

ICSE 2023 EXAMINATION
SPECIMEN QUESTION PAPER
COMMERCIAL APPLICATIONS

Maximum Marks: 100

Time allowed: 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.

*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

*(Attempt **all** questions from this **Section**.)*

Question 1

[20]

Choose the correct answers to the questions from the given options. (Do not copy the question. Write correct answer only.)

- (i) Which pricing strategy will be used to launch a high end auto motors?
- (a) Parity Pricing
 - (b) Skimming Pricing
 - (c) Cost Plus Pricing
 - (d) Penetrating Pricing
- (ii) A bank is a _____ which collects money from the public in the form of deposits and lends the same to the borrowers.
- (a) company
 - (b) reserve bank
 - (c) government organisation
 - (d) lender of the last resort

- (iii) Which feature is pertaining to Introduction stage of PLC?
- (a) Competition is very severe.
 - (b) Product is known all over the market.
 - (c) It is a risky stage.
 - (d) New versions of the product must be made available.
- (iv) ATM means:
- (a) Any Time Money
 - (b) Amount Transaction Message
 - (c) Auto Transfer Money
 - (d) Automated Teller Machine
- (v) Which of the following is not a feature of Balance Sheet?
- (a) It is statement.
 - (b) Reflects profit / loss of an organization.
 - (c) It shows Capital Fund of the organization.
 - (d) It shows financial position of the organization.
- (vi) The _____ is an extract or copy of the customer's account in the bank's ledger as on a particular date.
- (a) Passbook
 - (b) Pay-in-slip book
 - (c) Cheque book
 - (d) Withdrawal form
- (vii) Which of the following is not an element of Marketing Mix?
- (a) Price Mix
 - (b) Place Mix
 - (c) Promotion Mix
 - (d) Process Mix

- (viii) Cost means:
- (a) Revenue paid for something.
 - (b) Price paid for something.
 - (c) To generate expenses.
 - (d) Depreciation earned.
- (ix) According to Business Entity Concept:
- (a) Distinction should be made between fixed assets and current assets.
 - (b) Distinction should be made between business transactions and personal transactions.
 - (c) Distinction should be made between Capital expenditure and revenue expenditure.
 - (d) Accounting equation is always true.
- (x) _____ is concerned with managing people at work.
- (a) Human resource management
 - (b) Public Relations management
 - (c) Human resource manager
 - (d) Public relations manager
- (xi) Caveat Vendor is a principle of:
- (a) Marketing
 - (b) Selling
 - (c) Personal Selling
 - (d) Advertising
- (xii) One of the Maintenance functions of Human Resource Management is _____.
- (a) Training
 - (b) Selection
 - (c) Bonus
 - (d) Social measure

- (xiii) What is the advantage of advertising to the manufacturers?
- (a) Helps in raising the living standard of people.
 - (b) Helps to maintain steady demand by smoothing out seasonal fluctuations in demand.
 - (c) They are the main sources of income for newspapers and magazines.
 - (d) Reduces possibility of cheating of consumers.
- (xiv) An example of Direct method of recruitment is:
- (a) Advertisements
 - (b) Tele Recruitment
 - (c) Placement agencies
 - (d) Jobbers and contractors
- (xv) The advertisement designed to change the lifestyle of people is:
- (a) Persuasive
 - (b) Informative
 - (c) Pioneering advertising
 - (d) Reminder
- (xvi) A planned and sustained effort and management function is:
- (a) Public relations
 - (b) Public applications
 - (c) Promotion
 - (d) Propaganda
- (xvii) Which of the following is **not** a feature of Service?
- (a) Life Cycle
 - (b) Perishability
 - (c) Inseparability of buyers and sellers
 - (d) Variability

- (xviii) Quality which implies looking at things and events from the other's point of view.
- (a) Human relations
 - (b) Persuasion
 - (c) Empathy
 - (d) Dialogue
- (xix) Which should not be a desirable quality of a good salesman?
- (a) Cheerful
 - (b) Impatient
 - (c) Sensitive
 - (d) Sincere
- (xx) Narmada Bachao Andolan was started by _____.
- (a) Sundar Lal Bahuguna
 - (b) Medha Patkar
 - (c) Ghanshyam Raturi
 - (d) Chandi Prasad

Question 2

[10]

- (i) Distinguish between:
- (a) Direct cost and Indirect cost
 - (b) Marketing and selling.
- (ii) Justify the following statements:
- (a) Receipts and payments account serves as the basis for preparing the balance sheet of a non-trading Organization.
 - (b) Commercial Banks are the lender of the last resort.
 - (c) Marketing is a wider term and includes selling.

Question 3

Answer the following questions:

[10]

- (i) Write *any two* rights of a consumer.
- (ii) Write short note on Social Marketing Stage.
- (iii) What is acid rain?
- (iv) Mention the elements of the Promotion Mix.
- (v) What is Variable cost?

SECTION B

(Answer *any four* questions from this *Section*.)

Question 4

- (i) What are the characteristics of public relation? [5]
- (ii) Explain the factors responsible for the destruction of Ecosystem. [5]
- (iii) Write *any five* advantages of bank account. [5]

Question 5

- (i) Discuss Catalogue Marketing and Telemarketing as important methods of non-conventional markets. [5]
- (ii) Explain the second and third stage of product life cycle. [5]
- (iii) Discuss the advantages of Sales Promotion. [5]

Question 6

- (i) Explain procurement function of Human Resource Management. [5]
- (ii) Describe *any five* duties of a consumer. [5]
- (iii) Distinguish between savings deposit account and current account. (*Any five points*) [5]

Question 7

- (i) Explain the following: [5]
 - (a) The Business Entity Concept
 - (b) The Dual Aspect Concept
- (ii) Distinguish between Income and expenditure account with Receipts and payments account. [5]
- (iii) Explain the elements of total cost. [5]

Question 8

- (i) What are the uses of balance sheet? [5]
- (ii) Distinguish between advertising and publicity. [5]
- (iii) Explain *any two* methods of selling. [5]

Question 9

Schools are typically led by a Principal (the Head Teacher) and a senior leadership team. Middle managers are recruited to fill job roles such as heads of Departments and Coordinators. There might also be a Human Resource Manager who is in charge of administering the non-teaching aspects of a school, such as building maintenance and the management of non-teaching staff.

With reference to above case study answer the following questions:

- (i) Explain any two external sources of recruitment which can be adopted to appoint above mentioned recruits. [5]
- (ii) Outline the procedure to be followed for the selection of employees in an organisation. [5]
- (iii) Describe the features of Human Resource Management. [5]