**Commercial Application**

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

GUIDELINES

# Time: 2 ½ hours Mock Paper – 2 (2023) Total Marks: 100

**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*** *and* ***any four*** *questions from* ***Section B****.*
5. *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)

(i) Oriflame is an example of:

(a) Catalogue market

(b) Retail market

(c) In-house market

(d) Network market

(ii) Which of the following is true regarding marketing concept?

(a) Its focus is on satisfaction of customers' needs.

(b) It uses integrated marketing as a means to achieve the objective.

(c) The marketing efforts start from the identification of needs of the target market.

(d) All of these

(iii) Installing a tyre in car is a..............

(a) Goods

(b) Services

(c) Both (a) & (b)

(d) None of these

(iv)..................... emphasises on quantity of the product.

(a) Production Oriented Stage

(b) Sales Oriented Stage

(c) Product Oriented Stage

(d) Marketing Oriented Stage

(v) The hotel's staff always try to create an environment that elicit more positive, courteous and helpful behaviour towards customers. Identify the element of service marketing mix.

(a) People

(b) Physical evidence

(c) Process

(d) All of these

(vi) A T.V. manufacturing company is spending a substantial amount of money to persuade the target customers to buy its T.V. sets through advertisements, personal selling and sales promotion techniques. Identify the element of the marketing mix which is being referred here.

(a) Product

(b) Price

(c) Place

(d) Promotion

(vii)What is/are the measure’s which can be adopted to reduce cost of operations?

(a) Bulk purchases

(b) Long term contracts

(c) Both (1) and (2)

(d) None of these

(viii) "After an extensive research, a consumer purchased a computer of HP and took that home."

Identify the feature of Products stated above.

(a) Intangibility

(b) Perishability

(c) Inseparability

(d) Variability

(ix) Malaysian domestic airline group, Sky Europe, announced discounted fares, starting as low as

Rs. 1,099 for domestic, destinations operated by its Indian Joint Venture carrier and Rs. 2,099 for international flights operated by other group airlines under a limited period offer. Identify the medium of communication which can be used by the firm to inform a large number of people about the new fares.

(a) Advertising

(b) Sales promotion

(c) Publicity

(d) None of these

(x) ……… means looking at things and Events from the other point of views

(a) Public relation

(b) Persuasion

(c) Empathy

(d) None of these

(xi) Human factor can be defined as………………..

(a) The entire concept of human behavior

(b) Interrelated Physiological, Psychological and Socio-ethical aspects of a human being.

(c) Micro and macro issues of socio-economic factor

(d) None of the above

(xii) Which is not an advantage of internal Source of Recruitment

(a) New blood

(b) Time Saving

(c) Less expensive

(d) Increased cost

(xiii) What are the main causes of greenhouses effect?

(a) Carbon dioxide

(b) Methane

(c) Ozone

(d) All of these

(xiv) Job Evaluation is one of the ..............functions of the Human Resource Department.

(a) Procurement

(b) Development

(c) Training

(d) Compensation

(xv) Which of the following is a negative process.

(a) Education

(b) Training

(c) Selection

(d) Recruitment

(xvi) Income and expenditure contains…………………

(a) Expenditure

(b) Revenue

(c) Both (a) & (b)

(d) None of the Above

(xvii) What is the principle of Selling?

(a) Profit through customer satisfaction

(b) Profit through sales volume

(c) Caveat emptor

(d) Caveat vendor

(xviii) What is consumer education?

(a) A right that protects the consumer from malicious acts from large companies that sell products and services

(b) Right to healthy environment

(c) Right to be heard and educated

(d) Right to redress

(xix) New product development starts with which one of the following steps of new product development?

(a) Idea screening

(b) Idea generation

(c) Concept testing

(d) Test marketing

(xx) The main purpose of sales promotion is…………………

(a) Inform customers about the product.

(b) Create goodwill

(c) Obtain spot buying

(d) Create long term Demand

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, **[5]**

Samsung, and Whirlpool, etc. Which consumer right is central in the afore-mentioned statement? Explain.

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

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]**