

GREENLAWNS HIGH SCHOOL
PRELIMINARY EXAMINATION 2008

SUBJECT : COMMERCIAL APPLICATIONS

CLASS : X

TIME : 2 HOURS

MARKS : 100

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SECTION A (40 MARKS)

(ATTEMPT ALL QUESTIONS)

Q1 Distinguish between the following: - [10]

- a) Trading Concern and Non-trading Concern
- b) Direct Cost and Indirect cost
- c) Structured and Unstructured Interviews
- d) Capital Market and Money Market
- e) Private Costs and Social Costs

Q2 [10]

- a) What is the need for PR in a business organization?
- b) Marketing is an art as well as a science – explain
- c) What is Sales Promotion?
- d) Which is the most flexible technique of product promotion? Give a reason for your answer.
- e) Mention 2 aims of financial recording

Q3 Justify either for or against by giving two reasons for each: [10]

- a) Advertising promotes wasteful living.
- b) Internal sources of recruitment are preferable to external sources.
- c) Skimming the cream policy is ideal for introducing a product in the FMCG sector.
- d) Brand serves as a silent salesman.
- e) Closing stock is valued at cost price or market price, whichever is less.

Q4 [10]

- a) What is placement?
- b) Mention the main objectives of marketing.
- c) What is a Receipts and Payments Account?
- d) What is a General Endorsement? Why is it unsafe?
- e) How does Central Bank control credit through Statutory Liquidity Ratio?

SECTION B (60 MARKS)

(Attempt any 4 questions)

Q5 [15]

- a) Explain 'persuasion' as an important element of good public relations.
- b) What is packaging? Why is it an important function of marketing?
- c) Mention the main features of an Income and Expenditure Account.

Q6

[15]

- a) What is the importance of training employees?
- b) What is GAAP? Why do you need GAAP in today's business world?
- c) What are the methods that a company can adopt to create brand loyalty?

Q7

[15]

- a) Explain the various types of Bank Deposit Accounts.
- b) Last year, Pioneer Co. Ltd. came up with a unique Home Theatre System with amazing new features, excellent sound quality and elegant design. It was priced very high, yet was a great success. This year, the company is facing a lot of competition, but it is determined to acquire a huge chunk of the market share. Please advise on the strategies it needs to adopt to achieve its goals.
- c) In spite of criticisms, advertising is indispensable to manufacturers.

Q8

[15]

- a) Explain why it is absolutely essential for a business organization to maintain good relations with the media as well as the govt.
- b) Explain the various methods of direct selling.
- c) Explain the following Accounting Principles:
 - i. Dual Aspect Principle
 - ii. Matching Principle

Q8 CASE STUDY

[15]

Modern Age Solutions Co. want to recruit 250 representatives to work in its call centre office located in Mumbai. The call centre works 24 hours divided into 3 shifts. The minimum qualification required for the job is a graduate degree, fluency in English speaking, sensitivity to customer needs and willingness to work hard in any shift.

- a) Suggest suitable sources of recruitment which the company should employ.
- b) Recommend the selection procedure the company should adopt.
- c) Should the company use tests for selecting employees? If yes, recommend suitable types of tests.