

ATUL VIDYALAYA
FIRST PRELIMINARY EXAMINATION 2012-13
COMMERCIAL APPLICATIONS

STD: X
DATE: 28-9- 2012
SESSION: II

MM: 100
TIME: 2 HRS

Answers to this paper must be written in 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 the paper is the time allowed for writing the answers.

Section A is compulsory. Attempt 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

Briefly explain the difference between:

- (a) Consumer Goods and Producer Goods [2]
- (b) Savings Deposit and Recurring Deposit [2]
- (c) Training and Education [2]
- (d) Product and Service [2]
- (e) Brand and Branding. [2]

Question 2

- (a) What is meant by ecology? [2]
- (b) Name four methods of direct selling. [2]
- (c) Mention four principles of accounting. [2]
- (d) Explain two basic differences between skimming and penetrating pricing. [2]
- (e) Give four components of product mix [2]

Question 3

Justify either for or against by giving two reasons for each.

- (a) A service is intangible. [2]
- (b) Some costs are neither completely fixed nor fully variable. [2]
- (c) Catalogue sales is a non-traditional market. [2]
- (d) A brand serves as a silent salesman. [2]
- (e) A business firm lives forever (with reference to the concept of accounting). [2]

Question 4

- (a) Enumerate four causes destruction of eco-system. [2]
- (b) Briefly list three examples of producer goods. [2]
- (c) Enumerate the steps to be taken in recruitment of employees. [2]
- (d) Define banking. [2]
- (e) List steps in the selection of employees. [2]

SECTION – B (60 Marks)

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

Question 5

- (a) Why is the service sector growing rapidly in India? [5]
- (b) Explain the methods of on-the-job training. [5]
- (c) Explain the methods of direct selling. [5]

(Contd. on pg – 2)

Question 6

- (a) With growing competition, explain the importance of advertising. [5]
- (b) What are the elements of cost? Explain any one of them in detail. [5]
- (c) Explain with three examples each, the meaning of brand, branding and brand promotion. [5]

Question 7

Write a short notes on -

- (a) Importance of Income and Expenditure Account. [5]
- (b) Bhopal Gas Tragedy. [5]
- (c) Role of human resources in an organisation. [5]

Question 8

- (a) Explain any two principles of accounting. [5]
- (b) What is an industrial bank? State its main functions. [5]
- (c) What is meant by a cheque? Explain its features. [5]

Question 9**Case Study**

The new Confederation of Indian Industry (CII) president, Anand Mahindra, on Wednesday outlined his growth aspiration of attaining 8 per cent growth by 2012 and said the government and industry could work in coordination to achieve the goal. He said the theme of the apex chamber would be “Competitiveness of India Inc : Building Indian MNCs”.

Underlining the reform agenda to ensure “the pachyderm becomes a panther”, he said there was a need to reform the government approvals system. “Too many approvals are still needed at the Central and State Government levels. The CII will be working with state governments to reduce approvals to bare minimum and create an atmosphere that actively encourages FDI inflows”, he said.

To achieve an 8 per cent GDP growth by 2012, Mahindra said India has to have a sustained industrial growth of 11 per cent with the manufacturing sector contributing 33 per cent of the economy. Exports will have to grow from the current \$ 50 billion to \$ 103 billion in 2010 while foreign investment will have to be to the tune of \$ 24 billion in 2012. The CII chief stressed the need for wide-ranging reforms in the power sector. He also emphasised the early passage of the Electricity Bill to make state electricity boards more autonomous and pave way for privatisation of transmission and distribution. More decisive movement was also needed on the ports and airports fronts, he added. On the ports, railways and airports front, he suggested rational user tariffs, creation of viable corporate structures and developing public-private partnerships.

- (a) What are the growth aspirations of CII?
- (b) Mention the reforms suggested in Government industry interaction.
- (c) Explain the role of manufacturing sector and exports in national growth as suggested by the CII chief.
- (d) What reforms are suggested by the CII in power sector and infrastructure areas?

[15]

Question 10**Case Study**

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

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

[15]
