
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) Internal and External stakeholders [2]
- (b) Direct Costs and Indirect Costs [2]
- (c) Private warehouse and Public warehouse [2]
- (d) Recruitment and Selection [2]
- (e) Overdraft and Cash credit [2]

Question 2

- (a) What is Survey Method of Marketing Research? Give one reason why it is mostly used. [2]
- (b) Why should 'Non-Trading Organisations' maintain books of accounts? Name the accounts prepared by them. [2]

This paper consists of 4 printed pages.

- (c) Give any four examples of Public awareness programmes organized for a better environment. [2]
- (d) State any two expectations of the Associates from a business enterprise. [2]
- (e) What do you mean by 'Semantic barrier'? [2]

Question 3

- (a) What are convenience products? Give any two examples. [2]
- (b) What is semi-variable cost? Give one example. [2]
- (c) What is meant by 'Revenue Expenditure'? [2]
- (d) What is Direct Mail advertising? Give any two advantages of it. [2]
- (e) State two disadvantages of internal recruitment. [2]

Question 4

- (a) Mention any two qualities of a good salesmen. [2]
- (b) Distinguish between Gratuity and Provident Fund. [2]
- (c) What is a bonded warehouse? [2]
- (d) What do you mean by Mural advertising? [2]
- (e) Mention any two main advantages of group life insurance to employees and employers. [2]

SECTION B (40 Marks)

*Attempt **any four** questions from this Section*

Question 5

- (a) Explain any five measures taken to overcome barriers of communication. [5]
- (b) Explain expectations of the Government from a business organisation. [5]

Question 6

- (a) ‘Advertisement is a social waste.’ – In this context explain the *demerits* of [5]
advertisement.
- (b) What is ‘standardization’ of products? List any three benefits of [5]
standardization.

Question 7

- (a) Explain any two methods of ‘*Off-the-job training*’. [5]
- (b) Explain any five functions of the Central Bank of India. [5]

Question 8

- (a) Explain any five principles of Insurance. [5]
- (b) Explain any five importance of warehousing. [5]

Question 9

- (a) Discuss the role and concepts of Eco efficiency and Eco friendly technology. [5]
- (b) “Budgets are useful for management”. Justify. [5]

Question 10

The value of stock on 31st December 2014 was Rs.14,920.

[10]

Prepare a Trading Account and a Profit and Loss Account for the year ended 31st December 2014 and a Balance Sheet as at that date in the books of ABC enterprises.

TRIAL BALANCE

	Dr.		Cr.
Drawings Account	7,000.00	Capital Account	90,000.00
Purchases	82,210.00	Purchase Return	4,240.00
Sales Return	1,820.00	Sales	149,840.00
Opening Stock	11,460.00	Discount	180.00
Salaries	6,280.00	Sundry Creditors	16,980.00
Wages	8,560.00		
Leasehold Premises	25,000.00		
Rent, Rates & Insurance	6,940.00		
Carriage Inward	2,310.00		
Office Expenses	9,520.00		
Plant & Machinery	24,000.00		
Light & Water	7,950.00		
Bills Receivable	1,240.00		
Sundry Debtors	38,970.00		
Cash at Bank	12,400.00		
Cash in Hand	2,210.00		
Office Furniture	3,500.00		
Travelling Expenses	9,870.00		
	<hr/>		<hr/>
	261,240.00		261,240.00
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