

GREENLAWNS HIGH SCHOOL
PRELIM EXAMINATION YEAR 2007-08

SUBJECT : COMMERCIAL STUDIES
TIME : 2 HOURS

CLASS : X - A
MARKS : 80

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ATTEMPT ALL QUESTIONS FROM SECTION A AND
ANY FOUR QUESTIONS FROM SECTION B.

SECTION A (40 MARKS)

ATTEMPT ALL QUESTIONS FROM THIS SECTION.

Question : 1

Distinguish between:

- a) Direct Taxes & Indirect Taxes. (2)
- b) Product and Service (2)
- c) Marketing and Selling (2)
- d) Balance Sheet and Trial Balance (2)
- e) Recruitment and selection. (2)

Question 2:

- a) Define the term 'Budget'. (2)
- b) What is a 'Pass Book'? (2)
- c) Explain: 'Performance Appraisal'. (2)
- d) What are 'Business Ethics'. (2)
- e) Mention two objectives of Advertising. (2)

Question 3:

- a) State the 'Elements of Costs'. (2)
- b) What is a 'Marked Cheque'? (2)
- c) Define: 'Placement'. (2)
- d) How is Training different from Education and Development? (2)
- e) Define the term: 'Intellectual Property'. (2)

Question 4

- a) State four advantages of T.V. advertising. (2)
- b) Explain : 'Business Entity Concept'. (2)
- c) What is a 'Family Brand'? (2)
- d) Name four themes used in advertising. (2)
- e) Define: 'Financial Analysis'. (2)

SECTION B (40 MARKS)
ATTEMPT ANY FOUR QUESTIONS FROM THIS SECTION.

Question 5.

You have been recruited as a staff Training Officer in a reputed organization your proposal that potential appraisal is more important than performance appraisal of staff is being disputed.

In the light of the above case:

- a) Explain the importance of training staff. (3)
- b) Mention the types of Employment Tests you would administer to your potential employees. (3)
- c) Explain four systems of 'Performance Appraisal'. (4)

Question 6.

- a) Define: 'Consumer' as stated under 'COPRA' (2)
- b) State the objectives of the Consumer Protection Act, (COPRA) 1986. (3)
- c) Explain any five Rights of a consumer. (5)

Question 7.

'Today, the consumer is sovereign'.

Given this context:

- a) What are the elements of modern marketing? (2)
- b) Explain the use of Economic Indicators in assessing Market Demand. (2)
- c) Discuss the objectives of Marketing. (6)

Question 8:

- a) What do you mean by Industrial Relations? Discuss the causes of poor Industrial Relations in our country. (5)
- b) Identify and explain any five measures which can be adopted to solve problems faced by Trade Unions in India. (5)

Question 9.

- a) Explain in detail the procedure to be followed for obtaining 'Patents' (5)
- b) The ASCI (The Advertising Standards Council of India) has laid down A Code of conduct for advertisers and advertisements. Mention any five points of this code. (5)

Question 10:-

Study the 'Advertisement Copy' given below. In the light of it, answer the following:

- a) Name the two types of banks. Name the central Bank of our country. (1 ½)
- b) "The Central Bank is the lender of the last resort". Explain. (1 ½)
- c) Name the largest commercial bank in the Public Sector and the Private Sector. (1)
- d) What is an ATM? (1)
- e) Explain the methods usually adopted by the Central Bank to control credit in our country. (5)

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For the _____ Examination Year _____ Subject _____

Set by _____ Class _____

No. of Copies _____ Time _____ Full Marks _____

Question
No.

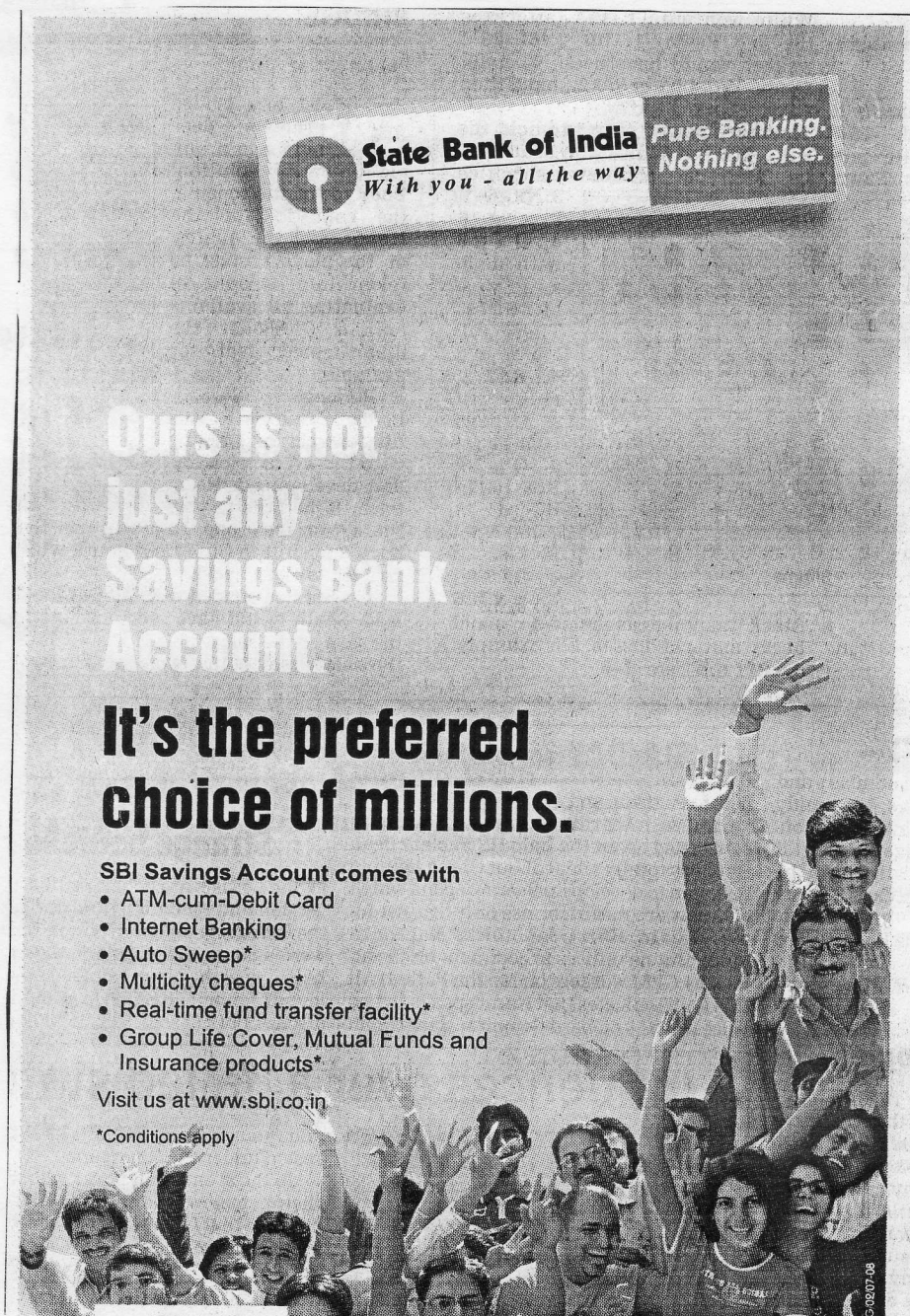
QUESTION

- 3 -

Marks
Alloted

QUESTION 10

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