt **all** questions from this **Section**.)*

Question 1

[20]

Choose the correct answers to the questions from the given options.

(Do not copy the questions. Write the correct answer only.)

- (i) Wages paid to the storekeeper is an example of _____.
- (a) semi-fixed cost
 - (b) fixed cost
 - (c) variable cost
 - (d) indirect cost
- (ii) _____ is/are a set of moral standards which businessmen are supposed to follow in their business operations.
- (a) Empathy
 - (b) Public relations
 - (c) Persuasion
 - (d) Ethics
- (iii) ABC Ltd. manufactures expensive, heavy and bulky factory equipment. Suggest the most suitable distribution channel.
- (a) Manufacturer → Consumer
 - (b) Manufacturer → Wholesaler → Retailer → Consumer
 - (c) Manufacturer → Retailer → Agent → Consumer
 - (d) Manufacturer → Agent → Retailer → Consumer

- (iv) Which of the following is a specialised market comprising of banks for providing short-term finance to business enterprises?
- (a) Capital Market
 - (b) Money Market
 - (c) Spot Market
 - (d) Commodity Market
- (v) A major benefit of advertising for consumers is that it:
- (a) sustains the press.
 - (b) helps meet competition.
 - (c) raises the standard of living.
 - (d) decreases market share.
- (vi) Identify the benefit of Receipts & Payments Account:
- (a) It shows the financial position of the organisation.
 - (b) It informs the main sources of income and items of payments.
 - (c) It helps to prepare a Balance Sheet.
 - (d) It reflects surplus and deficit of the organisation.
- (vii) When consumers continue to purchase due to faith in a brand's superiority, it is known as _____.
- (a) branding
 - (b) brand equity
 - (c) brand loyalty
 - (d) brand promotion

- (viii) Fixed deposit is also known as _____.
- (a) discounting of bills
 - (b) short term deposits
 - (c) bank draft
 - (d) time deposit
- (ix) The motive of a _____ interview is to see how candidates respond to awkward questions.
- (a) group
 - (b) patterned
 - (c) stress
 - (d) non-directive
- (x) **Statement 1:** Accounting authorities have developed certain basic rules to make accounting precise.
- Statement 2:** Generally Accepted Accounting Principles (GAAP) are not used by accountants all over the world.
- (a) Statement 1 is true and Statement 2 is false.
 - (b) Statement 1 is false and Statement 2 is true.
 - (c) Both Statements 1 and 2 are true.
 - (d) Both Statements 1 and 2 are false.

- (xi) Job evaluation, bonus, wage and salary administration are the _____ functions of Human Resource Management.
- (a) procurement
 - (b) integration
 - (c) compensation
 - (d) development
- (xii) Which energy is caused by the gravitational force of the sun and the moon?
- (a) Wind energy
 - (b) Geothermal energy
 - (c) Nuclear energy
 - (d) Tidal energy
- (xiii) **Assertion (A):** Selection is a positive process, and it ensures hiring of the best candidate.
- Reason (R):** Selection establishes a contact between job seekers and employers.
- (a) (A) is true and (R) is false.
 - (b) (A) is false and (R) is true.
 - (c) Both (A) and (R) are true and (R) is the correct explanation of (A).
 - (d) Both (A) and (R) are true, but (R) is not the correct explanation of (A).

- (xiv) Identify the process of developing managerial talent through appropriate programmes:
- Performance and potential appraisal
 - Training
 - Executive development
 - Career planning
- (xv) Neel Traders hired a skilled marketing manager Mr. Mohan. He greatly improved the sales. However, Mr. Mohan's value was not recorded in the books of accounts. Identify the accounting principle shown in the above statement.
- The Business Entity Concept
 - The Going Concern Concept
 - The Matching Concept
 - Money Measurement Concept
- (xvi) Identify the picture given below:



- Manufacturing / Production
- Sales promotion
- Selling
- Distribution

- (xvii) Which incident had a significant impact on global perceptions of nuclear energy safety?
- (a) Van Mahotsav
 - (b) Chernobyl Disaster
 - (c) Chipko Andolan
 - (d) Narmada Bachao Andolan
- (xviii) _____ means identifying and locating the potential buyers.
- (a) Prospecting
 - (b) Preparing
 - (c) Presenting
 - (d) Persuading
- (xix) *Commercial banks are required to keep a cash reserve with the Central Bank so as to control credit in the country.*
- With reference to the above, which function of the Central Bank / Reserve Bank of India is highlighted in the given statement?
- (a) Development function
 - (b) Banker to the Government
 - (c) Credit control
 - (d) Banker's Bank
- (xx) Public Relations appeared to be an integral part of the government in Ancient Times.
- (a) True
 - (b) False

Question 2

[10]

Answer the following questions:

- (i) Distinguish between:
 - (a) *Selling* and *Sales*
 - (b) *Public Sector Banks* and *Private Sector Banks*
- (ii) Justify the following sentences either **For** or **Against**, and give a reason for each of the following:
 - (a) There is no difference between advertising and sales promotion.
 - (b) Fixed cost remains constant within a given range of activity and time period.
 - (c) Personal selling is a mass selling method.

Question 3

Answer the following questions:

[10]

- (i) List *any four* causes of the Greenhouse effect.
- (ii) Define the term *persuasion*.
- (iii) Explain *Current Account* in brief.
- (iv) '*Human Resource Management is the nervous system of the organisation.*' Explain.
- (v) When Amazon introduced its *Kindle e-reader*, it set the initial price significantly low to entice readers to adopt the new technology and get quick popularity. Which pricing strategy did it adopt? Explain.

SECTION B (60 Marks)

(Answer **any four** questions from this **Section**.)

Question 4

- (i) Advertising is more of a social waste than an economic necessity. Give any five reasons to support the above statement. [5]
- (ii) What is Public Relations? Discuss any three characteristics of Public Relations. [5]
- (iii) Explain the procurement function of Human Resource Department. Discuss any three activities of the same. [5]

Question 5

- (i) Identify the type of advertising from the image given below. Specify any four features of the same. [5]



- (ii) Write short notes on: [5]
 - (a) Business Entity Concept
 - (b) Traditional channel of distribution
- (iii) Give any five differences between Advertising and Personal Selling. [5]

Question 6

- (i) How does campus recruitment help brilliant students to get a job? [5]
- (ii) Discuss *any five* advantages of opening a bank account. [5]
- (iii) Describe price mix in *three* sentences along with its elements. [5]

Question 7

- (i) Explain *any two* methods of selling. [5]
- (ii) Write *any five* features of a Receipts and Payments Account. [5]
- (iii) Discuss the various types of markets '*on the basis of position of buyers and sellers*'. [5]

Question 8

- (i) Write *any five* features of an *Automated Teller Machine*. [5]
- (ii) Enumerate the *first two* stages of marketing. [5]
- (iii) Explain *any two off-the-job* training methods. [5]

Question 9

CASE STUDY

Patagonia, an outdoor clothing and gear brand, has long been a champion of environmental conservation. The company's Public Relations (PR) team has effectively used this advocacy to build a strong brand identity and engage with their audience and differentiate their brand.

Patagonia's PR team does not shy away from taking a stand on environmental issues. The company has launched various initiatives to promote environmental conservation, such as the "Don't Buy This Jacket" campaign, which encouraged consumers to think twice before making a purchase to reduce environmental impact.

Patagonia's PR team also communicates the company's environmental efforts regularly. They share stories about the company's conservation initiatives and sustainable practices. This communication helps to build trust with consumers and positions Patagonia as a brand that cares about more than just profits.

— Source: Edited, prthrive.com

- (i) Explain *any five* advantages of advertising to the manufacturers. [5]
- (ii) Discuss Patagonia's PR teamwork, towards building its brand identity. [5]
- (iii) How can we develop environmental values and ethics for saving the environment? [5]

COMMERCIAL APPLICATIONS

Maximum Marks: 100

Time allowed: Two hours

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Turn Over

SECTION A (40 Marks)

*(Attempt **all** questions from this **Section**.)*

Question 1

[20]

Choose the correct answers to the questions from the given options.

(Do not copy the questions. Write the correct answer only.)

- (i) With reference to industrial products, identify which of the following is an accessory equipment:
- (a) Cotton
 - (b) Oil
 - (c) Calculator
 - (d) Truck
- (ii) Identify the process of assigning a distinctive name to the product by which it is to be remembered.
- (a) Branding
 - (b) Brand
 - (c) Trademark
 - (d) Labelling
- (iii) The extinction of many animals including migratory birds is a threat because of _____.
- (a) greenhouse effect
 - (b) global warming
 - (c) energy crisis in rural areas
 - (d) excessive consumption of resources

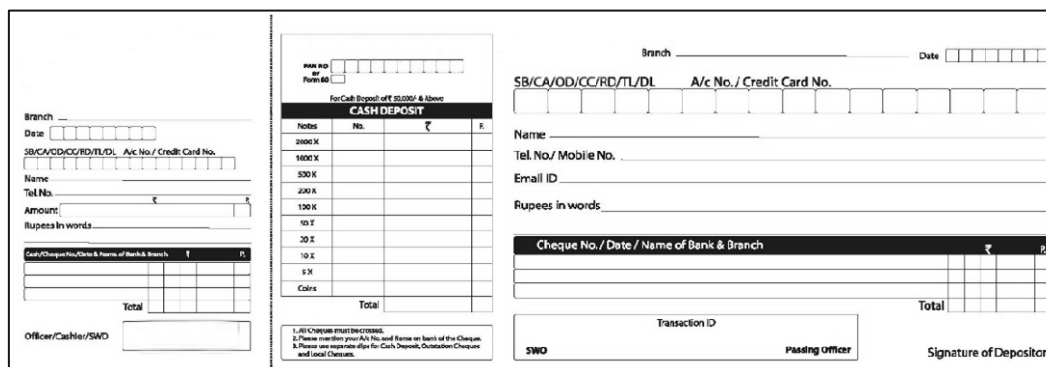
- (iv) Which of these is an integration function of Human Resource Management?
- (a) Provident Fund
 - (b) Gratuity
 - (c) Collective Bargaining
 - (d) Bonus
- (v) The marketing mix that consists of channels of distribution, transportation, warehousing and inventory control is called _____.
- (a) product mix
 - (b) place mix
 - (c) price mix
 - (d) promotion mix
- (vi) Lily's Bakery uses fresh flour to make bread. The more bread it produces, the more flour it uses. The cost of flour changes based on how much is used. Identify the category of cost of the flour.
- (a) Indirect Cost
 - (b) Fixed Cost
 - (c) Variable Cost
 - (d) Semi-Variable Cost

- (vii) The strategy of selective distribution may be employed during the _____ stage of product life cycle.
- (a) growth
 - (b) decline
 - (c) maturity
 - (d) introduction
- (viii) Features of personal selling does **NOT** include:
- (a) face to face contact between the seller and the buyer.
 - (b) usage of spoken words and oral messages.
 - (c) flexibility.
 - (d) involving contact with unlimited people.
- (ix) A non-trading organisation's balance sheet depicts:
1. the assets & liabilities owned by the organisation.
 2. the cash position of the organisation.
 3. the items of income and expenditure.
 4. the financial position of the organisation.
- (a) 1 and 2 are correct
 - (b) 1 and 4 are correct
 - (c) 2 and 3 are correct
 - (d) Only 1 is correct

- (x) Laundry, beauty parlour, tailoring, dry-cleaning are examples of _____ services.
- (a) personal
 - (b) communication
 - (c) financial
 - (d) repair
- (xi) Sugandh Pvt. Ltd., ventured into the field of manufacturing and sale of incense sticks made from flowers used at various holy places. Which of the following 'R's is used by the company to manage waste?
- (a) Reduce
 - (b) Repair
 - (c) Recycle
 - (d) Refuse
- (xii) Withdrawal from which of the following accounts is **NOT** restricted to any specific period?
- 1. Savings deposit
 - 2. Fixed deposit
 - 3. Recurring deposit
 - 4. Current deposit
- (a) 1 and 4
 - (b) 3 and 4
 - (c) Only 1
 - (d) Only 4

- (xiii) Providing maximum opportunities for personal development to each employee is of significance to the _____.
- (a) society
 - (b) nation
 - (c) profession
 - (d) enterprise
- (xiv) A systematic _____ programme enables the new employees to adjust quickly to people and surroundings.
- (a) job training
 - (b) orientation training
 - (c) refresher training
 - (d) promotional training
- (xv) **Assertion (A):** Commercial Banks may act as an agent of its customers on their instructions.
- Reason (R):** Commercial Banks issue drafts and also underwrite shares and debentures.
- (a) (A) is true and (R) is false.
 - (b) (A) is false and (R) is true.
 - (c) Both (A) and (R) are true and (R) is the correct explanation of (A).
 - (d) Both (A) and (R) are true but (R) is not the correct explanation of (A).

(xvi) Identify the picture given below.



- (a) Pay-in-slip
- (b) Passbook
- (c) Cheque
- (d) Bank Draft

(xvii) The primary goal of Public Relations is to create and maintain a positive image of the organisation and its products and services.

With reference to the above, identify which is **NOT** a feature of Public Relations.

- (a) It is concerned with the relationship between an organisation and the public.
- (b) It is a planned and sustained effort.
- (c) It is a propaganda.
- (d) It requires both action and communication.

- (xviii) The primary packing material like 'bottle' used by Pepsi or Coco-Cola company is an example of _____.
- (a) direct material
 - (b) indirect material
 - (c) office and administrative overheads
 - (d) distribution overheads
- (xix) **Statement 1:** *The Going Concern Concept* implies that the existing liabilities will not be paid at maturity.
- Statement 2:** Unsold stock of Goods is taken to the next year.
- (a) Statement 1 is true and Statement 2 is false.
 - (b) Statement 1 is false and Statement 2 is true.
 - (c) Both Statements 1 and 2 are true.
 - (d) Both Statements 1 and 2 are false.
- (xx) Acid rain is caused by the release of sulphur compounds, chlorine, hydrochloric acid and nitrogen compounds into the atmosphere.
- (a) True
 - (b) False

Question 2

[10]

Answer the following questions:

- (i) Distinguish between:
- (a) *In-house Market* and *Tele Market*
 - (b) *Sale by Description* and *Sale by Inspection*

- (ii) Justify the following sentences either **For** or **Against** and give a reason:
- (a) Penetrating pricing is more appropriate for products meant for rich persons.
 - (b) Banking is a relationship-oriented industry.
 - (c) A message becomes more *persuasive* when people believe in the source of the message.

Question 3

Answer the following questions:

[10]

- (i) Explain the Money Measurement Concept of *Generally Accepted Accounting Principles* (GAAP).
- (ii) What is meant by Marketing?
- (iii) Write *any two* duties of a consumer.
- (iv) 'Human Resource Management is interdisciplinary in nature.'
Mention *any two* features relating to the above statement.
- (v) List *any four* indirect methods of recruitment.

SECTION B (60 Marks)

(Answer **any four** questions from this **Section**.)

Question 4

- (i) 'Training is the organised procedure in which people acquire knowledge for skill or definite purpose.' By stating *five points*, explain the importance of training. [5]
- (ii) Discuss the *stage of marketing* where consumers were given utmost importance. [5]
- (iii) Analyse *five* advantages of Sales Promotion. [5]

Question 5

- (i) *A famous mobile brand was the top player in the mobile phone market, but the competition became intense, and they were slow to innovate, resulting in their downfall.* [5]

With reference to the above, explain the *last two stages* of a product life cycle.

- (ii) Discuss the issue of *energy crisis* in urban and rural India. [5]
- (iii) Explain the *first five* steps of selection procedure. [5]

Question 6

- (i) The Central Bank performs various functions. With reference to this, explain: [5]
- (a) Maintenance of Exchange rate
- (b) Credit control
- (ii) With reference to Non-traditional Markets, explain '*Automatic Vending Machine*'. [5]
- (iii) Write *any two* classifications of cost *on the basis of behaviour*. [5]

Question 7

- (i) What is meant by Human Resource Development (HRD)? Discuss *any three* activities of HRD. [5]
- (ii) Write *any five* differences between *Receipts and Payments Account* and *Income and Expenditure Account*. [5]
- (iii) What are Natural Resources? Explain its *two* categories with examples. [5]

Question 8

- (i) 'Great salespersons are relationship builders who provide value and help their customers.' Justify *any five* qualities required to be a good salesman. [5]
- (ii) With reference to *Generally Accepted Accounting Principles* (GAAP), explain the 'Dual Aspect Principle'. [5]
- (iii) (a) Explain Environmental Ethics. [5]
- (b) Study the picture given below and discuss *any three* practical applications to reduce Environmental Degradation.



Question 9

CASE STUDY

Dove, a renowned personal care brand, launched its campaign in 2004. This campaign aimed to challenge the traditional beauty standards that the media often portrays. Dove's Public Relations (PR) team understood that storytelling could be a powerful tool. They used real women's stories to redefine beauty, making it more inclusive and diverse.

Dove uses realistic narratives to connect with consumers fostering brand loyalty and societal change.

Dove's programmes aimed to build confidence among young people, reinforcing their commitment to social responsibility. Dove utilises social media and digital media to engage with the broader audience to promote its message. The brand is committed to sustainability which resonates with environmental conscious consumers. These strategies collectively help Dove in promoting a positive social message.

In recent years, companies have come up with new ways of marketing and emotive advertising campaigns and Dove has used this in its marketing strategy to connect with their brand on a personal level.

By introducing campaigns and projects the company has a chance to make a range of powerful videos and images based on research projects with the aim of making women feel good.

— Source: Edited, prthrive.com

- (i) Write *any five* reasons for Dove's success. [5]
- (ii) The branding of Dove contributed to its success. Discuss *any five* advantages of branding. [5]
- (iii) Write a short note on consumer relations as a scope of Public Relations. [5]

COMMERCIAL APPLICATIONS

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SECTION A (40 Marks)

(Attempt *all* questions from this *Section*.)

Question 1

[20]

Choose the correct answers to the questions from the given options.

(Do not copy the questions. Write the correct answer only.)

- (i) An example of manufacturing overhead is _____.
- (a) Fuel
 - (b) Office Rent
 - (c) Advertising
 - (d) Stationery
- (ii) Which accounting principle specifies that business will exist for an indefinite period of time?
- (a) The Money measurement principle
 - (b) The Business entity principle
 - (c) The Dual aspect principle
 - (d) The Going concern principle
- (iii) The process of determining the relative worth of a job is known as:
- (a) Performance and potential appraisal
 - (b) Job evaluation
 - (c) Job analysis
 - (d) Executive development

- (iv) Which of these is **NOT** a function of Central bank?
- (a) Controlling credit
 - (b) Credit creation
 - (c) Providing Clearing house facility
 - (d) Maintenance of Exchange rate
- (v) In which stage of marketing, manufacturers believed that customers would buy the product if quality was good?
- (a) Marketing-oriented stage
 - (b) Production-oriented stage
 - (c) Sales-oriented stage
 - (d) Product-oriented stage
- (vi) Which method of selling is used to sell foodgrains?
- (a) Sale by Inspection
 - (b) Sale by Sample
 - (c) Sale by Approval
 - (d) Sale by Description
- (vii) *Advertising leads to a variety in consumption and use of better-quality products.*
The advantage of advertising is related to:
- (a) Manufacturers
 - (b) Society
 - (c) Consumers
 - (d) Government

- (viii) _____ training makes employees proficient in handling machines and equipment.
- (a) Safety
 - (b) Job
 - (c) Refresher
 - (d) Promotional
- (ix) In which distribution channel is a producer relieved from the problem of distribution?
- (a) Manufacturer - Wholesaler - Retailer
 - (b) Manufacturer - Agent - Retailer - Consumer
 - (c) Manufacturer - Consumer
 - (d) Manufacturer - Agent - Wholesaler - Retailer - Consumer
- (x) With reference to growth stage of Product life cycle, which statement is/are **NOT** correct?
- 1. New models of products are introduced.
 - 2. Sales fall down sharply.
 - 3. Distribution is widened.
 - 4. Prices are at competitive levels.
- (a) 1 and 3
 - (b) 2 and 3
 - (c) 3 and 4
 - (d) Only 2

- (xi) Which element of Public Relations can motivate employee's loyalty and dignity?
- (a) Human Relations
 - (b) Empathy
 - (c) Persuasion
 - (d) Dialogue
- (xii) _____ depicts the Capital Fund of the organisation.
- (a) Income and Expenditure Account
 - (b) Receipts and Payments Account
 - (c) Profit and Loss Account
 - (d) Balance Sheet
- (xiii) Commercial banks act as trustees and executors for their customers. This is a/an _____ function of Commercial bank.
- (a) General utility
 - (b) Agency
 - (c) Marketing
 - (d) Public Relations
- (xiv) Mr. John wanted to apply for an Accountant post in a Government office. Which external source of recruitment should he choose?
- (a) Gate Hiring
 - (b) Jobbers
 - (c) Contractors
 - (d) Employment Exchange

- (xv) According to _____ function of Human Resource Management, Personnel management is inherent in all organisations and at all levels.
- (a) Pervasive
 - (b) Challenging
 - (c) Staff
 - (d) Comprehensive
- (xvi) **Assertion (A):** Renewable natural resources are being depleted due to overuse and misuse.
- Reason(R):** Growing demand for economic and industrial growth is a major cause for over exploitation of natural resources.
- (a) A is true R is false.
 - (b) A is false but R is true.
 - (c) Both A and R are true and R explains A.
 - (d) Both A and R are true but R does not explain A.
- (xvii) Lata visited a grocery shop and purchased a packet of biscuit. The Maximum Retail Price (MRP) was not clearly printed on ~~the~~ packet. Which *Right* of the consumer was violated here?
- (a) Right to Safety
 - (b) Right to Choose
 - (c) Right to Seek Redressal
 - (d) Right to be Informed

(xviii) With reference to Receipts & Payments Account which feature(s) is/are correct?

1. It is a real account.
2. It reveals the surplus or deficit for the year.
3. It is a summary of cash receipts.
4. It contains non-cash items.

- (a) 1 and 3
- (b) 2 and 4
- (c) Only 3
- (d) Only 4

(xix) In which stage, importance to consumer satisfaction was recognised and business policies were designed to provide value satisfaction to customers?

- (a) Sales-oriented stage
- (b) Marketing-oriented stage
- (c) Social-marketing stage
- (d) Consumer-oriented stage

(xx) An ecosystem may either be natural or artificial.

- (a) True
- (b) False

Question 2

[10]

Answer the following questions:

- (i) Distinguish between:
 - (a) *Primary Market* and *Secondary Market*
 - (b) *Recurring Deposit Account* and *Fixed Deposit Account*
- (ii) Justify the following sentences **For** or **Against** and give a reason:
 - (a) Marketing is a total system consisting of planning, pricing, promoting and distributing products.
 - (b) The organisation has no control over publicity.
 - (c) Internal recruitment is a complete source.

Question 3

Answer the following questions:

[10]

- (i) Discuss *any two* important characteristics of Product Life Cycle when the product is introduced in the market.
- (ii) An account holder of a Bank maintains a Passbook. Write *any two* features of it.
- (iii) Give *any two* reasons to show how ethical environmental consciousness can be developed.
- (iv) List *any four* channels of Advertising Media.
- (v) What do you mean by Income and Expenditure Account?

SECTION B (60 Marks)

(Answer **any four** questions from this **Section**.)

Question 4

- (i) With reference to cost, on the basis of behaviour, explain: [5]
 - (a) Variable Cost
 - (b) Semi-variable Cost
- (ii) What are the various methods employed by manufacturers to promote the brand of their products? [5]
- (iii) Define the term Accounting. How does it differ from Book-keeping? [5]

Question 5

- (i) *The Balance Sheet of a non-trading organisation is prepared based on relevant information.* In this context, explain *any five* of its features. [5]
- (ii) With reference to the functions of Human Resource Management, explain: [5]
 - (a) *Any three* Development functions
 - (b) *Any two* Maintenance functions
- (iii) Describe the present status of Public Relations. [5]

Question 6

- (i) Describe *any two* types of non-traditional markets. [5]
- (ii) *Salesmanship consists of winning the buyer's confidence for seller's goods and thereby winning a regular and permanent customer.* With reference to this, describe the qualities of a good salesman. [5]

- (iii) Study the pictures below. Give the reason for the corrosion of these statues and state its causes created by nature and human activities. [5]



Question 7

- (i) Name the stage of Product Life Cycle, when the promotional focus shifts from 'buy my product' to 'buy my brand'. State four strategies adopted during this stage. [5]
- (ii) Which principle of Generally Accepted Accounting Principles (GAAP) distinguishes between Business transactions and Personal transactions? Briefly explain about it. [5]
- (iii) What is indirect method of recruitment? Explain *any three* such methods. [5]

Question 8

- (i) What are Expenses? Explain *any two* types of Expenses. [5]
- (ii) Write short notes on: [5]
- (a) Refresher Training
 - (b) Apprenticeship Training

- (iii) Study the image. Explain *any five* conditions for the refusal of the same by the bank. [5]

Question 9

CASE STUDY

Innovation and brand consultant, Anisha Motwani, believes that free trials or sampling as a strategy is mostly prevalent and successful in categories that have deep seated habits and have high frequency of consumption. Brand switching in this category require attitude and behavior changes and free sampling influences customers to try new brands and thus increasing the probability of purchase. Such categories could include newspapers, food products, etc. Free trials can also be found in case of expensive offerings where consumers prefer sampling before making a final commitment.....

Success of Reliance Jio in the intensely competitive Indian telecom market brings forth the strength of trial marketing strategy, even in the service industry. Reliance Jio Infocomm Ltd offered free sampling of Jio's voice calling, text messaging, and data services, and acquired stupendous 100 million subscribers, of which it continued to retain 2 million even after the free trial period ended.

Conventional wisdom suggests that brand that indulge in trials and discounts erode brand Value. Here's the reality though. People value brands. But people also seek value for money

Source: <https://www.ascdegreecollege.ac.in/wp-content/uploads/2020/12/Marketing-Management-Indian-Cases.pdf>

With reference to the case study answer the following questions:

- (i) Identify and explain suitable element of marketing mix that has been discussed here. [5]
- (ii) Which scope of Public Relation has been emphasised in the case study? Explain its importance to business. [5]
- (iii) With reference to the case study, explain the term Brand and its types. [5]



COMMERCIAL APPLICATIONS

Maximum Marks: 100

Time allowed: Two hours

1. *Answers to this Paper must be written on the paper provided separately.*
 2. *You will **not** be allowed to write during the first **15** minutes.*
 3. *This time is to be spent in reading the question paper.*
 4. *The time given at the head of this Paper is the time allowed for writing the answers.*
-
5. *Attempt **all** questions from **Section A** and **any four** questions from **Section B**.*
 6. *The intended marks for questions or parts of questions are given in brackets[].*

Instruction for the Supervising Examiner

Kindly read aloud the Instructions given above to all the candidates present in the Examination Hall.

This paper consists of 11 printed pages and 1 blank page.

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Turn Over

SECTION A (40 Marks)

(Attempt *all* questions from this *Section*.)

Question 1

[20]

Choose the correct answers to the questions from the given options.

(Do not copy the questions. Write the correct answer only.)

- (i) Which movement began as a protest against the construction of dams?
- (a) Narmada Bachao Andolan
 - (b) Van Mahotsav
 - (c) Anandalya Movement
 - (d) National Awareness Movement
- (ii) Identify which products are purchased after a comparative analysis of quality, price, warranty of competitive brands.
- (a) Convenience products
 - (b) Industrial products
 - (c) Speciality products
 - (d) Shopping products
- (iii) 'T-Group Training' is also known as _____.
- (a) Internship Training
 - (b) Vestibule Training
 - (c) Sensitivity Training
 - (d) Refresher Training

- (iv) Identify which of the following is **NOT** a direct cost in a cotton textile unit.
- (a) Rent of the factory where production is being carried out.
 - (b) Expense incurred on advertisement to promote the sale of the finished product.
 - (c) Colours used for dyeing the cotton fabric.
 - (d) Wages paid to the operators of sewing and spinning machines.
- (v) With reference to the Dual Aspect Principle identify the correct option:
- (a) $\text{Assets} = \text{Capital} - \text{Liabilities}$
 - (b) $\text{Liabilities} = \text{Assets} + \text{Capital}$
 - (c) $\text{Capital} = \text{Assets} + \text{Liabilities}$
 - (d) $\text{Capital} = \text{Assets} - \text{Liabilities}$
- (vi) _____ records all cash transactions whether they belong to the current year, previous year or future year.
- (a) Profit & Loss Account
 - (b) Income & Expenditure Account
 - (c) Receipts & Payments Account
 - (d) Personal Account
- (vii) Which of the following statement best describes *Selection*?
- (a) It is a positive process.
 - (b) It is the first stage of hiring.
 - (c) It succeeds recruitment.
 - (d) It encourages people to apply for the job.

- (viii) Direct selling, as a channel of distribution, has become popular due to the _____.
- (a) availability of expert services of middlemen
 - (b) concentrated markets
 - (c) relief from the problem of distribution
 - (d) increasing cost of distribution
- (ix) The process of _____ comes to an end with the delivery of product to the customers.
- (a) advertising
 - (b) marketing
 - (c) selling
 - (d) public relations
- (x) With reference to the 'Cost Plus Pricing', which statement(s) is/are correct?
1. Selling price of the product must cover full cost.
 2. Selling price must cover full cost and yield a reasonable margin of profit.
 3. Selling price should be high to get more profit.
 4. Selling price should be low, so cost could be covered.
- (a) 1 & 3 are correct
 - (b) 2 & 3 are correct
 - (c) 1 & 4 are correct
 - (d) Only 2 is correct

- (xi) With reference to Savings Deposit Account, which statement is correct?
- (a) Depositors need to deposit a specific amount every month.
 - (b) There are restrictions on number of withdrawals in a week.
 - (c) Overdraft facility is available.
 - (d) There are restrictions on the number of deposits that can be made in a week.
- (xii) _____ is the only weapon of reasoning and understanding in a civilised society.
- (a) Dialogue
 - (b) Human Relation
 - (c) Persuasion
 - (d) Empathy
- (xiii) Production-Oriented-Stage was characterised by:
- (a) the focus on Sales Promotion.
 - (b) product improvement.
 - (c) supply creating its own demand.
 - (d) profits through customer satisfaction.
- (xiv) Under which Right of Consumer Protection Act 1986, fair settlement and genuine grievances of customers were addressed?
- (a) Right to Safety
 - (b) Right to be Heard
 - (c) Right to Seek Redressal
 - (d) Right to Consumer Education

- (xv) *India's foreign exchange reserves climbed to a record of \$651.5 billion by the end of last week demonstrating resilience despite uncertain geopolitics.*

Source: The Economic Times, Kolkata, dated 6th June 2024

With reference to the above, name the institution that is authorised to monitor such reserves in our country.

- (a) Central Bank of India
- (b) State Bank of India
- (c) Citi Bank
- (d) Indian Bank
- (xvi) _____ is a method of training, used in technical trades and crafts, in which a long period is required to become proficient.
- (a) Under study
- (b) Job rotation
- (c) Mentoring
- (d) Apprenticeship
- (xvii) **Assertion (A):** Parity Pricing is the most logical strategy when it is very difficult to calculate the cost of the products.

Reason (R): When price leadership is well established, setting price according to the competitors is the safest policy.

- (a) (A) is true and (R) is false.
- (b) Both (A) and (R) are true and (R) is the correct explanation of (A).
- (c) Both (A) and (R) are true but (R) is not the correct explanation of (A).
- (d) Both (A) and (R) are false.

- (xviii) Mr. Ajay, an executive of an organisation, should undergo which of the following methods of training to learn from the board of directors, how they take decisions, interact with each other and develop problem solving skills?
- (a) Job rotation
 - (b) Under study
 - (c) Committee Membership
 - (d) Apprenticeship Training
- (xix) Companies like Amul and Colgate have well established markets in India. Their advertisement is still a regular feature in multiple newspapers and television channels. Such advertisements can be classified as:
- 1. Concept advertisement
 - 2. Reminder advertisement
 - 3. Institutional advertisement
 - 4. Product advertisement
- (a) 1 and 2
 - (b) 2 and 3
 - (c) 3 and 4
 - (d) 2 and 4
- (xx) Comprehensive function of Human Resource Management is not concerned with managing all types of people at each level.
- (a) True
 - (b) False

Question 2

[10]

Answer the following questions:

- (i) Distinguish between:
 - (a) *Skimming pricing* and *Penetrating pricing*
 - (b) *Overdraft* and *Cash Credit*
- (ii) Justify the following sentences **For** or **Against** and give a reason:
 - (a) Walk-in interview is a direct method of recruitment.
 - (b) There are certain costs which are neither totally fixed nor fully variable.
 - (c) Newspapers and tea are purchased with special efforts.

Question 3

Answer the following questions:

[10]

- (i) What is meant by Human Resource Management?
- (ii) Explain the concept of The Matching Principle.
- (iii) Discuss *any two* R's with respect to environmental values and ethics.
- (iv) List *any four* elements of Promotion Mix.
- (v) Name and explain the method used for selling standardised goods.

SECTION B (60 Marks)

(Answer **any four** questions from this **Section**.)

Question 4

- (i) What is *direct selling*? Discuss its latest method. [5]
- (ii) Discuss *any two* agency functions of Commercial Banks. [5]

- (iii) Ms. Asha started a cosmetic business and tried to develop a positive image of her brand product towards her customers. With reference to this, explain *any two* methods of Brand Promotion implemented by Ms. Asha to increase brand loyalty among her customers. [5]

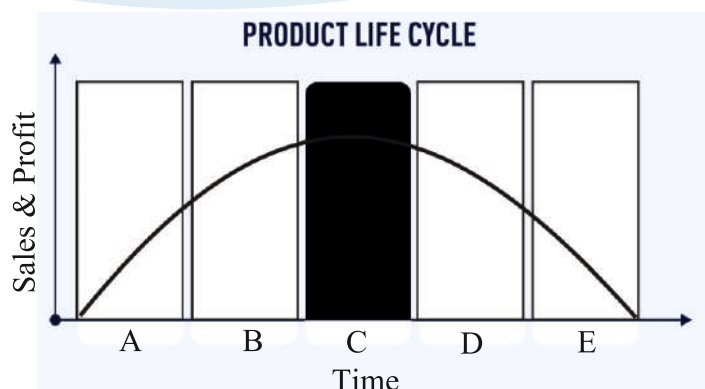
Question 5

- (i) Public Relations help to inform, educate and persuade media. Write *any five* points to explain the scope of Public Relations. [5]
- (ii) Explain the uses of Income and Expenditure Account. [5]
- (iii) Study the pictures given below and describe the movement. [5]



Question 6

- (i) Identify the highlighted 'C' stage of the Product Life Cycle given in the image below and specify its *any four* features. [5]



- (ii) On what basis of distinction is *Fixed cost* differentiated from *Variable cost*? [5]
- (iii) What is meant by Compensation Function of Human Resource Management? [5]
Explain its activities.

Question 7

- (i) Discuss *any two* types of Interviews. [5]
- (ii) Explain *any five* features of Personal Selling. [5]
- (iii) Write short notes on: [5]
 - (a) The Business Entity Concept
 - (b) The Going Concern Concept

Question 8

- (i) *Acid rain is essentially an outcome of aggressive industrialisation in the developed countries.* [5]
In view of the above statement explain *any two* impacts of Acid Rain on the environment.
- (ii) Give *any five* differences between *Cheque* and *Bank Draft*. [5]
- (iii) Write short notes on: [5]
 - (a) Informative Advertising
 - (b) Automated Teller Machine

Question 9

CASE STUDY

With the advancement in technology and the goal to scale its business, JK Tyre & Industries has been working on a two pronged strategy to add 'significant relevance' to its overall business. Along with the mainstream tyres, the Delhi based company is also running a fleet operating management business and a mobility business vertical.

"In the fleet management business, from selling a tyre as a commodity, it becomes a kind of service. We have tied up with 1300 of the 1800 large fleets across India. We provide all the services and the customer pays for the tyre's upfront cost." Anuj Kathuria, India President, JK Tyres, said. Any fleet of 100 trucks/buses, or more, is considered a 'large fleet'.

An initiative like the fleet management service also contributes to sustained relationship with customers, leading to repeat purchases of tyres by them. The customer base of 1300 fleet operators hasn't come easily for JK Tyres, an early mover with such business intervention in the industry. The customer base has been built over the past two decades.

Under the fleet management business, JK Tyres is also offering tyre-as-a-service. It has about 250 pit stops, and close to 100 truck wheel centres, where its services are provided.

The company, which has also developed a tyre with 80% biodegradable materials, says that the 'green tyre' is close to a market launch. The tyre major has a target to achieve net zero emissions by 2050.

— *auto.economictimes.indiatimes.com, February 9, 2024.*

With reference to the above case study answer the following questions:

- (i) Analyse the above case study and give *any five* differences between *Product* and *Service*. [5]
- (ii) Explain how '*Industrialisation*' and '*Transport*' cause ecological damage. [5]
- (iii) (a) Mention *any three* steps taken by the President of JK Tyres to contribute sustained relationship with customer. [5]
(b) Describe *any two* steps taken by JK Tyres to develop as a part of fleet management business.

COMMERCIAL APPLICATIONS

Maximum Marks: 100

Time allowed: 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

[20]

Choose the correct answers to the questions from the given options.

(Do not copy the questions. Write the correct answer only.)

(i) Pioneer advertising is also known as _____.

- (a) Concept advertising
- (b) Persuasive advertising
- (c) Reminder advertising
- (d) Informative advertising

(ii) Ledger is also called the _____.

- (a) Journal book
- (b) Principal book
- (c) Account book
- (d) Subsidiary book

This paper consists of 8 printed pages.

- (iii) The process of assigning specific work to *new employees* is called _____.
- (a) Recruitment
 - (b) Selections
 - (c) Interview
 - (d) Placement
- (iv) In _____, the purpose is to make profit out of fluctuation in prices.
- (a) Spot market
 - (b) Future market
 - (c) Catalogue market
 - (d) Secondary market
- (v) Which stage of marketing is characterised by hard selling?
- (a) Production oriented stage
 - (b) Product oriented stage
 - (c) Sales oriented stage
 - (d) Societal marketing stage
- (vi) Identify which of this is **NOT** the advantage of Advertising to the *consumers*:
- (a) Advertisement creates a direct link between the Producer and Consumer
 - (b) It provides educational value
 - (c) It reduces the possibility of cheating of consumers
 - (d) It helps to meet the competition in the market
- (vii) Which function of Human Resource Management deals with handling employee grievances, conflict resolution and employee counselling?
- (a) Procurement function
 - (b) Development function
 - (c) Integration function
 - (d) Compensation function

- (viii) Which one of these is a voluntary group promoting the participation of students in learning to improve their environment?
- (a) Nature Club
 - (b) Van Mahotsav Club
 - (c) Eco-Club
 - (d) Interact Club
- (ix) Public Relations executives must practice the art of _____ because it involves them to convince other person about some idea, product, service or institution.
- (a) Dialogue
 - (b) Persuasion
 - (c) Human Relations
 - (d) Empathy
- (x) Costs incurred other than on material and labour for production and distribution are called _____.
- (a) Labour cost
 - (b) Material cost
 - (c) Expense
 - (d) Variable cost
- (xi) Marketing uses _____.
- (a) integrated approach
 - (b) persuasion and promotion
 - (c) product approach
 - (d) market approach

- (xii) The closing balance of this account shows surplus / deficit:
- (a) Profit & Loss Account
 - (b) Receipts & Payments Account
 - (c) Balance Sheet
 - (d) Income & Expenditure Account
- (xiii) This is **NOT** an example of renewable energy:
- (a) Nuclear Energy
 - (b) Natural Gas
 - (c) Solar energy
 - (d) Tidal Energy
- (xiv) *Caveat vendor* means _____.
- (a) let the buyer beware
 - (b) let the seller beware
 - (c) let the advertiser beware
 - (d) let the market beware
- (xv) Marketing concentrates on _____.
- (a) increasing the sales volume
 - (b) satisfying advertiser
 - (c) decreasing the sales volume
 - (d) satisfying the customer
- (xvi) The central bank settles the claims of commercial banks is called _____.
- (a) Banking facility
 - (b) Ledger facility
 - (c) Clearing House Facility
 - (d) Accounts facility

(xvii) Which is a *very old medium* of advertising?

- (a) Television
- (b) Film
- (c) Outdoor
- (d) Newspaper

(xviii) With reference to methods of training, identify the correct statement:

1. On-the-Job training is also known as 'learning by doing'.
 2. On-the-Job training is given to an employee who is trained outside the job.
 3. On-the-Job training is the process of judging the suitability of applicants in the light of job requirements.
 4. On-the-Job training is the process of searching for and identifying the prospective employees.
- (a) 2 and 3
 - (b) 1 and 4
 - (c) Only 1
 - (d) Only 2

(xix) **Assertion (A):** Values are a set of standards of behaviour that are considered desirable and important by society.

Reason (R): These principles or standards of behaviour need not be inculcated in person through the right kind of education.

- (a) A is false, but R is true.
- (b) A is true, but R is false.
- (c) Both A and R are true and R explains A.
- (d) Both A and R are true but R does not explain A.

(xx) *Everyone loves the exclusive discounts and offers that come around during the holiday season. Your brand may already be running some discount offers.*

Based on the information given above, which of the statement given below describes the term **brand**?

- (a) Brand means the process of assigning a distinctive name to the product by which it is to be known and remembered.
- (b) Brand means short term incentives of non recurring nature used to stimulate consumer purchasing and dealer effectiveness.
- (c) Brand means any identification mark used to identify the product of a seller and to differentiate it from the products of competitors.
- (d) Brand means the exchange of goods and service for money.

Question 2

[10]

Answer the following questions:

- (i) Distinguish between (*any one point*):
 - (a) Fixed cost and Variable cost
 - (b) Capital Market and Money Market
- (ii) Justify the following:
 - (a) Every transaction is recorded in at least three accounts.
 - (b) Human resource management is only action oriented rather than being people oriented.
 - (c) Selection is a positive process.

Question 3

Answer the following questions:

[10]

- (i) State *any two* advantages of cost-plus pricing strategy.
- (ii) What is Greenhouse effect?
- (iii) What do you mean by the term food adulteration?

- (iv) Explain *any two* features of Income and Expenditure account.
- (v) Define the term *Book-keeping*.

SECTION B (60 Marks)

(Answer **any four** questions from this **Section**.)

Question 4

- (i) Distinguish between marketing and selling. (*Any five*) [5]
- (ii) State *five* uses of Receipts and Payments account. [5]
- (iii) With reference to Public Relations, write a short note on Role of ethics in business. [5]

Question 5

- (i) Discuss *any five* reasons as to why Advertisements are criticised. [5]
- (ii) “Packaging is a silent salesman.” Give *five* reasons to justify. [5]
- (iii) Explain need and the importance of Training. [5]

Question 6

- (i) Differentiate between Sales promotion and Advertising. (*Any five*) [5]
- (ii) Explain *any two* Lending Money functions of Commercial Banks. [5]
- (iii) Write a short note on: [5]
 - (a) Chernobyl disaster
 - (b) Bhopal Gas Tragedy

Question 7

- (i) Explain *five* uses of Balance Sheet. [5]
- (ii) With reference to functions of Human Resource Management, explain procurement function. [5]
- (iii) Briefly explain *any five* benefits of consumer education. [5]

Question 8

- (i) Define the term GAAP. Explain the need of GAAP for accounting. [5]
- (ii) Describe the *five* various internal sources of recruitment. [5]
- (iii) What do you mean by the term Overheads? Explain various types of Overheads. [5]

Question 9

CASE STUDY

British carmaker MG has confirmed the launch of a new affordable Electric Vehicle (EV) in India in the first half of 2023. The brand also revealed that this newly developed EV will come with an affordable price tag of around Rs 7-8 lakh.

Although the firm has not yet disclosed the details of the EV's body style, this new pure-electric offering will most probably compete against the Tata Nexon EV. Besides this, the MG's upcoming EV will utilise a new platform and could offer a sub-300 km of travel range on a single charge.

MG Motor has also announced that it will invest in nurturing young talents through its initiatives like the MG Nurture program. The carmaker plans to collaborate with 50 institutes through the program to train one lakh students on the latest technologies regarding EVs.

Electric cars produce zero exhaust emissions, which means they do not emit any harmful exhaust gases into the air. This can benefit the environment as exhaust gases can negatively impact various health conditions and also have an impact on climate change. EVs are more efficient, and that combined with the electricity cost is cheaper than filling petrol or diesel for your travel requirements. Using renewable energy sources can make the use of EVs more eco-friendly. They mainly reduce noise levels which are hazardous to human health.

[Source-auto.hindustantimes.com]

With reference to the case study answer the following questions:

- (i) In which stage of product life cycle can Electric Vehicles be placed? Explain this stage briefly. [5]
- (ii) Which type of training can be undertaken by MG Motors to train its employees? Briefly explain. [5]
- (iii) Explain the effects of pollution on human health. [5]

2023

COMMERCIAL APPLICATIONS

Maximum Marks: 100

Time allowed: Two hours

Answers to this Paper must be written on the paper provided separately.

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*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

[20]

Choose the correct answers to the questions from the given options.

(Do not copy the questions. Write correct answer only.)

- (i) Mixing of jaggery (*gur*) in honey is an example of _____.
- (a) Pollution
 - (b) Food Adulteration
 - (c) Degeneration
 - (d) Decomposition
- (ii) Which market provides long term finance to business enterprises?
- (a) Capital market
 - (b) Commodity market
 - (c) Primary market
 - (d) Money market

This paper consists of 8 printed pages.

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Turn Over

(iii) _____ training is also called as 'process of socializing'.

- (a) Induction
- (b) Refresher
- (c) Safety
- (d) Job

(iv) One of the methods of Direct Selling is _____.

- (a) Catalogue Selling
- (b) Parity Selling
- (c) Penetrating Selling
- (d) Cost plus Selling

(v) _____ is defined as '*science of morality*'.

- (a) Sympathy
- (b) Ethics
- (c) Empathy
- (d) Dialogue

(vi) Off-the-job training method is _____.

- (a) Role play
- (b) Job rotation
- (c) Mentoring
- (d) Under study

(vii) Which advertisement is designed to build a favourable image of the organisation rather than to promote product or service?

- (a) Concept advertisement
- (b) Institutional advertisement
- (c) Product advertisement
- (d) Reminder advertisement

- (viii) According to the _____ Principle of accounting, transactions are recorded on the assumption that the business will exist for an indefinite period of time.
- (a) Business Entity Concept
 - (b) Dual Aspect
 - (c) Going Concern Concept
 - (d) Money Measurement Concept
- (ix) _____ refers to locating identified buyers to sell the product.
- (a) Presentation
 - (b) Preparation
 - (c) Prospecting
 - (d) Persuading
- (x) _____ depicts the Capital fund of the organization.
- (a) Profit and Loss Account
 - (b) Trading Account
 - (c) Balance Sheet
 - (d) Nominal Account
- (xi) Rent of an office premises is an example of _____.
- (a) Semi-variable Cost
 - (b) Semi-fixed Cost
 - (c) Fixed Cost
 - (d) Variable Cost
- (xii) _____ fosters greater understanding and improves relationship with the client.
- (a) Dialogue
 - (b) Persuasion
 - (c) Human Relations
 - (d) Empathy

- (xiii) _____ are also known as '*casual callers*'.
- (a) Gate Hiring
 - (b) Advertisement
 - (c) Placement Agencies
 - (d) Unsolicited Applicants
- (xiv) Central bank is the sole _____ of the country's foreign currency reserve.
- (a) Dealer
 - (b) Consumer
 - (c) Custodian
 - (d) User
- (xv) Standardised products are _____ in nature.
- (a) Heterogeneous
 - (b) Spontaneous
 - (c) Homogeneous
 - (d) Extraneous
- (xvi) Which of the following is set up by the Government to recruit semi-skilled and unskilled personnel?
- (a) Placement agencies
 - (b) Educational institutions
 - (c) Employment exchanges
 - (d) Advertising agencies.
- (xvii) It begins after the goods are produced:
- (a) Marketing
 - (b) Research and Development
 - (c) Selling
 - (d) Procurement of Raw Material

(xviii) _____ is not a legal tender and the creditor may refuse to accept it.

- (a) Bank Draft
- (b) Cheque
- (c) Overdraft
- (d) Cash

(xix) In the introduction stage of a *product life cycle* _____ is absent.

- (a) Production
- (b) Competition
- (c) Sales
- (d) Distribution

(xx) Which of the following is not a method of Brand Promotion?

- (a) Publicity
- (b) Advertisements
- (c) Public Relations
- (d) Quality control

Question 2

[10]

Answer the following questions:

- (i) Distinguish between (*any one point*):
 - (a) Advertising and Publicity
 - (b) Cheque book and Passbook
- (ii) Justify the following sentences *for* or *against* and give a reason:
 - (a) Training reduces employee turnover.
 - (b) Good public relations do not help in building goodwill and positive image.
 - (c) A bank cannot refuse payment of a cheque.

Question 3

Answer the following questions:

[10]

- (i) State *any two* threats of global warming.
- (ii) Give *any two* uses of Income and Expenditure Account.
- (iii) Mention the elements of the Marketing mix.
- (iv) Define the term Recruitment.
- (v) List *any two* features of a Service.

SECTION B (60 Marks)

(Answer ***any four*** questions from this ***Section.***)

Question 4

- (i) Write *any five* advantages of Advertising to Consumers. [5]
- (ii) Write short notes on: [5]
 - (a) Direct labour cost
 - (b) Indirect labour cost.
- (iii) Discuss the merits of *Internal Source* of recruitment. [5]

Question 5

- (i) Explain *any two* stages of marketing. [5]
- (ii) What are the features of a Balance Sheet? (*Five points*) [5]
- (iii) Explain the *Compensation Function* of Human Resources Department. [5]

Question 6

- (i) What are the four Elements of Public Relations? Briefly explain any two of them. [5]
- (ii) What are the effects of pollution on environment? (*Any two*) [5]
- (iii) With reference to the secondary functions of a Commercial Bank, explain general utility function? [5]

Question 7

- (i) Write a short note on '*Position of buyers and sellers market*'. [5]
- (ii) What qualities are required to be a good salesman? (Explain any five) [5]
- (iii) What does GAAP stand for in Accounting? [5]

Explain:

- (a) Business Entity Concept
- (b) Money Measurement Concept

Question 8

- (i) Distinguish between Central Bank and Commercial Bank. (*Any five*) [5]
- (ii) With reference to role of Human Resource Management, discuss the significance for an enterprise. [5]
- (iii) Write a short note on *Chipko Andolan*. [5]

Question 9

CASE STUDY

The Central Consumer Protection Authority (CCPA) under the Department of Consumer Affairs has notified 'Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, 2022' with an objective to curb misleading advertisements and protect consumers, who may be exploited or affected by such advertisements.

Keeping in view the sensitiveness and vulnerability of children and severe impact advertisements make on the younger minds, several preemptive provisions have been laid down on advertisements targeting children. Guidelines say that advertisement targeting children shall not feature any personalities from the field of sports, music or cinema and products which under any law require a health warning for such advertisement or cannot be purchased by children.

(Courtesy: PIB, Delhi)

With reference to the case study answer the following questions:

- (i) Discuss the advantages of the following media: [5]
 - (a) Television (*Any two*)
 - (b) Newspaper (*Any three*)
- (ii) Explain the various Consumer Rights as mentioned in the *Consumer Protection Act*. [5]
- (iii) What are the advantages of branding? (*Any five*) [5]





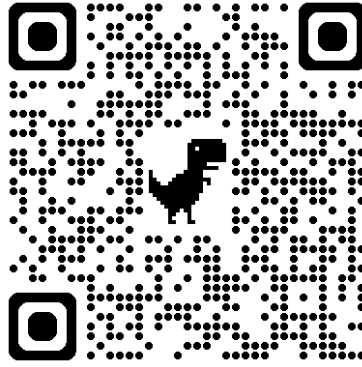
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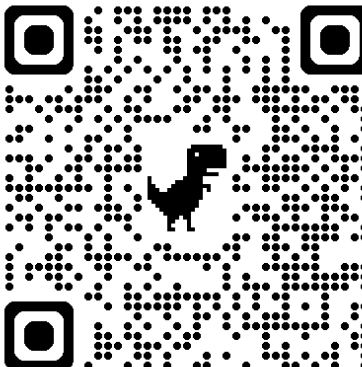
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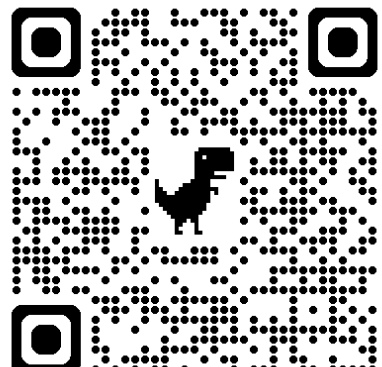
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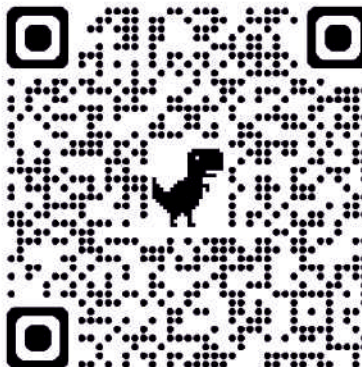
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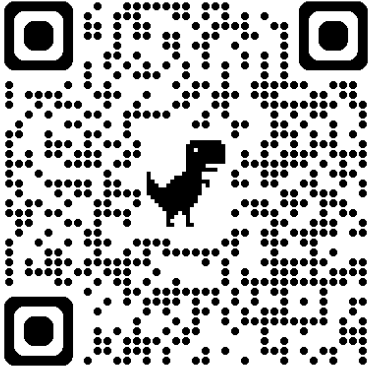




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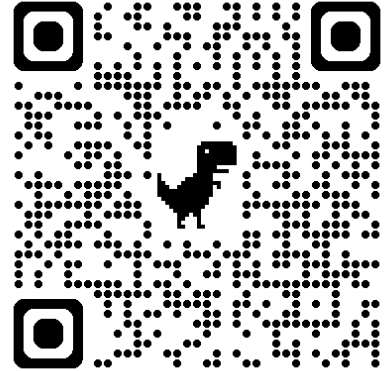
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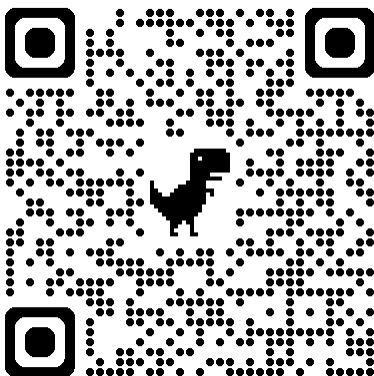
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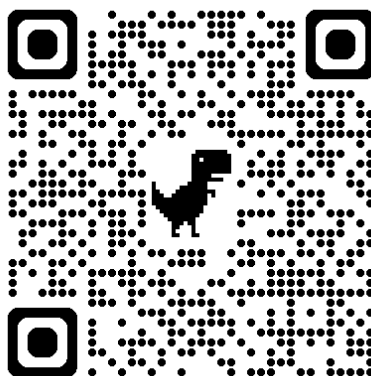
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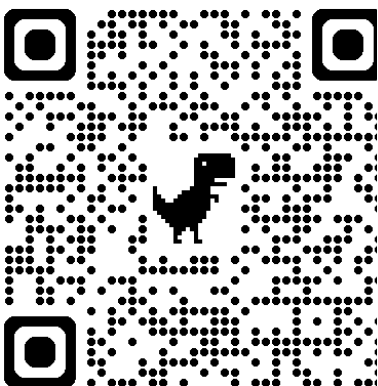
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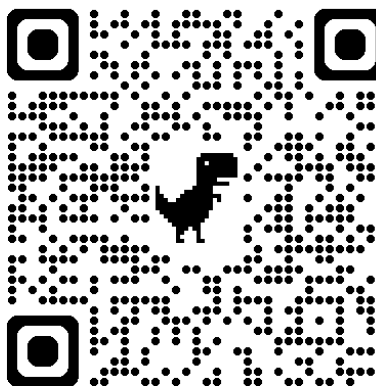
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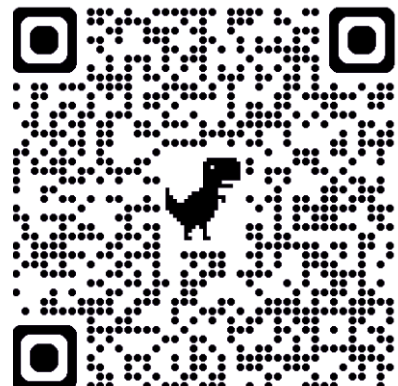
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