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ICSE 2010 : COMMERCIAL APPLICATIONS

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COMMERCIAL APPLICATIONS

(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.

Section A is compulsory. Attempt 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)

Question 1.

Give one difference between each of the following :

- (a) A Market and Marketing. [2]
- (b) Trade discount and Cash discount. [2]
- (c) Capital and Revenue Expenditure. [2]
- (d) Direct Cost and Indirect Cost. [2]
- (e) Receipts and Payments Account and Cash Book. [2]

Question 2.

- (a) Give the 4 P's of marketing mix. [2]
- (b) What is Skimming Pricing ? [2]
- (c) State four stages of Accounting Cycle. [2]
- (d) What do you mean by overdraft ? [2]
- (e) Mention any two objectives of Advertising. [2]

Question 3.

- (a) What is a Foreign Bank ? Give two examples. [2]
- (b) Mention any two advantages of an ATM. [2]
- (c) What is Penetrating Pricing ? [2]
- (d) Mention any two scopes of Public Relations. [2]
- (e) Give two differences between surplus and profit. [2]

Question 4.

Justify either for or against by giving two reasons for each :

- (a) Selection is a process of elimination. [2]
- (b) Today's Marketing Concept is known as Consumer Oriented Concept. [2]
- (c) All donations received by Non-Trading Concerns are entered in the Liabilities side of The Balance Sheet. [2]
- (d) There is no difference between Training and Development. [2]
- (e) A branded product needs no sales promotion. [2]

SECTION - B (60 MARKS)

(Attempt any FOUR Questions)

Question 5.

- (a) What stands for the acronym AIDCAM? Explain any *two* methods used to popularize any *brand*. [5]
- (b) Explain the features of Newspapers and Posters as media of advertising. [5]
- (c) Explain any *two* basic concepts of Accounting. [5]

Question 6.

- (a) What is *Creation of Credit*? Describe any *two* quantitative credit control methods. [5]
- (b) Distinguish between a *Cheque* and a *Bill of Exchange*. [5]
- (c) Write short notes on : [5]
- (i) Opportunity Cost.
- (ii) Variable cost.

Question 7.

- (a) Describe any *five* factors influencing the choice of advertising media. [5]
- (b) Explain any *two* basic elements of Human Relations. [5]
- (c) Write short notes on : [5]
- (i) Total Cost.
- (ii) Performance Appraisal.

Question 8.

- (a) Describe the procedure to be followed to open a Savings Account in a Bank. [5]
- (b) Give *five* differences between *Profit and Loss Account* and *Income and Expenditure Account*. [5]
- (c) Explain any *five* functions of the Central Bank. [5]

Question 9.

The system of Teacher Education holds the key responsibility in the making of professionally qualified and competent teachers. An effective teacher must have a positive attitude towards teaching as a profession, commitment and dedication towards teaching as a function. A profession is a specialized occupation involves specific orientation and training.

The purpose of a code of professional ethics for academic staff is to provide guidance in exercising the ethical responsibilities inherent in a profession.

- (a) State and explain any *two* external sources of recruitment. [5]
- (b) Suggest any *two* types of training to enhance teachers' proficiency. [5]
- (c) Suggest any *two* primary professional obligations of school teachers towards students. [5]

Question 10.

Soon you could get a colour mobile handset which offers an MP3 player, FM radio and a removable flash memory card for about Rs 800. A Netherlands-based semi conductor firm has launched a new single chip solution that promises to make this happen. The company is targeting the rural market in India. During the next phase of rapid expansion of mobile communication in the rural and semi-urban areas of India, the firm would like to fulfill the aspirations of first-time handset users by offering the next experience in Multimedia.

- (a) Explain the stages of the Company's Product Life Cycle mentioned in the paragraph with the help of a diagram. [5]
- (b) Name the service to be offered by the Company in the next phase. Explain any *two* characteristics of *Service*. [5]
- (c) Suggest any *two* modern ways of marketing the concept of a product. Explain. [5]