

# GUIDELINES

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## COMMERCIAL APPLICATION

### MOCK PAPER – 1 (2024)

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**Time: 2 hours**

**Total Marks: 100**

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#### General Instructions:

1. *Answers to this Paper must be written on the paper provided separately.*
  2. *You will not be allowed to write during the first 15 minutes. This time is to be spent in reading the question paper.*
  3. *The time given at the head of this Paper is the time allowed for writing the answers.*
  4. *Attempt **all** questions from Section A, **any 4** questions from section B.*
  5. *The intended marks for questions or parts of questions are given in bracket [ ].*
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#### SECTION A

*Attempt **all** questions from this Section*

Question 1

[20]

Choose the correct answers to the questions from the given options.  
(Do not copy the question. Write correct answer only)

( i ) The market specialised for providing short-term finance to business enterprises is called?

- (a) Money Market
- (b) Capital Market
- (c) Both (a) and (b)

(d) All of these

(ii) In case of services, marketing mix consists of

- (a) People
- (b) Physical evidence
- (c) Process

(d) All of these

(iii) Identify the promotional tool of marketing mix which involves one oral presentation of message with one or more prospective customers for the purpose of making sales.

(a) Advertising

(b) Sale Promotion

(c) Personal Selling

(d) Publicity

(iv) Cost or expenses must be recorded at the same time as the revenue to which they correspond is specified by which principle?

(a) Matching Principle

(b) Going Concern Principle

(c) Consistency Principle

(d) Prudence Principle

(v) Income and Expenditure account is a

(a) Nominal

(b) Real

(c) Personal

(d) Recurring

(vi) CRR stands for?

(a) Current Reserve Ratio

(b) Cash Reserve Ratio

(c) Capital Reserve Ratio

(d) None

(vii) How does Commercial Banks create money?

(a) Through Cash Reserve Ratio

(b) Through Investing

(c) Issue of Loans

(d) Accepting New Deposits

(viii) The expenditure occurs with the producer for purchasing raw material is known as ?

(a) Prime Cost

(b) Secondary Cost

(c) Fixed Cost

(d) All of these

(ix) Telephone bill is the example of .....Cost

(a) Fixed Cost

(b) Semi-fixed cost

(c) Variable cost

(d) None of these

(x) Which of the following correctly defines the Human Resource Department?

(a) Functional department

(b) Service Department

(c) Line Department

(d) Authority department

( xi) Orientation Training refers to?

(a) Introducing new employee

(b) Training of new employee

(c) Recruitment of new employee

(d) Selection of new employee

(xii).....is a process of searching for prospective employees and stimulating them to apply for Jobs?

(a) Selection

(b) Induction

(c) Recruitment

(d) Orientation

(xiii) Identify the following statement is true or false?

"Vestibule training is better than on-the-job-training."

(a) True

(b) False

(c) Can't be predict

(d) partially True

(xiv) On the job training involves only.....knowledge of the job?

- (a) Theoretical
- (b) Practical
- (c) Both (a) and (b)
- (d) None of these

(xv) What are the scopes of public relation?

- (a) Employees
- (b) Government
- (c) Community
- (d) All the above

(xvi) What are the non-renewal sources of energy?

- (a) Coal
- (b) Petroleum Gas
- (c) Natural Gas
- (d) All the above

(xvii) The sum total of all living and non living things that surround us is called?

- (a) Environment
- (b) Greenhouse
- (c) Ecosystem
- (d) None of the above

(xviii) Deliberate mixing of low quality, undesirable, inedible and even toxic materials in food items is known as

- (a) Food pollution
- (b) Mixing of food items
- (c) Food adulteration
- (d) Quality degradation

(xix) Which of the following is a component of brand promotion?

- (a) Advertisement
- (b) Quality Control
- (c) Publicity

(d) All of these

(xx) Which of the following is a cause of environmental crises?

(a) Population explosion

(b) Increasing urbanisation

(c) Rapid industrialisation

(d) All of these

Question 2

[10]

(i) (a) State one difference between Transfer and Promotion

(b) Difference between Product Advertising & Institutional Advertising:

(ii) Justify a reason either for or against the following:

(a) A Receipts and Payments Account is a nominal account.

(b) "Some costs are semi-variable in nature" Justify.

(c) Justify a reason either FOR or AGAINST:

"Human Resource is the most valuable asset to business enterprises."

Question 3

[10]

Answer the following questions

(i) Mention any two advantages of wind energy.

(ii) State any two uses of a Balance Sheet.

(iii) Mention any two circumstances when a Bank can refuse payment of a cheque.

(iv) What is meant by consumer education?

(v) What is food adulteration? Give an example.

### **SECTION – B**

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

Question 4

(i) Describe the various steps involved in personal selling.

[5]

(ii) Justify a reason either for or against the following: [5]

With reference to the concept of accounting only those transactions are recorded in accounts which can be expressed in terms of money.

(iii) Write a short note on: [5]

(a) Pass Book

(b) Cheque Book

#### Question 5

(i) Discuss any four reasons for the rapid growth of Public Relations. [5]

(ii) In which conditions, a Commercial Bank can refuse the payment of a cheque? [5]

(iii) Explain some of the advantages of opening a bank account? [5]

#### Question 6

(i) Explain: [5]

(a) Greenhouse Effect

(b) Global Warming

(ii) Explain the different types of Advertising. [5]

(iii) A buyer wants to purchase a refrigerator and has a plethora of brands to choose from e.g., LG, Samsung, and Whirlpool, etc. Which consumer right is central in the afore-mentioned statement? Explain. [5]

#### Question - 7

(i) Explain three professional and two social significances of Human Resource Management. [5]

(ii) What do you mean by development function and what to include in this? [5]

(iii) Explain how Recruitment is different from Selection. [5]

#### Question 8

- (i) "HRM is the management of people at work." With reference to this statement, explain the role of HRM in an organisation? [5]
- (ii) "Advertising is a social waste". Give reasons in support of your answer. [5]
- (iii) Why is service becoming more important than a product? Give five reasons? [5]

Question 9

## **CASE STUDY**

Flipkart, a Bengaluru based company, which started in the year 2007 as an online book store is now India's largest e-retailer. It was popular in the books and electronics segment but it now sells products across categories including fashion, consumer durables, home decor and furniture. Flipkart is doing very good business and it acquired 100% of Myntra, but Myntra will operate as an independent entity. Mobile Brand 'Motorola' is selling their new launches in India through Flipkart. The company aims at becoming a leader in every segment. India's e-commerce market has seen growth in the past few years as more people log on to the Internet to shop online. Goods can be bought on 'cash on delivery'. Various banks like HDFC, Axis and ICICI tied up with the reputed e-sellers so as to convert online purchases into convenient equated monthly installments. Amazon, the world's largest e-retailer entered India and in few months, the company has aggressively gained market share by expanding its product range and introducing the one day delivery system. Soon after Flipkart also introduced one day delivery and the same day delivery in selected town and cities.

With reference to the above:

- (a) What is online shopping? [5]
- (b) What are the reasons for the increase in online shopping in India? [5]
- (c) Identify the distribution channel adopted by Motorola in selling its new launches. Briefly explain few other distribution channels adopted by marketers. [5]