



KARNATAKA ICSE SCHOOLS ASSOCIATION

ICSE STD. X Preparatory Examination 2024

Subject: Commercial Studies

Maximum Marks: 80

Time Allowed: 2Hrs.

Date: 02-02-2024_

Maximum Marks 80

Time allowed: Two hours

Answers to this paper must be written on the paper provided separately.

You will not be allowed to write during the first 15mins.

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 [].

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 questions, write the correct answers only.)

- (i) Which stakeholder group is most likely to view higher profits as a key objective?
- (a) Employees
 - (b) Suppliers
 - (c) Shareholders
 - (d) Customers
- (ii) The main objective of marketing is _____.
- (a) Increase profit
 - (b) Decrease sales
 - (c) Increase price
 - (d) Decrease profit
- (iii) The content and context of a message contained in an advertisement is called?
- (a) Ad copy
 - (b) Script
 - (c) Body
 - (d) Advertising appeal

- (iv) It is popularly known as free form of promotion _____.
- (a) Advertisement
 - (b) Publicity
 - (c) Personal selling
 - (d) Marketing
- (v) Rohit is a diabetic patient who met with an accident and was hospitalised. A delicate nerve of his right leg was cut due to a doctor's negligence that made him crippled throughout his life. Identify the consumer right that has been violated by the doctors under the Consumer Protection Act, 2019 in the above situation.
- (a) Right to safety
 - (b) Right to be informed
 - (c) Right to be assured
 - (d) Right to be heard
- (vi) Amount spent on increasing the seating capacity in a cinema hall is a _____.
- (a) Capital expenditure
 - (b) Revenue expenditure
 - (c) Deferred revenue expenditure
 - (d) Capital receipt
- (vii) Which module helps to boost the sales performance through customer service and healthy relationship with customers?
- (a) Inventory module
 - (b) Purchase module
 - (c) Customer Relationship Management
 - (d) Sales module
- (viii) Gita purchased some household goods from a 'General Store'. On reaching home, she found that one face cream, (₹250) had not billed. After checking the expiry date, she used it. Her face burnt due to chemical adulteration in the mixture of face cream. Can Gita file a case in this regard?
- (a) Yes, she can file a case against the general store
 - (b) No, she can't file a case against the general store
 - (c) She can file against the manufacturer
 - (d) Neither (a) nor (b)

- (ix) It is advantageous to coordinate budgets with:
- (a) Suppliers
 - (b) Customers
 - (c) The marketing and production departments
 - (d) All of the above
- (x) Opening stock ₹40,000, purchase ₹260,000, closing stock ₹ 20,000, cost of goods=?
- (a) ₹320,000
 - (b) ₹260,000
 - (c) ₹300,000
 - (d) ₹280,000
- (xi) A manufacturing concern installed a new machinery worth ₹60,000. What will be the accounting treatment for the mentioned transaction?
- (a) Credit side of profit and loss account
 - (b) Credit side of Trading account
 - (c) Liability side of balance sheet
 - (d) Asset side of balance sheet
- (xii) Arun gets his house (worth RS. 10,00,000) insured from three insurance companies, i.e., A: Rs. 2,00,000, B: Rs. 2,00,000, C: Rs. 6,00,000. At the time of incurrence of loss, the compensation will be paid by insurance companies in the ratio of 1: 2: 3. Identify the principle being referred here.
- (a) Principle of contribution
 - (b) Principle of Mitigation of loss
 - (c) Principle of Subrogation
 - (d) Insurable interest
- (xiii) Shivam went to a shop for purchasing 30kg rice. He did not have cash but he has a debit card. He asked shopkeeper for payment by debit card. Shopkeeper takes his debit card and inserts it in a machine. By entering the pin code Shivam paid money to shopkeeper. What does this machine called?.
- (a) Point of sale machine
 - (b) ATM
 - (c) Computerized machine
 - (d) None of these

- (xiv) What is called the right of the insurer to refuse admittance of the claim by the insured?
- (a) Reinsurance
 - (b) Indemnity
 - (c) Repudiation
 - (d) Actuarial valuation
- (xv) Two popular mobile wallets are:
- (a) Swiggy and Zomoto
 - (b) Instagram and Snapchat
 - (c) Google Pay and Paytm
 - (d) RTGS and NEFT
- (xvi) Which of the following is a function of the CPCB with regard to industrial pollution control?
- (a) To grant exemption to certain industries from environmental regulations
 - (b) To monitor the discharge of pollutants into the environment
 - (c) To promote the unrestricted growth of industries
 - (d) To provide subsidies to industries for non-compliance with environmental regulations

Question 2

Distinguish between:

- (i) Internal and External stakeholders [2]
- (ii) Private and Bonded warehouses [2]
- (iii) E-tailing and E-advertising [2]
- (iv) On-the-training and off-the-training [2]

Question 3

- (i) “It is the process of hiring applicants from outside the organisation to fill positions within the organisation”. Identify the source of recruitment and explain any one source used in HRM. [2]
- (ii) What is marketing? [2]
- (iii) Define the term “social security”. [2]
- (iv) These are the people who supplies raw materials at a reasonable rate. Identify them and give one expectation that they anticipate from a commercial organisation. [2]

Question 4

- (i) What is master budget? [2]
- (ii) Explain in brief the semi-variable cost with an example. [2]
- (iii) How does deferred revenue expenditure differ from revenue expenditure? [2]
- (iv) Describe Insurance fraud. [2]

SECTION B

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

Question 5

- (i) Discuss any five techniques of sales promotion with relevant examples. [5]
- (ii) Write Short notes on: [5]
 - (a) Sales budget
 - (b) Vestibule training

Question 6

- (i) Explain any five features of the Consumer Protection Act. [5]
- (ii) Write Short notes on: [5]
 - (a) Contribution
 - (b) Preference shares

Question 7

- (i) Mention two merits and three demerits of Water transport. [5]
- (ii) (a) Mr. Rihan is aged 49 years old and is currently working with Corporate company as a Consultant manager. He wants to retire at the age of 60 years and had a family history of longevity over 80 years so he has assumed to have his life expectancy at 85 years. [5]
 - 1. Name any three schemes pertaining to Mr. Rihan's retirement.
 - 2. Discuss the reasons why such schemes need to be effected in organisations.
- (b) Write a Short note on: Right to be assured

Question 8

- (i) Discuss any five benefits of e-commerce over traditional commerce. [5]
- (ii) Write Short notes on: [5]
 - (a) Target rate of return
 - (b) Inventory module

Question 9

- (i) Discuss any five features of environmental protection act. [5]
- (ii) Write Short notes on: [5]
 - (a) Life Insurance
 - (b) Provident Fund

Question 10

Given below is the trial balance of Mr. Pran as at 31st March, 2019. You are required to prepare a Trading & Profit & Loss account A/c for the year ended 31st March, 2019 and balance sheet as at that date:

[10]

TRIAL BALANCE

Debit Balance	Dr. (₹)	Credit Balance	Cr. (₹)
Opening stock	60,000	Sundry creditors	23,500
Purchases	1,75,000	Return outwards	1,250
Return inwards	2,000	Sales	2,55,000
Carriage inwards	1,850	Capital	1,70,000
Carriage outwards	1,200	Bank loan	4,000
Office furniture	5,000	Discount received	1,500
Sundry debtors	40,000		
Dock charges	3,000		
Factory electric power	5,000		
Fuel, gas and water	4,500		
Bad debts	500		
Selling commission	5,000		
Salary	16,000		
Cash in hand	2,000		
Cash at bank	13,000		
Motor vehicle	18,000		
Motor repairs	2,000		
General expenses	9,400		
Interest on bank loan	600		
Rent and insurance	1,200		
Business premises	80,000		
Household expenses	10,000		
Total	4,55,250	Total	4,55,250

Stock at the end ₹90,000.