

Commercial Applications Question Paper 2003

General Instructions

1. **Section A is compulsory.** Attempt **any four** questions from **Section B**.
2. The intended marks for questions or parts of questions are given in brackets.

SECTION - A

Attempt all questions from this Section.

Question 1

Distinguish between the following:

- (a) Advertising and Publicity. [2]
- (b) Promissory Note and Cheque. [2]
- (c) Trading and non-trading concerns. [2]
- (d) Book Keeping and Accounting. [2]
- (e) Shut down cost and sunk cost. [2]

Question 2

- (a) Mention two trade practices that are considered monopolistic. [2]
- (b) A person is recruited in a training centre where the actual job conditions are simulated. Name the training technique use. [2]
- (c) How are recruitment and selection interlinked? [2]
- (d) What was the need for passing the Consumer Protection Act, 1986? [2]
- (e) What is meant by 'indirect material'? Give two examples. [2]

Question 3

- (a) How does the preparation of a budget help the management of a company? [2]
- (b) With the help of an example, explain the clearing house function of the Reserve Bank of India. [2]
- (c) With the help of diagram, explain the accounting cycle. [2]
- (d) What advantages do external sources of recruitment have over internal sources. [2]
- (e) What is meant by Inventory (stock) Turnover Ratio? [2]

Question 4

- (a) How is 'Demand Assessment' important to an Organisation? [2]
- (b) What precautions need to be taken while packaging a product? [2]
- (c) Mention two advantages of branding. [2]
- (d) Explain briefly the principle of accounting on which the following equation rests:
$$\text{Assets} = \text{Liabilities} + \text{Capital A}$$
 [2]
- (e) What are the expectations of the Government from a business concern? [2]

SECTION - B

Attempt any four questions from this section.

Question 5

Explain any four Canons of Taxation. Why are both direct and indirect taxes required to develop an equitable and productive tax structure? [10]

Question 6

What is meant by Performance Appraisal? Explain the system of the performance Appraisal. [10]

Question 7

A company has come up with a revolutionary detergent powder. What advertising strategy should the company adopt? Mention the various media to be utilised, giving reason for the same. [10]

Question 8

Mention five problems of trade unions in India. Suggest suitable measures that can be adopted to solve the problems stated by you. [10]

Question 9

(a) Mr. Shasan is the owner of a factory manufacturing oil and soaps. He has employed Ramu, aged 13 years, in the soap manufacturing department. Ramu's work timings are from 2 p.m. to 9 p.m. with a break of half an hour at 6p.m. He has to work all seven days of the week. In this context, answer the following questions:

- i. What are the details that Mr. Shasan needs to maintain in his register regarding the employment of Ramu? [3]
- ii. How has Mr. Shasan violated the laws that are applicable in India? [2]
- iii. What measures should Mr. Shasan take in his factory for the safety of his employees? [2]

(b) Mention any two example of restrictive trade practices. [2]

Question 10

What is meant by marketing? Explain any four key marketing functions. [10]