GUIDELINES

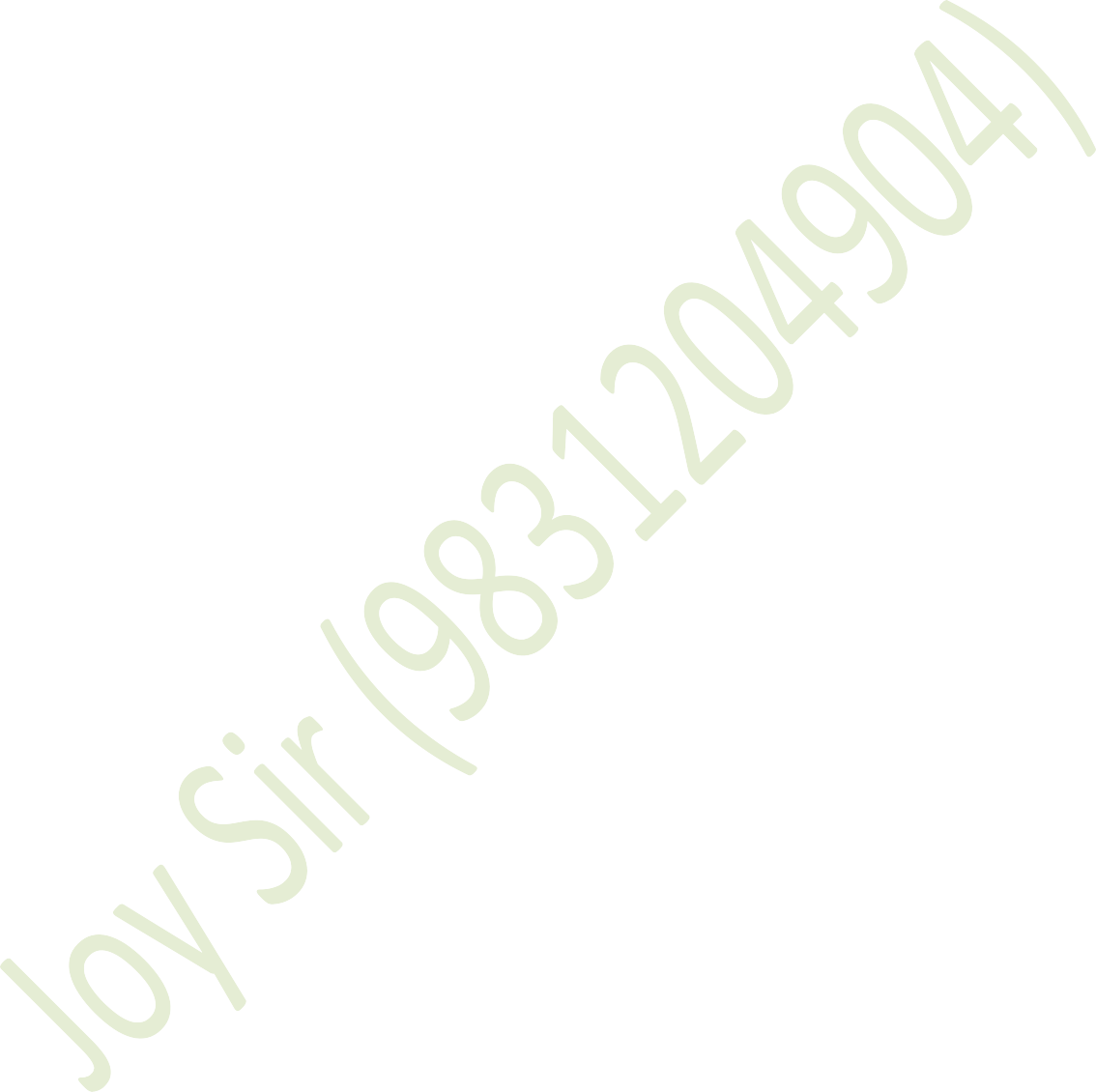
(By Subrata Sir & group of ICSE and CBSE school teachers)

COMMERCIAL APPLICATIONS

***Maximum marks - 100***

***(Two hours)***

# Answers to this Paper must be written on 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 this Paper is the time allowed for writing the answers.*

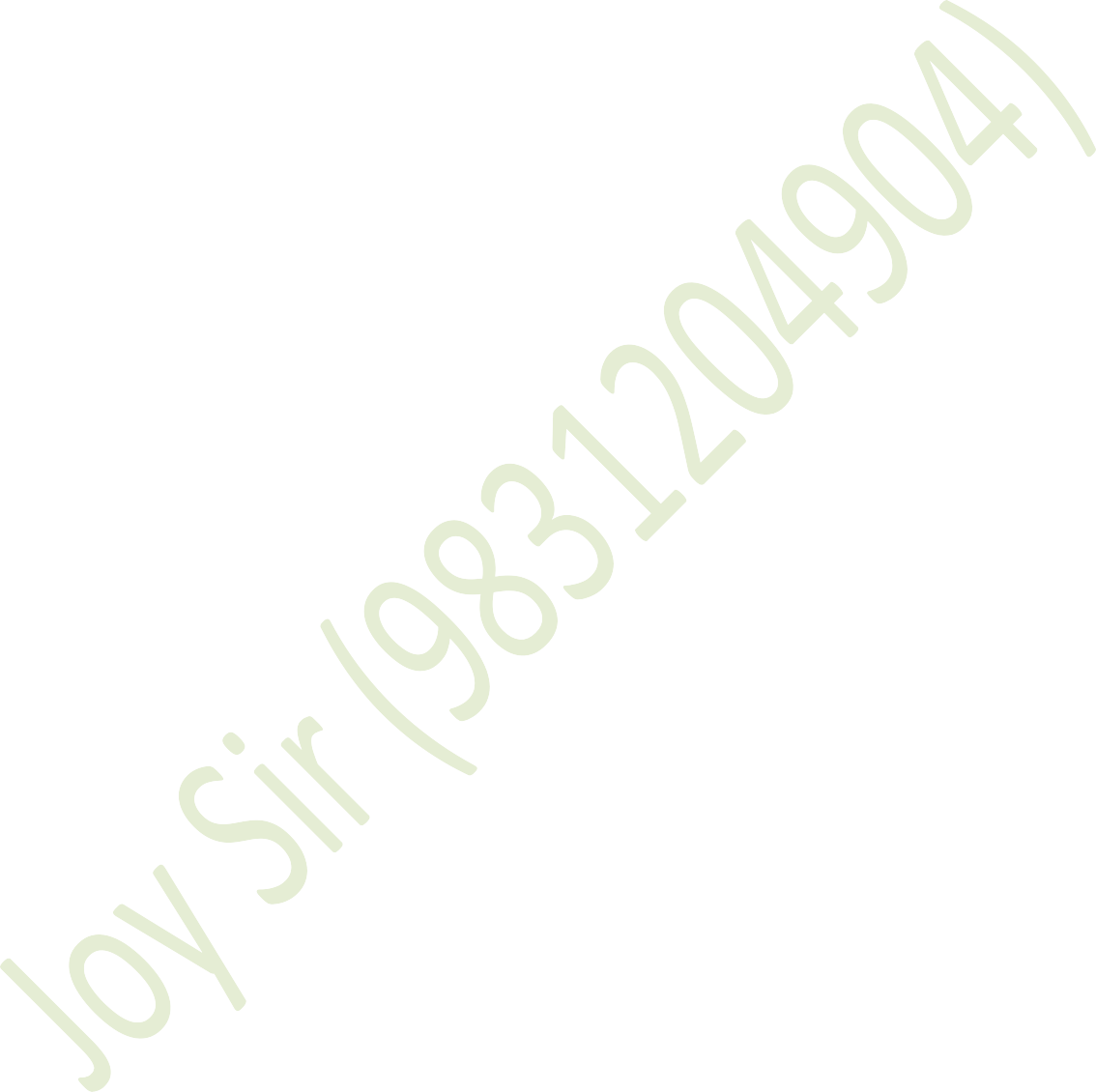
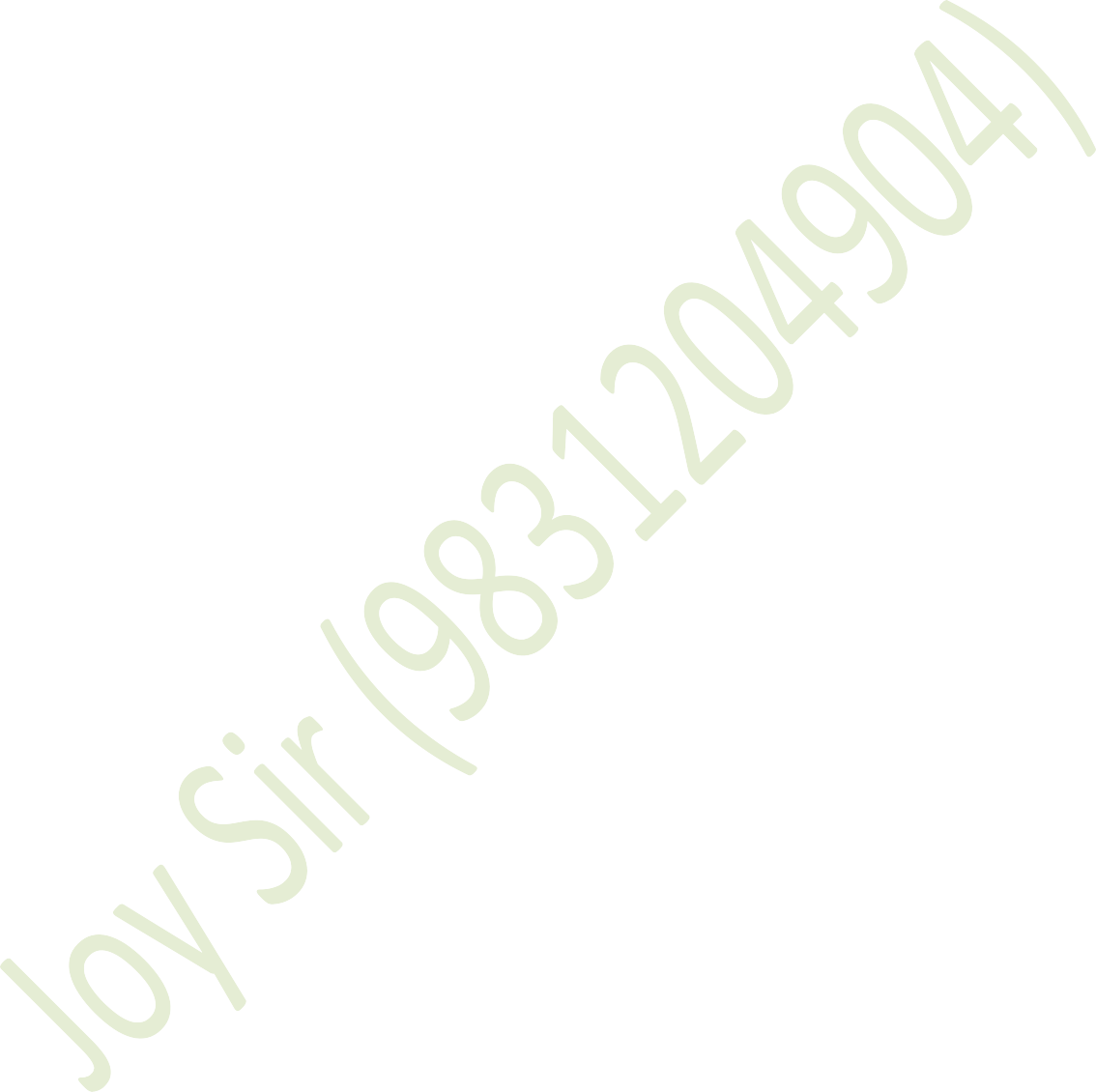
*Attempt* ***all*** *questions from* ***Section A*** *and* ***any four*** *questions from* ***Section B****. The intended marks for questions or parts of questions are given in brackets [ ].*

**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)

1. Income and expenditure account is a
2. Nominal
3. Real
4. Personal
5. Recurring
6. Penetrating Pricing refers to
7. Low price
8. High Price
9. Constant Price
10. Dynamic Price
11. Which of the following is a non-trading organisation :-
12. Tata Industries
13. Commercial Bank
14. Trust
15. None of these
16. Which of the following is Central Bank of India?
17. IDBI
18. SBI
19. ICICI
20. RBI
21. New product development starts with which one of the following steps of new product development?
22. Idea screening
23. Idea generation
24. Test marketing
25. Concept testing
26. CRR stands for?
27. Current Reserve Ratio
28. Capital Reserve Ratio
29. Cash Reserve Ratio
30. None
31. How does Commercial Banks create money?
32. Through Cash Reserve Ratio
33. Through Investing
34. Issue of Loans
35. Accepting New Deposits
36. The expenditure occurs with the producer for purchasing raw material is known as?
37. Prime Cost
38. Secondary Cost
39. Fixed Cost
40. All of these
41. Telephone bill is the example of Cost
42. Fixed Cost
43. Variable cost
44. Semi-fixed cost
45. None of these
46. It means assigning suitable jobs to the selected candidates so as to match employee qualification with job requirement ?
47. Recruitment
48. Selection
49. Placement
50. Orientation
51. The bank operates in public interest without any profit motive:- (a)HDFC Bank

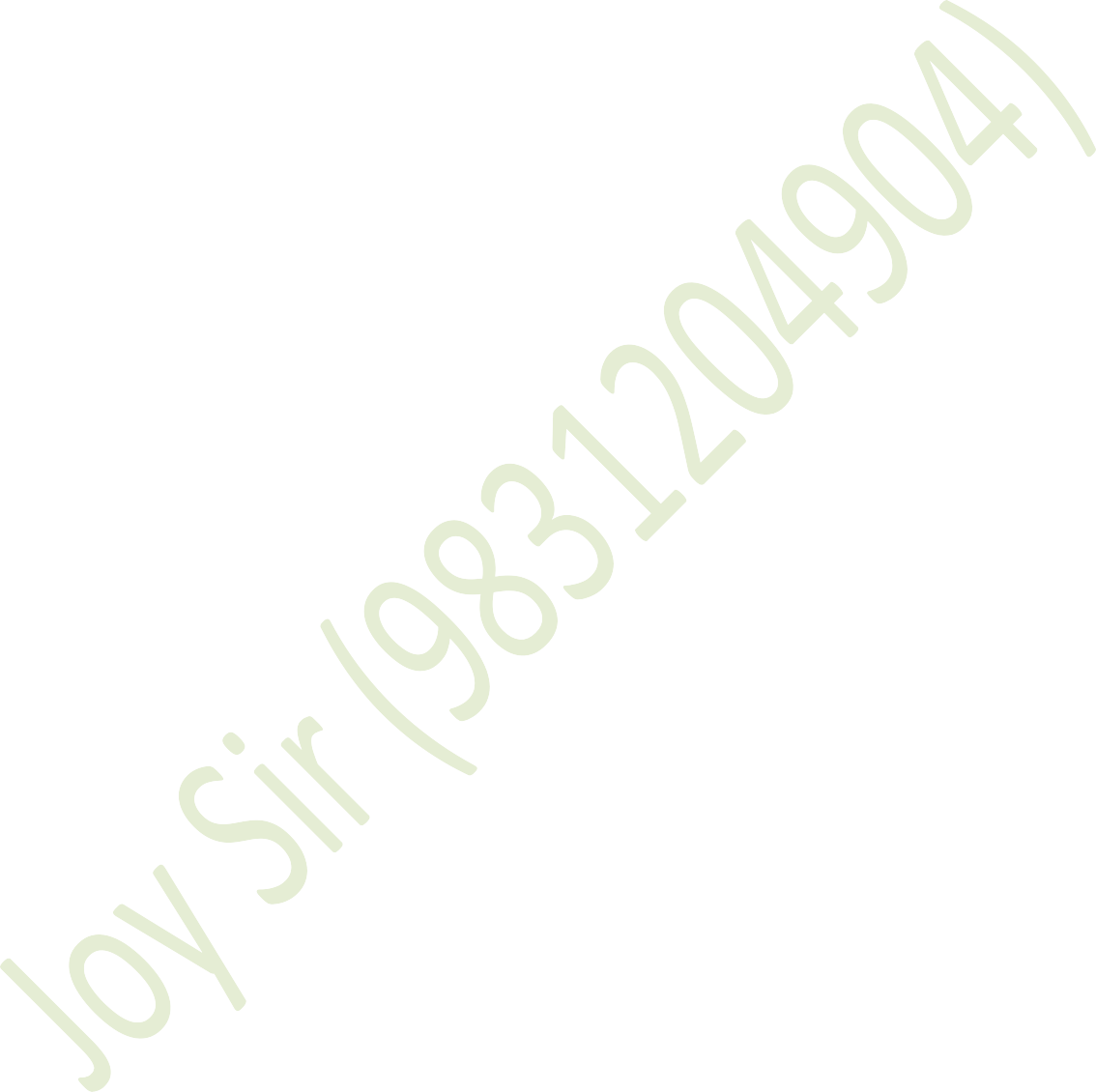
(b) SBI (c)RBI

(d) ICICI

1. Which of the following is a component of Environment? ( a)Living Element

(b) Non-Living Element (c)Both a & b

(d) Neither a & b

1. Industrial wastes streaming into rivers contributes to –
   1. Air Pollution
   2. Water pollution
   3. Land Pollution
   4. Noise Pollution
2. The minimum percentage of the net demand and time liability which commercial bank are required to maintain with themselves.

( a) CRR

1. SLR
2. REPO
3. All of these
4. Pioneering advertising for a new idea or concept?

(a)Product advertising (b)Institutional advertising (c)Persuasive advertising (d)Concept advertising

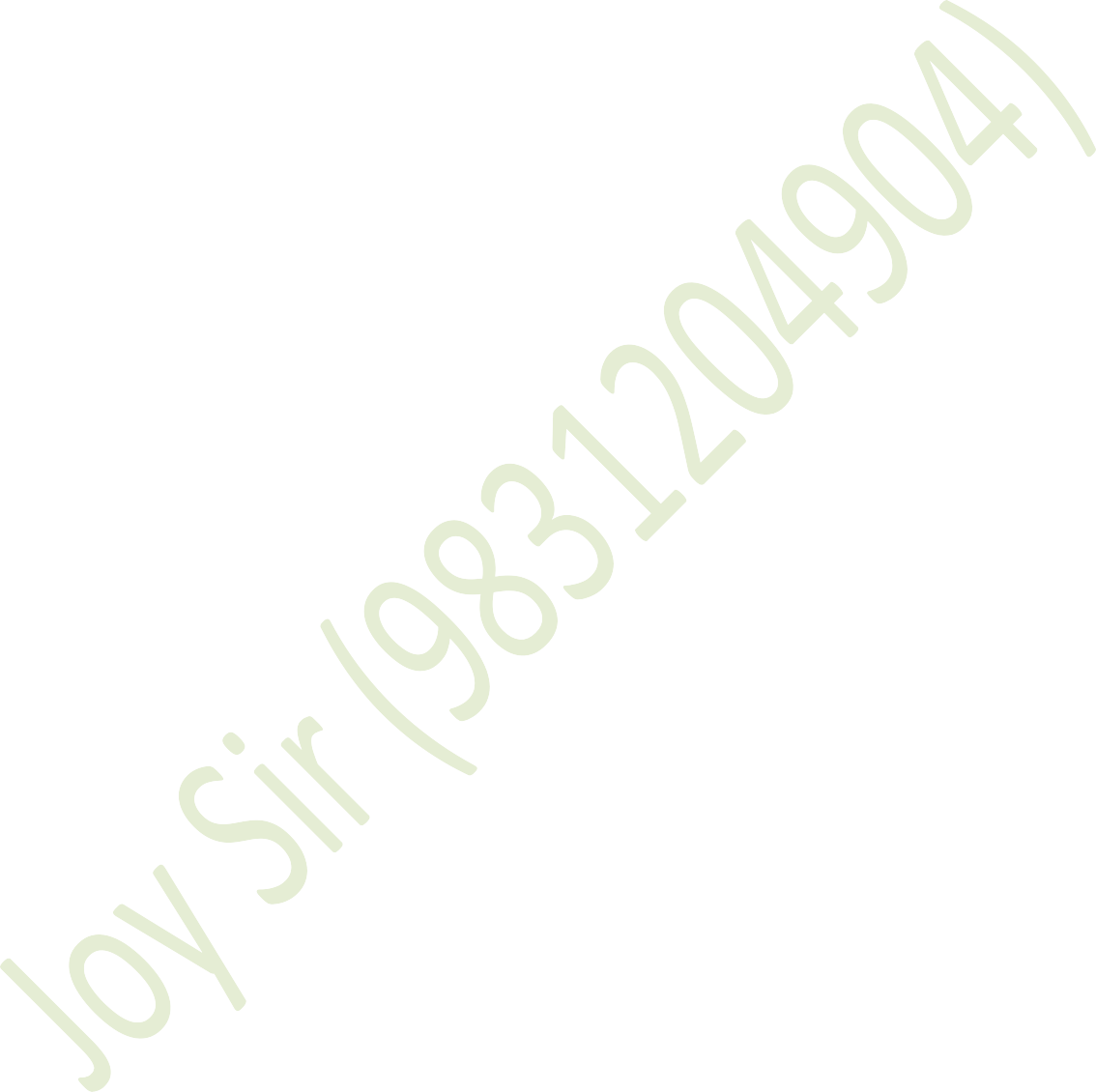
1. Which consumer right entitle the consumer to get relief in case the product or services falls short of his expectations?
2. Right to seek redressal (b)Right to be heard (c)Right to choose (d)Right to safety
3. In India, the central bank is- (a)State Bank of India
4. Federal Reserve System (c)Both (a)&(b)

(d)Neither (a)Nor(b)

1. Purchase of car for personal use will be considered as goods.

(a)Consumer (b)Industrial

(c)Primary (d)Supplies

1. Personal selling is:
2. Selective (b)Flexible (c)Mutually Beneficial (d)All of these
3. What form of media can be used to reach illiterate people? (a)Newspapers
4. Radios (c)Direct mail (d)Billboards

Question 2

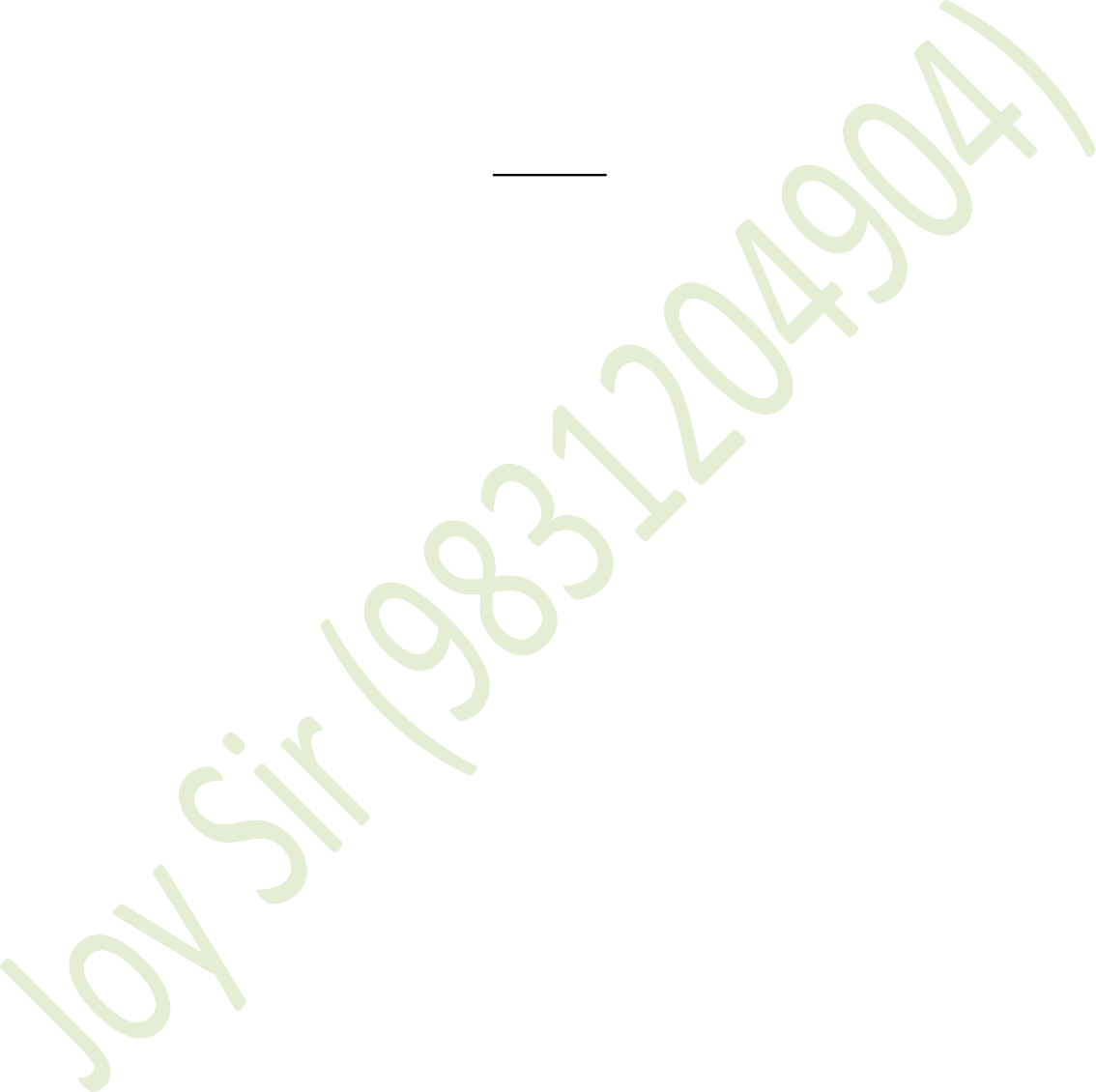
1. (a) State one difference between Capital market and Money market. [10]

(b) Differentiate between Marketing and Selling.

1. Justify the following statements:
2. "Consumer education plays a vital role in protecting the environment." Justify?
3. Training is related to improving skills for performing a job .
4. 'Checking reference' is an important step in selection procedure of employee.

Question 3

Answer the following questions: [10]

1. What do you meant by marketing mix?
2. What is Material Cost?
3. Define Public relation.
4. Justify a reason either for or against the given statement: "Principle of reciprocity develop the trust and goodwill"
5. What is variable cost?

## Section B

*(Answer* ***any four*** *questions from this* ***Section****.)*

Question 4

1. Highlight any two serious adverse environmental consequences of development in India? [5]
2. Explain the currency authority of central bank. [5]
3. Discuss the merits and demerits of External source of recruitment. [5]

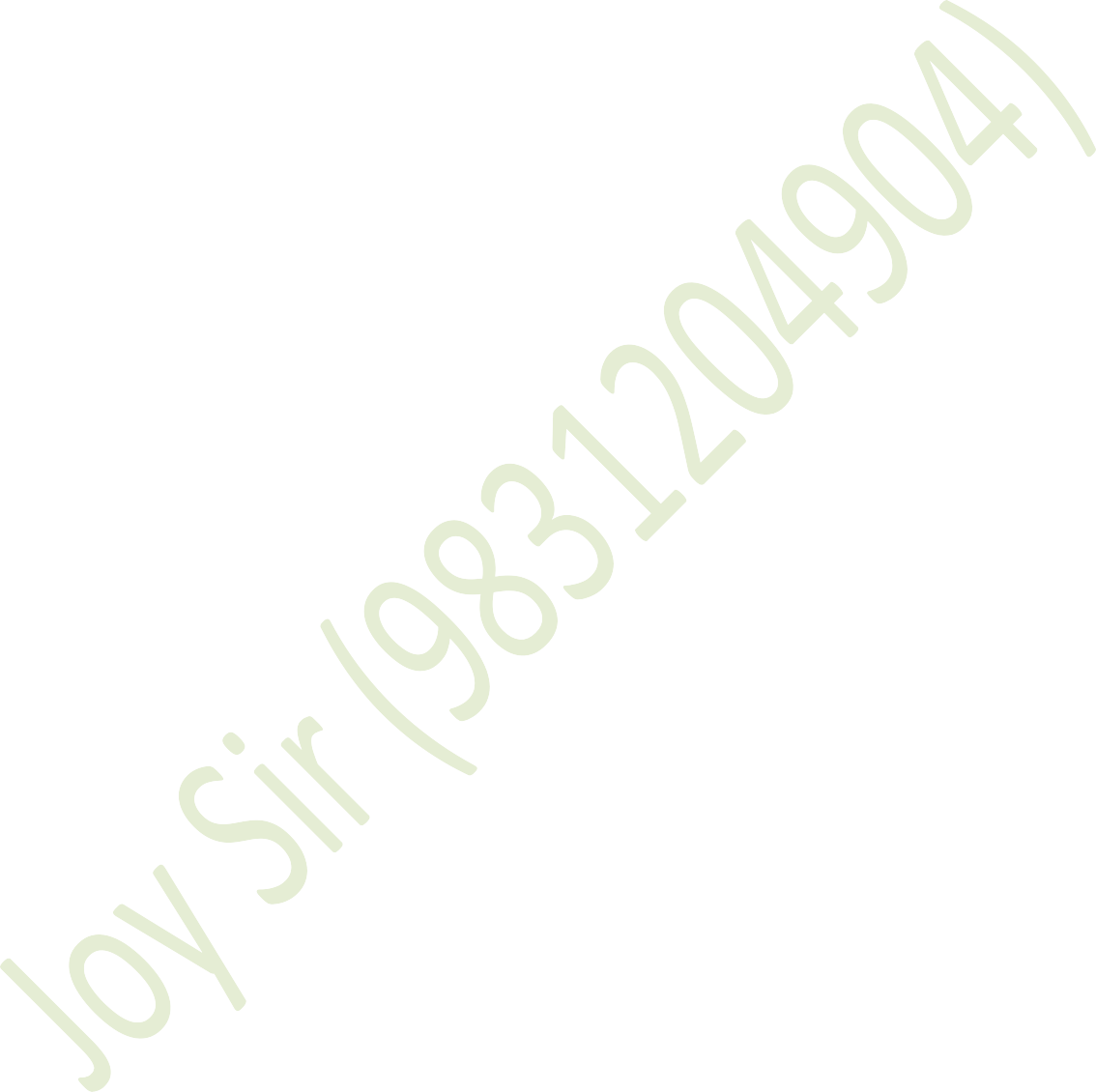
Question 5

1. What is direct selling? Mention four circumstances where direct distribution is more suitable than indirect channels of distribution. [5]
2. Explain any five qualities of a good salesman. [5]
3. Explain Matching Principle of Accounting [5]

Question 6

1. Explain:
2. Right to safety [5]
3. Right to choose [5]
4. Explain the steps of Personal Selling. [5]
5. Business enterprise like Reliance uses product life cycle model. Explain any five uses of PLC. [5] Question-7
6. Explain three professional and two social significances of Human Resource Management.[5]
7. What do mean by development function and what to include in this? [5]
8. Explain how Recruitment is different from Selection. [5]

Question 8

1. Explain three professional and two social significances of Human Resource Management.[5]
2. State one difference between Recruitment and Selection. [5]
3. Explain types of interviews that are used in selection of employees. [5]

Question 9

A leading Human Resource consultancy group has received a number of applications for the post of an analyst for its Hyderabad office. But the person finally selected had no prior experience for work in the same industry. The administrative manager feels that with proper training the selected person will turn out to be an asset to the Organisation. Although he feels that on-the-job training will be the most appropriate, other members of the selection committee recommended Internship training and Role Playing methods of training.

With reference to the above:

1. What is employee selection? Mention any three benefits of employee selection.[5]
2. Explain Internship training and Role Playing methods of training. [5]
3. Explain any two internal sources of recruitment. [5]