

**ICSE BOARD EXAMINATION**  
**COMMERCIAL APPLICATIONS**  
**Class-10**

Maximum Marks: 100

Time allowed: Two hours

Answer 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**

Choose the correct answers to the questions from the given options.

**[20]**

(Do not copy the questions, write the correct answers only.)

- (i) Mixing of jaggery (gur) in honey is an example of .....
- (a) Pollution (b) Food Adulteration  
(c) Degeneration (d) Decomposition
- (ii) Which market provides long term finance to business enterprises?
- (a) Capital market (b) Commodity market  
(c) Primary market (d) Money market
- (iii) training is also called as 'process of socializing'.
- (a) Induction (b) Refresher  
(c) Safety (d) Job
- (iv) One of the methods of direct selling is .....
- (a) Catalogue Selling (b) Parity Selling  
(c) Penetrating Selling (d) Cost plus Selling
- (v) is defined as 'science of morality'.
- (a) Sympathy (b) Ethics  
(c) Empathy (d) Dialogue
- (vi) Off-the-job training method is .....
- (a) Role play (b) Job rotation  
(c) Mentoring (d) Under study
- (vii) Which advertisement is designed to build a favorable image of the organization rather than to promote product or service?
- (a) Concept advertisement (b) Institutional advertisement  
(c) Product advertisement (d) Reminder advertisement
- (viii) According to the ..... Principle of accounting, transactions are recorded on the assumption that the business will exist for an indefinite period of time.
- (a) Business Entity Concept (b) Dual Aspect  
(c) Going Concern Concept (d) Money Measurement Concept
- (ix) refers to locating identified buyers to sell the product.
- (a) Presentation (b) Preparation  
(c) Prospecting (d) Persuading

- (x) depicts the Capital fund of the organization.  
 (a) Profit and Loss Account (b) Trading Account  
 (c) Balance Sheet (d) Nominal Account
- (xi) Rent of an office premises is an example of .....  
 (a) Semi-variable Cost (b) Semi-fixed Cost  
 (c) Fixed Cost (d) Variable Cost
- (xii) fosters greater understanding and improves relationship with the client.  
 (a) Dialogue (b) Persuasion  
 (c) Human Relations (d) Empathy
- (xiii) are also known as 'casual callers'.  
 (a) Gate Hiring (b) Advertisement  
 (c) Placement Agencies (d) Unsolicited Applicants
- (xiv) Central bank is the sole ..... of the country's foreign currency reserve.  
 (a) Dealer (b) Consumer  
 (c) Custodian (d) User
- (xv) Standardized products are ..... in nature.  
 (a) Heterogeneous (b) Spontaneous  
 (c) Homogeneous (d) Extraneous
- (xvi) Which of the following is set up by the Government to recruit semi-skilled and unskilled personnel?  
 (a) Placement agencies (b) Educational institutions  
 (c) Employment exchanges (d) Advertising agencies
- (xvii) It begins after the goods are produced:  
 (a) Marketing (b) Research and Development  
 (c) Selling (d) Procurement of Raw Material
- (xviii) is not a legal tender and the creditor may refuse to accept it.  
 (a) Bank Draft (b) Cheque  
 (c) Overdraft (d) Cash
- (xix) In the introduction stage of a product life cycle ..... is absent.  
 (a) Production (b) Competition  
 (c) Sales (d) Distribution
- (xx) Which of the following is not a method of Brand Promotion?  
 (a) Publicity (b) Advertisements  
 (c) Public Relations (d) Quality control

**Question 2**

[10]

Answer the following questions:

- (i) Distinguish between (any one point):  
 (a) Advertising and Publicity  
 (b) Cheque book and Passbook
- (ii) Justify the following sentences for or against and give a reason:  
 (a) Training reduces employee turnover.  
 (b) Good public relations do not help in building goodwill and positive image.  
 (c) A bank cannot refuse payment of a cheque.

**Question 3**

[10]

Answer the following questions:

- (i) State any two threats of global warming.  
 (ii) Give any two users of Income and Expenditure Account.  
 (iii) Mention the elements of the Marketing mix.  
 (iv) Define the term Recruitment.  
 (v) List any two features of a Service.

**Section-B**

(60 Marks)

(Attempt any four questions from this Section)

**Question 4**

- (i) Write any five advantages of Advertising to Consumers. [5]  
 (ii) Write short notes on: [5]  
 (a) Direct labor cost  
 (b) Indirect labor cost

(iii) Discuss the merits of Internal Source of recruitment. [5]

**Question 5**

(i) Explain any two stages of marketing. [5]

(ii) What are the features of a Balance Sheet? (Five points) [5]

(ii) Explain the Compensation Function of Human Resources Department. [5]

**Question 6**

(i) What are the four elements of Public Relations? Briefly explain any two of them. [5]

(ii) What are the effects of pollution on environment? [5]

(iii) With reference to the secondary functions of a Commercial Bank, explain general utility function? [5]

**Question 7**

(i) Write a short note on 'Position of buyers and sellers market'. [5]

(ii) What qualities are required to be a good salesman? (Explain any five) [5]

(iii) What does GAAP stand for in Accounting? [5]

Explain:

(a) Business Entity Concept

(b) Money Measurement Concept

**Question 8**

(i) Distinguish between Central Bank and Commercial Bank. (Any five) [5]

(ii) With reference to role of Human Resource Management, discuss the significance for an enterprise. [5]

(iii) Write a short note on Chipko Andolan. [5]

**Question 9**

**CASE STUDY**

The Central Consumer Protection Authority (CCPA) under the Department of Consumer Affairs has notified 'Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements. 2022' with an objective to curb misleading advertisements and protect consumers. Who may be exploited or affected by such advertisements.

Keeping in view the sensitiveness and vulnerability of children and severe impact advertisements make on the younger minds, several preemptive provisions have been laid down on advertisements targeting children. Guidelines say that advertisement targeting children shall not feature any personalities from the field of sports, music or cinema and products which under any law require a health warning for such advertisement or cannot be purchased by children. (Courtesy : PIB, Delhi)

With reference to the case study answer the following questions:

(i) Discuss the advantages of the following media: [5]

(a) Television (Any two)

(b) Newspaper (Any three)

(ii) Explain the various Consumer Rights as mentioned in the Consumer Protection Act. [5]

(iii) What are the advantages of branding? (Any five) [5]