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THE CATHEDRAL AND JOHN CONNOR SCHOOL
PRELIMINARY EXAMINATION 2007-08
COMMERCIAL APPLICATION

Class 10
17.01.2008

TheExampapers.com

M.Marks 100
Time 2 hrs

Section A is compulsory. Attempt any four questions from Section B.

The intended marks for questions are given in brackets []

SECTION A (40 Marks)

Attempt all questions from this section

Question 1

[10]

Give two differences each between:

- (a) Cheque and Bank Draft.
- (b) Packing and Packaging.
- (c) Advertising and Sales Promotion.
- (d) Balance Sheet and Income and Expenditure Account.
- (e) Fixed and Variable Cost.

Question 2

[10]

- (a) What is an advertising copy?
- (b) Give two purposes of financial recording.
- (c) Give two limitations of catalogue selling.
- (d) How is Human Resource Management action oriented?
- (e) What is meant by safety training?

Question 3

[10]

- (a) Why is RBI considered a banker's bank?
- (b) What is revenue expenditure?
- (c) Explain how demand for a product affects its price?
- (d) What are sunk costs?
- (e) How is humane relations an important element of public relations?

Question 4

[10]

Give one reason either for or against each of the following:

- (a) Expenses are expired costs.
- (b) Recruitment is a positive process.
- (c) A cheque bearing the date 1st Nov.2007 issued on 1st Feb.2008 will be a post dated cheque..
- (d) The choice of a distribution channel is influenced by middlemen.
- (e) Capital fund can be withdrawn by the members of a non trading organisation.

This paper consists of four printed sides

SECTION B (60 Marks)

Attempt any four questions from this section.

Question 5

- (a) Give any five public relations tools used by organizations to convey messages and to create their image. [5]
- (b) In 2007, the management decided to change the method of charging depreciation on fixed assets. Since this did not involve any money transaction, the accountant did not feel the need to mention this in the accounts. Explain the principle of accounting violated by the accountant. [5]
- (c) Is advertising a social waste? Give at least five reasons to support your answer. [5]

Question 6

- (a) Distinguish between training and development [5]
- (b) How does the RBI use 'Margin Requirement' as a tool to control the volume of credit in the economy. Explain with an example. [5]
- (c) 'During epidemics boil water' This advertisement was recently seen in all the leading newspapers
- (i) Name and explain the type of advertising in the above example [3]
- (ii) How can an advertisement be made attractive [2]

Question 7

Explain four ways in which commercial banks lend money to businessmen, artisans, farmers etc [15]

Question 8

- (a) Draw a flow chart to show the method and procedure and procedure of selection of employees in an organisation. [5]
- (b) Why is cost plus pricing also called mark-up-pricing? Mention at least 4 types of business/products for which this type of pricing policy is suitable. [5]
- (c) Enumerate any five techniques of sales promotion [5]

Question 9
Case Study

'A Brand'-New Awakening

October 1, 2007 : Tata Tea, India's largest volume tea company announced a new chapter in its evolution by unfolding an innovative positioning and presentation of its largest tea brand-Tata Tea.

The four Tata Tea Brands-Tata Tea Premium, Tata Tea Gold, Tata Tea Agni and Tata Tea Life-currently are advertised and positioned and advertised uniquely. These four brands have now been brought together under one umbrella brand-Tata Tea. This consolidation and unification of the four brands is aimed at communicating to the consumer a single, unified message in terms of emotional connect.

"Jaage Raho", the new campaign kick started across the country on October 1, 2007. The new campaign leverages the unique position that tea enjoys in our culture and attempts to migrate tea from being a physical revitaliser to a catalyst for 'social awakening'.

Television is the lynchpin of this campaign. Other than television and the website, the campaign is also using radio, press, shop level visibility and the new outdoor medium of malls and multiplexes to drive home the message of 'Jaage Raho'.

(a) You must have seen the 'Jaage Raho' campaign on the television or in the newspaper. How does this campaign challenge the consumers in effect to awaken to what is around them? [2]

(b) Tata Tea has now adopted the policy of umbrella branding by bringing together its four sub brands under one brand. Name and explain its earlier branding policy. [3]

(c) The Advertising Standard Council of India has formulated a code of conduct to check misleading and fraudulent advertisements. Give any five provisions of this code. [5]

(d) Tata Tea is advertising extensively on the television. Give 2 merits and 3 demerits of television advertising. [5]

Question 10
Case Study

Years ago, a Hongkong shopkeeper tricked Tim Cullen into buying a poor quality camcorder complete with an instruction manual in Japanese by adjusting the playback on the good model. Cullen had researched cameras, compared prices and had a lengthy and, he thought, a successful negotiation with the shopkeeper, but he fell victim to a classic case of switch deceit.

The shopkeeper took a chance by deceiving Cullen, thinking that he would never see Cullen again and that his wrong act would be unknown to all the visiting tourists who entered his shop.

[Tim Cullen is an associate fellow of the Said Business School, University of Oxford]

(a) What was lacking in the shopkeeper? [1]

(b) Explain the term business ethics and give its importance. [1+3]

(c) If Cullen had reported the matter to the media, it would have resulted in negative publicity for the shopkeeper and harmed his business.. As a student of commerce what advise would you give to this shopkeeper regarding the features of public relations. [5]

(d) Give the scope of public relations with its

(i) consumers

(ii) media

[5]

SECTION A (40 Marks)

Attempt all questions from this section.

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