

## Quarterly Examination 2017-2018

Std. : X  
Subject : Commercial Studies

Full Marks : 80  
Time : 2hrs.

---

### Part I (40 marks) (Attempt all questions in this section)

#### Question I

[5x2=10]

Define the following terms

1. Stakeholders
2. Aural Communication
3. Advertising
4. Trade mark
5. Mural advertising

#### Question II

[5x2=10]

Differentiate between

1. Share holders and Creditors
2. Formal and Informal Communication
3. Product and Service
4. Capital and Revenue Expenditure
5. Standardisation and Grading

#### Question III

[5x2=10]

Answer the following

1. 'Marketing is a pervasive function'. Comment.
2. Give any two role of marketing research.
3. Explain any two physical attributes required for a good salesman.
4. Name any four rights of consumers.
5. What is meant by Product Planning ?

#### Question IV

[5x2=10]

Answer the following

1. Explain any two measures to overcome barrier to communication process
2. Give any two Code of Conduct followed by an advertiser.
3. What is Deferred Revenue Expenditure?
4. What is Brand Loyalty?
5. "Spoken communication permits immediate feedback".do you agree? give reason in support of your answer.

**PART 2 (answer any FOUR questions)**

**Question I**

1. Explain any five merits of written communication. (5)
2. Distinguish between Marketing and Selling. (5)

**Question II**

1. What are the different techniques of Sales Promotion ? (5)
2. Explain the features of Consumer Protection Act. (5)

**Question III**

1. Differentiate between Stakeholders and Customers. (5)
2. Define Marketing Research.explain Survey Method of Marketing Research. (2+3=5)

**Question IV**

1. What are the expectations of Government from a business organisation ? (5)
2. What are the objectives of Marketing ? (5)

**Question V**

1. Explain the facilitating functions of marketing. (5)
2. What are the advantages of advertising to producers? (5)

**Question VI**

**(10)**

The following is the Trial Balance of Rohit & Co.as at 31st March 2016. You are required to prepare final accounts for the year ended 31st March 2016.

	Debit (Rs)	Credit (Rs)
Capital		25,000
Building	30,000	
Furniture	2640	
Scooter	4000	
Returns	2300	1600
Opening stock	8000	
Purchases and sales	33800	56040
Bad debts	400	
Carriage inwards	600	
General expenses	1200	
Bank loan		5000
Interest on bank loan	300	
Commission		900
Insurance and taxes	2000	
Scooter expenses	2600	
Cash in hand	2000	
Debtors and creditors	3000	8000
salaries	4400	

Closing stock is valued at Rs 4340