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

Section – A

Question. 1.

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

- 1) The stakeholders who are involved in the business firms from within the organisation are:
 - a) Internal stakeholders
 - b) suppliers
 - c) External stakeholders
 - d) Creditors
- 2) Sending advertising messages to consumers over the internet is:
 - a) E – marketing
 - b) E – advertising
 - c) E – tailing
 - d) E – security
- 3) Which one amongst the following is an example of internal stakeholders?
 - a) Banker
 - b) Debtors
 - c) Owner
 - d) Creditors
- 4) Which section of the Consumer Protection Act, 2019 deals with the establishment of a consumer mediation cell?
 - a) Section 72 of the Consumer Protection Act, 2019.
 - b) Section 71 of the Consumer Protection Act, 2019.
 - c) Section 74 of the Consumer Protection Act, 2019.
 - d) Section 79 of the Consumer Protection Act, 2019.
- 5) While shopping in the mall, you get the offer “buy one get two”. This type of offer is known as _____.
 - a) Advertisement
 - b) Publicity
 - c) Sales promotion
 - d) All of these
- 6) Scope of _____ is limited but scope in _____ is wider.
 - a) Marketing, selling
 - b) marketing, publicity
 - c) selling, marketing
 - d) selling, manufacturing
- 7) What do you call the expenditure whose benefits are consumed in the current accounting period only?
 - a) Capital expenditure
 - b) Deferred expenditure
 - c) Revenue expenditure
 - d) All of these
- 8) _____ is one of the features of service.
 - a) Ownership is transferable
 - b) Homogeneity
 - c) Non perishability
 - d) It is intangible in nature
- 9) How many rights are provided to consumers under consumer protection Act, 2019?
 - a) 4
 - b) 3
 - c) 2
 - d) 6
- 10) The contract which the insurance company undertakes to indemnify the insured for loss or damage caused due to accidental fire:
 - a) Life insurance
 - b) Marine insurance
 - c) Fire insurance
 - d) Health insurance
- 11) _____ Warehouses are those warehouses which are licensed by the Government to accept imported goods for storage before the payment of custom duties by importers of such goods.

- a) Bonded b) Private c) Special d) Classified

12) This market acts as the link between the borrowers and lenders of long term funds:

- a) Factor market b) Vegetable market c) Capital market d) Money market

13) The _____ budget contains an estimate of the total volume of production week wise, month wise and product wise.

- a) Production b) Purchase c) Cash d) Sales

14) _____ shares do not carry voting rights.

- a) Equity b) Preference c) Debentures d) Public deposits

15) Opening Stock is a part of:

- a) Trading Account b) Profit and Loss Account
c) Balance Sheet d) None of these

16) _____ means a promise to compensate in case of loss.

- a) Causa Proxima b) Doctrine of Subrogation
c) Indemnity d) Contribution

Question. 2. Distish between : –

- 1) Central and commercial banks.
- 2) Recruitment and selection.
- 3) Debit and Credit Card.
- 4) Shares and Debentures.

Question. 3.

- 1) What do you understand by 'health Insurance'?
- 2) What is cash Budget?
- 3) Explain the term 'Logistics'.
- 4) What is marketing?

Question. 4.

- 1) State any two features of the Consumer Protection Act.
- 2) What is discounting of a Bill of Exchange?
- 3) How do warehouse help in price stabilisation?
- 4) What is 'National Electronic Fund Transfer'?

Section B

Question. 5.

- 1) Discuss five objective of pricing in detail.
- 2) Explain any five functions of Central Bank.

Question. 6.

- 1) Briefly, explaining any five benefits of advertising to producers.
- 2) Briefly discuss any five advantages of E-commerce over traditional of transactions.

Question. 7.

- 1) Explain the utility of Budgets.
- 2) Discuss five functions of an advertising agency.

Question. 8.

- 1) Explain the 'Clearing House Function' of the Central Bank.
- 2) What is a Capital Market? Explain any two of its functions.

Question. 9.

- 1) What is ERP? Explain any three modules of the ERP System.
- 2) Write short note on:
 - a) Bank Draft
 - b) Indemnity as a principle of insurance.

Question. 10.

Prepare a Trading, Profit and Loss account of Mr. A. Awasthi for the year ending on 31st March, 2022 and a balance Sheet as on 31st March, 2022.

| Particulars | Amount (Dr.) Rs. | Amount (Cr.) Rs. |
|---------------------|------------------|------------------|
| Capital | | 60,000 |
| Drawings | 4,500 | |
| Cash at bank | 4,200 | |
| Purchase | 66,000 | 1,35,000 |
| Sales | | 3,000 |
| Purchase Returns | | |
| Sales Returns | 6,000 | |
| Discount | 1,200 | |
| Carriage Outwards | 1,800 | |
| Salaries | 18,000 | |
| Trade expenses | 3,600 | |
| Opening stock | 15,000 | |
| Bad debts | 1,800 | |
| Rent | 4,500 | |
| Machinery | 1,08,000 | 30,000 |
| Furniture | 15,000 | |
| Debtors | 15,000 | 900 |
| Creditors | | 43,200 |
| Stationery | 7,500 | |
| Commission received | | |
| Loan | | |
| | 2,72,100 | 2,72,100 |

Closing stock on 31st March, 2022 was valued at Rs. 78,000.