

COMMERCIAL APPLICATIONS

Maximum Marks: 100

Time allowed: Two hours

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.*
 3. *This time is to be spent in reading the question paper.*
 4. *The time given at the head of this Paper is the time allowed for writing the answers.*
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5. *Attempt **all** questions from **Section A** and **any four** questions from **Section B**.*
 6. *The intended marks for questions or parts of questions are given in brackets[].*

Instruction for the Supervising Examiner

Kindly read aloud the Instructions given above to all the candidates present in the Examination Hall.

This paper consists of 12 printed pages.

SECTION A (40 Marks)

*(Attempt **all** questions from this **Section**.)*

Question 1

[20]

Choose the correct answers to the questions from the given options.

(Do not copy the questions. Write the correct answer only.)

- (i) An example of manufacturing overhead is _____.
 - (a) Fuel
 - (b) Office Rent
 - (c) Advertising
 - (d) Stationery
- (ii) Which accounting principle specifies that business will exist for an indefinite period of time?
 - (a) The Money measurement principle
 - (b) The Business entity principle
 - (c) The Dual aspect principle
 - (d) The Going concern principle
- (iii) The process of determining the relative worth of a job is known as:
 - (a) Performance and potential appraisal
 - (b) Job evaluation
 - (c) Job analysis
 - (d) Executive development

- (iv) Which of these is **NOT** a function of Central bank?
- (a) Controlling credit
 - (b) Credit creation
 - (c) Providing Clearing house facility
 - (d) Maintenance of Exchange rate
- (v) In which stage of marketing, manufacturers believed that customers would buy the product if quality was good?
- (a) Marketing-oriented stage
 - (b) Production-oriented stage
 - (c) Sales-oriented stage
 - (d) Product-oriented stage
- (vi) Which method of selling is used to sell foodgrains?
- (a) Sale by Inspection
 - (b) Sale by Sample
 - (c) Sale by Approval
 - (d) Sale by Description
- (vii) *Advertising leads to a variety in consumption and use of better-quality products.*
The advantage of advertising is related to:
- (a) Manufacturers
 - (b) Society
 - (c) Consumers
 - (d) Government

- (viii) _____ training makes employees proficient in handling machines and equipment.
- (a) Safety
 - (b) Job
 - (c) Refresher
 - (d) Promotional
- (ix) In which distribution channel is a producer relieved from the problem of distribution?
- (a) Manufacturer - Wholesaler - Retailer
 - (b) Manufacturer - Agent - Retailer - Consumer
 - (c) Manufacturer - Consumer
 - (d) Manufacturer - Agent - Wholesaler - Retailer - Consumer
- (x) With reference to growth stage of Product life cycle, which statement is/are **NOT** correct?
- 1. New models of products are introduced.
 - 2. Sales fall down sharply.
 - 3. Distribution is widened.
 - 4. Prices are at competitive levels.
- (a) 1 and 3
 - (b) 2 and 3
 - (c) 3 and 4
 - (d) Only 2

- (xi) Which element of Public Relations can motivate employee's loyalty and dignity?
- (a) Human Relations
 - (b) Empathy
 - (c) Persuasion
 - (d) Dialogue
- (xii) _____ depicts the Capital Fund of the organisation.
- (a) Income and Expenditure Account
 - (b) Receipts and Payments Account
 - (c) Profit and Loss Account
 - (d) Balance Sheet
- (xiii) Commercial banks act as trustees and executors for their customers. This is a/an _____ function of Commercial bank.
- (a) General utility
 - (b) Agency
 - (c) Marketing
 - (d) Public Relations
- (xiv) Mr. John wanted to apply for an Accountant post in a Government office. Which external source of recruitment should he choose?
- (a) Gate Hiring
 - (b) Jobbers
 - (c) Contractors
 - (d) Employment Exchange

- (xv) According to _____ function of Human Resource Management, Personnel management is inherent in all organisations and at all levels.
- (a) Pervasive
 - (b) Challenging
 - (c) Staff
 - (d) Comprehensive
- (xvi) **Assertion (A):** Renewable natural resources are being depleted due to overuse and misuse.
- Reason(R):** Growing demand for economic and industrial growth is a major cause for over exploitation of natural resources.
- (a) A is true R is false.
 - (b) A is false but R is true.
 - (c) Both A and R are true and R explains A.
 - (d) Both A and R are true but R does not explain A.
- (xvii) Lata visited a grocery shop and purchased a packet of biscuit. The Maximum Retail Price (MRP) was not clearly printed on this packet. Which *Right* of the consumer was violated here?
- (a) Right to Safety
 - (b) Right to Choose
 - (c) Right to Seek Redressal
 - (d) Right to be Informed

(xviii) With reference to Receipts & Payments Account which feature(s) is/are correct?

1. It is a real account.
2. It reveals the surplus or deficit for the year.
3. It is a summary of cash receipts.
4. It contains non-cash items.

- (a) 1 and 3
- (b) 2 and 4
- (c) Only 3
- (d) Only 4

(xix) In which stage, importance to consumer satisfaction was recognised and business policies were designed to provide value satisfaction to customers?

- (a) Sales-oriented stage
- (b) Marketing-oriented stage
- (c) Social-marketing stage
- (d) Consumer-oriented stage

(xx) An ecosystem may either be natural or artificial.

- (a) True
- (b) False

Question 2

[10]

Answer the following questions:

- (i) Distinguish between:
 - (a) *Primary Market* and *Secondary Market*
 - (b) *Recurring Deposit Account* and *Fixed Deposit Account*
- (ii) Justify the following sentences **For** or **Against** and give a reason:
 - (a) Marketing is a total system consisting of planning, pricing, promoting and distributing products.
 - (b) The organisation has no control over publicity.
 - (c) Internal recruitment is a complete source.

Question 3

Answer the following questions:

[10]

- (i) Discuss *any two* important characteristics of Product Life Cycle when the product is introduced in the market.
- (ii) An account holder of a Bank maintains a Passbook. Write *any two* features of it.
- (iii) Give *any two* reasons to show how ethical environmental consciousness can be developed.
- (iv) List *any four* channels of Advertising Media.
- (v) What do you mean by Income and Expenditure Account?

SECTION B (60 Marks)

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

Question 4

- (i) With reference to cost, on the basis of behaviour, explain: [5]
 - (a) Variable Cost
 - (b) Semi-variable Cost
- (ii) What are the various methods employed by manufacturers to promote the brand of their products? [5]
- (iii) Define the term Accounting. How does it differ from Book-keeping? [5]

Question 5

- (i) *The Balance Sheet of a non-trading organisation is prepared based on relevant information.* In this context, explain *any five* of its features. [5]
- (ii) With reference to the functions of Human Resource Management, explain: [5]
 - (a) *Any three* Development functions
 - (b) *Any two* Maintenance functions
- (iii) Describe the present status of Public Relations. [5]

Question 6

- (i) Describe *any two* types of non-traditional markets. [5]
- (ii) *Salesmanship consists of winning the buyer's confidence for seller's goods and thereby winning a regular and permanent customer.* With reference to this, describe the qualities of a good salesman. [5]

- (iii) Study the pictures below. Give the reason for the corrosion of these statues and state its causes created by nature and human activities. [5]



Question 7

- (i) Name the stage of Product Life Cycle, when the promotional focus shifts from 'buy my product' to 'buy my brand'. State four strategies adopted during this stage. [5]
- (ii) Which principle of Generally Accepted Accounting Principles (GAAP) distinguishes between Business transactions and Personal transactions? Briefly explain about it. [5]
- (iii) What is indirect method of recruitment? Explain *any three* such methods. [5]

Question 8

- (i) What are Expenses? Explain *any two* types of Expenses. [5]
- (ii) Write short notes on: [5]
- (a) Refresher Training
 - (b) Apprenticeship Training

- (iii) Study the image. Explain *any five* conditions for the refusal of the same by the bank. [5]

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Question 9

CASE STUDY

Innovation and brand consultant, Anisha Motwani, believes that free trials or sampling as a strategy is mostly prevalent and successful in categories that have deep seated habits and have high frequency of consumption. Brand switching in this category require attitude and behavior changes and free sampling influences customers to try new brands and thus increasing the probability of purchase. Such categories could include newspapers, food products, etc. Free trials can also be found in case of expensive offerings where consumers prefer sampling before making a final commitment.....

Success of Reliance Jio in the intensely competitive Indian telecom market brings forth the strength of trial marketing strategy, even in the service industry. Reliance Jio Infocomm Ltd offered free sampling of Jio's voice calling, text messaging, and data services, and acquired stupendous 100 million subscribers, of which it continued to retain 72 million even after the free trial period ended.

Conventional wisdom suggests that brand that indulge in trials and discounts erode brand Value. Here's the reality though. People value brands. But people also seek value for money

Source: <https://www.ascdegreecollege.ac.in/wp-content/uploads/2020/12/Marketing-Management-Indian-Cases.pdf>

With reference to the case study answer the following questions:

- (i) Identify and explain suitable element of marketing mix that has been discussed here. [5]
- (ii) Which scope of Public Relation has been emphasised in the case study? Explain its importance to business. [5]
- (iii) With reference to the case study, explain the term Brand and its types. [5]