



## 10 ICSE

### COMMERCIAL STUDIES

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*Maximum Marks: 80*

*Time allowed: Two hours*

**(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 [ ].**

1. \_\_\_\_\_ is a certificate that entitles its holder to a specified discount or saving or gift the purchase of a particular product.

a.Share b.Coupon c. Clearance Sale d.None of the above

2. \_\_\_\_\_ Budget form the fundamental basis on which all other budgets are built.

a.Cash Budget b.Purchase Budget c.Master Budget d.Sales Budget

3.. \_\_\_\_\_ may cover a period of several years while a \_\_\_\_\_ is prepared for a year or lesser period.

A.forecast, budget b.budget, forecast c. Trends, plans d. plans, trends

4. Which is NOT the example of capital expenditure ?

a.Cost of intangible assets

b.Purchase of furniture

c. Loss from sale of fixed assets



d. Cost of improvements to existing fixed assets.

5. "They invest in the capital of the Company. " this is the Nature of investors of

a. Shareholders b. Stakeholders c. Creditors d. Customers

6. Which stakeholders are 'external' ?

a. Customers b. Employees c. Manager d. Owners

7. In which year was the Consumer Protection Act passed ?

a. 2016 b. 2001 c. 2019 d. 2009

8. Rent of a Factory building is the example of which cost ?

a. variable cost b. fixed cost c. direct cost d. prime cost

9. Cash in hand, cash at bank and investment that can be converted into cash quickly are called \_\_\_\_\_.

a. Fictitious Assets b. Liquid Assets c. Current Assets d. Investment

10. Long term investments are treated as \_\_\_\_\_.

a. fixed assets b. current assets c. liquid assets d. fictitious assets

11. The source that is suitable for recruiting managerial and technical staff with no prior experience is \_\_\_\_\_.

a. Recommendations b. Casual callers c. Promotions d. Campus interviews

12. The Central Bank Chief is called \_\_\_\_\_.

a. Chairman b. CEO c. Governor d. Collector

13. The maximum amount that can be through the NEFT system is \_\_\_\_\_.



a. Rs. 50,000 b.Rs. 49,000 c.Rs. 49,999 d. Rs. 100,000

14. Which among of these is the demerit of Road Transport

a. Fluctuating rates b. Less Formalities c. Multipurpose Nature d. Feeder Service

15. All of the following are reasons more people don't shop online except \_\_\_\_\_.

a. Global Reach b. Lack of trust in online merchants c. Inability to touch and feel the product d. Fear of misuse of personal information

16. Amount received from the sale of investments and fixed assets is an example of \_\_\_\_\_

a. Capital Expenditure b. Revenue Receipts c. Capital Receipts d. Revenue Expenditure

Question 2:

Distinguish between:

(a) Verbal Communication and Non-verbal communication. [2]

(b) Budget and Forecast. [2]

(c) Fixed Cost and Variable Cost. [2]

(d) Sales Promotion and Advertising. [2]

Question 3.

(a) What is Survey Method of Marketing Research ? Give one reason why it is mosdy used. [2]

(b) Why should 'Non-Trading Organisations' maintain books of accounts ? Name the accounts prepared by them. [2]



**(c) Give any four examples of Public awareness programmes organized for a better environment. [2]**

**(d) What do you mean by 'Semantic barrier' ? [2]**

**Question 4:**

**(a) State any two disadvantages of Rail Transport. [2]**

**(b) State any two characteristics of an Ideal Warehouse. [2]**

**(c) What is a Provident Fund Scheme? [2]**

**(d) What is meant by the term 'Revenue Expenditure'? [2]**

**SECTION – B (40 MARKS)**

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

**Question 5.**

**(a) State any five expectations of employers from a business enterprise. [5]**

**(b) Briefly discuss any five advantages of E-commerce over traditional methods of Transactions.[5]**

**Question 6:**

**(a) Explain the exchange functions of Marketing. [5]**

**(b) Explain any two methods of Marketing Research. [5]**

**Question 7:**

**(a) Explain the main functions of a Commercial Bank. [5]**

**(b) Enumerate any five limitations of Television Advertising. [5]**



Question 8.

(a) Explain the 'Clearing House Function' of the Central Bank. [5]

(b) Explain any five disadvantages of Air Transport. [5]

Question 9.

(a) Discuss the role and concepts of Eco efficiency and Eco friendly technology. [5]

(b) "Budgets are useful for management". Justify. [5]

Question 10:

From the following Trial Balance of Shri Rai Bahadur, prepare Trading, Profit & Loss Account for the year ending 31st March, 2012 and Balance Sheet as on that date. [10]

<b>Trial balance</b>			
<i>Particulars</i>	<i>Amount</i>	<i>Particulars</i>	<i>Amount</i>
	₹		₹
Drawings	4,240	Capital	32,000
Purchase less returns	15,610	Sales less Returns	34,176
Rates and Taxes	388	Sundry Creditors	4,422
Salaries	1,612		
Lighting & Heating	164		
Electric Power	384		
Commission	414		
Insurance	206		
Advertising	214		
Bad Debts	62		
Postage, Telegrams, etc.	826		
Carriage	754		
Opening Stock	6,160		
Wages	7,962		
Land & Building	15,840		
Plant & Machinery	4,034		
Furniture & Fittings	378		
Sundry Debtors	6,082		
Cash at Bank	5,268		