STD: X   BANDRA (WEST) - MUMBAI –400050
SUB: Comm.St.   PRELIMINARY EXAM 2007–2008.
TIME: 2 HRS.
DATE: 19.12.07   **COMMERCIAL STUDIES**   M.M. 80

ATTEMPT ALL QUESTIONS FROM SECTION A
AND ANY FOUR QUESTIONS FROM SECTION B

SECTION - A

Q1.   Distinguish between: (10)
a)   Copyright and Trademark
b)   Savings and Current Account
c)   Fixed and variable costs
d)   Strikes and Lockouts
e)   Book-Keeping and Accountancy

Q2.   (10)
a)   Give any two objectives of Industrial Relations?
b)   Give two methods to protect consumers?
c)   What are 'Direct Materials'? Give two examples?
d)   What is the role of ethics in business organization?
e)   Mention any 2 restrictive trade practices?

Q3.   (10)
a)   Why is training important for an individual employee who joins an organization?
b)   Give any two uses of the 'Word Processor'?
c)   What is 'Discounting of a bill of Exchange'?
d)   What does the general public expect from a business organization. (Give 4 points).
e)   Define 'Product Planning'.

Q4.
a)   What is a 'Bearer Cheque'? What is the advantage of issuing such cheques?   (10)
b)   What is 'Direct Advertising'?
c)   Draw a diagram showing the steps in the "Selection procedure"?
d)   What is 'Performance Appraisal'?
e)   Define the term 'Demand'. List and explain any one factor affecting demand?

SECTION B
(Attempt any 4 questions from here)

Q5.   What is a commercial bank? Explain the functions of a commercial bank.   (10)

Q6.   Define 'Recruitment'. Explain the external sources of Recuitment.   (10)

Q7.   What are the basic accounting concepts an accountant should follow while Preparing financial statements?   (10)

Q8.   What is a Trade Union ? What are the problems faced by Trade Unions today?   (10)

Q9.   "Advertising is a social waste". Do you agree? Give reasons for your answer.   (10)

Q10.   Why are taxies levied? Explain the canons of taxation?   (10)

SK/kp   ***********   END