



*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

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

Question 1

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

[16]

(Do not copy the question, write the correct answers only.)

- (i) Uberimmae fidei, the principle of insurance means :
 - (a) Utmost good faith
 - (b) Contribution
 - (c) Subrogation
 - (d) Mitigation of loss
- (ii) Safety of capital of contributed is an expectation of :
 - (a) Employees
 - (b) Creditors
 - (c) Society
 - (d) Employers
- (iii) Marketing is :
 - (a) Production oriented
 - (b) Customer oriented
 - (c) Distribution oriented
 - (d) Demand oriented
- (iv) Who among the following is not an internal stakeholder ?
 - (a) Employers
 - (b) Shareholders
 - (c) Employees
 - (d) Creditors
- (v) Which of the following is NOT considered as a Consumer Right ?
 - (a) Right to freedom of speech
 - (b) Right to consumer education
 - (c) Right to be informed
 - (d) Right to safety
- (vi) _____ are intangible benefits, utilities and satisfactions which are offered for sale.
 - (a) Employers
 - (b) Shareholders
 - (c) Employees
 - (d) Creditors
- (vii) Distribution of free samples, prize contests, clearance sales, etc. are examples of :
 - (a) Consumer exploitation
 - (b) Capital receipts
 - (c) Sales promotion techniques
 - (d) Objectives of pricing
- (viii) Non-recurring receipts like additional capital, loan, etc. are :
 - (a) Capital receipts
 - (b) Revenue receipts
 - (c) Capital expenditure
 - (d) Revenue expenditure
- (ix) Individuals who are hired to do a specific job are known as :
 - (a) Entrepreneurs
 - (b) Retailers
 - (c) Employers
 - (d) Employees
- (x) Which consumer right allows the consumer to register his/her dissatisfaction at appropriate forums ?
 - (a) Right to safety
 - (b) Right to be heard
 - (c) Right to consumer education
 - (d) Right to choose
- (xi) The value of the product or service expressed in terms of money is _____.
 - (a) Tax
 - (b) Rent
 - (c) Income
 - (d) Price
- (xii) A _____ is an establishment for storage or accumulation of goods.
 - (a) Bank
 - (b) Warehouse
 - (c) Capital Market
 - (d) E-Commerce platform
- (xiii) 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

- (xiv) The capital of the company is divided into equal parts called _____.
 (a) Debentures (b) Shares (c) Deposits (d) Funds
- (xv) The _____ function of the Central bank involves settling of claims of Commercial banks through a process a book entries.
 (a) Monopoly of note issue (b) Government's bank
 (c) Clearing house (d) Developmental
- (xvi) Insurance and banking are examples of _____.
 (a) Services (b) Products (c) Warehouses (d) Distribution channels

Question 2

Distinguish Between:

- (i) Marketing and Sales [2]
 (ii) Budget and Forecast [2]
 (iii) Product and Service [2]
 (iv) Equity and Preference shares [2]

Question 3

- (i) What is 'Social Advertising Media' ? [2]
 (ii) What is Life Insurance ? [2]
 (iii) Mention any two objectives of Pricing. [2]
 (iv) "Selection is a negative process". Explain. [2]

Question 4

- (i) Explain in brief Credit Card Fraud. [2]
 (ii) What are Fixed costs ? [2]
 (iii) Who are stake holders ? [2]
 (iv) Define semi-variable cost and give an example. [2]

SECTION B

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

Question 5

- (i) Explain any five objectives of marketing. [5]
 (ii) 'Advertisement is a social waste' – In this context explain the demerits of advertisement. [5]

Question 6

- (i) Briefly discuss five characteristics of a capital market. [5]
 (ii) Write short notes on : [5]
 (a) Intellectual Property fraud (b) Private warehouse

Question 7

- (i) Explain any four methods of Off-the-job training. [5]
 (ii) Explain any five merits of road transport. [5]

Question 8

- (i) Explain any five importance of warehousing. [5]
 (ii) Explain any five functions of the Central Bank of India. [5]

Question 9

- (i) What are the various ways by which consumers are exploited ? [5]
- (ii) Write short notes on : [5]
- (a) Demotion of employee (b) E-security

Question 10

The following is the trial Balance of A. B. Chandra as on 31st December 2019. [10]

**Trial Balance of A. B. Chandra
as on 31.12.2019**

Particulars	Amount (Dr.)	Particulars	Amount (Cr.)
Cash in Hand	2,000	Discount Received	750
Drawings	2,800	Capital	40,000
Opening Stock (1-1-2018)	4,000	Purchases Returns	1,250
Wages	2,000	Sales	83,000
Cash at Bank	3,500	Creditors	15,000
Insurance	700	Bank Loan	10,000
Trade Expenses	1,200		
Furniture	20,000		
Buildings	61,000		
Salaries	5,000		
Discount Allowed	750		
Sales Returns	3,000		
Purchases	31,250		
Debtors	10,000		
Telephone Charges	1,000		
Bills Receivable	1,800		
Total	1,50,000		1,50,000