

**COMMERCIAL STUDIES**  
**HALF YEARLY EXAMINATION – 2011**  
**CLASS X**

---

---

**(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 [ ].*

---

**SECTION A (40 Marks)**

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

**Question 1**

- (a) State any two expectations of competitors from a business concern. [2]
- (b) What is proximics? [2]
- (c) Why is pricing, a marketing activity considered a difficult task? [2]
- (d) What do you understand by marketing research? [2]
- (e) State any two objectives of sales promotion. [2]

**Question 2**

- (a) Explain the right to be informed under the consumer protection Act. [2]
- (b) What is revenue profit? Give an example. [2]
- (c) What are contingent liabilities? Mention two such liabilities. [2]
- (d) What is a non-trading organization? Give an example of the same. [2]
- (e) Distinguish between variable cost and semi-variable cost, Explain the same with the help of examples. [2]

**Question 3**

- (a) What do you mean by Marshaling of a Balance Sheet? Mention the two ways in which marshaling is done. [2]
- (b) What is a Receipt and Payment account? [2]
- (c) What are fictitious assets? Give two examples of fictitious assets. [2]
- (d) Define capital profit. Give one example of the same. [2]
- (e) List the objectives of the Consumer Protection Act 1986. [2]

**Question 4**

- (a) Advertising encourages unhealthy consumption. Explain. [2]
- (b) What is questionnaire in marketing research? [2]
- (c) Distinguish between a product and service. [2]
- (d) What is paralanguage? [2]
- (e) Distinguish between internal and external stakeholders. [2]

---

**SECTION B (40 Marks)**

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

**Question 5**

Mr. Sharma is the marketing manager of a leading consumer goods company. He observes that a particular brand of shampoo manufactured by the company is not preferred in the market. As a result the sale has declined over a period of time. It

is found that the dealers are unwilling to stock the shampoo.

a) Suggest five techniques of sales promotion to induce dealers to stock the shampoo. [5]

b) How would you recruit and select new sales representatives to persuade the dealers? [5]

**Question 6**

Explain any five factors that influence the demand for consumer goods.

[10]

**Question 7**

Explain any five key functions performed by warehouses.

[10]

**Question 8**

Give any five points of differences between stakeholders and customers.

[10]

**Question 9**

Distinguish between marketing and selling.

[10]

**Question 10**

Explain any five skills required for effective communication.

[10]

