*Maximum Marks: **40***

Time allowed: One hour (inclusive of reading time)

ALL QUESTIONS ARE COMPULSORY.

The marks intended for questions are given in brackets [ ].

Question 1

The stakeholders who are involved in the business firms from within the organisation are:

[1]

1.   Internal stakeholders

2.   External stakeholders

3.   Suppliers

4.   Creditors

Question 2

Rent, wages, repairs, taxes are examples of:

[1]

1.   Capital expenditure

2.   Revenue expenditure

3.   Deferred revenue expenditure

4.   Capital receipts

Question 3

The revenue expenditure the benefit of which extends beyond the current accounting year but does not result in acquiring permanent assets is:

[1]

1.   Capital expenditure

2.   Revenue expenditure

3.   Deferred revenue expenditure

4.   Capital receipts

Question 4

The process of translating the value of a product or service in terms of money is: **[1]**

1. Marketing

2. Advertising

3. Pricing

4. Publicity

Question 5

The _____ provides the consumer access to a variety of goods and services at **[1]** competitive prices.

1. Right to safety

2. Right to choose

3. Right to be informed

4. Right to consumer education

Question 6

_____ are intangible benefits, utilities and satisfactions which are offered **[1]** for sale.

1 Product

2. Market

3. Price

4. Services

Question 7

Facebook, YouTube, Twitter, WhatsApp are examples of: **[1]**

1. Sales promotion

2. Social Media

3. Shareholders

4. Products

Question 8

Distribution of free samples, price contests, clearance sales, etc. are examples of: **[1]**

1.   Consumer exploitation

2.   Capital receipts

3.   Sales promotion techniques

4.   Functions of the Central Bank

Question 9

Consumer _____ means harming the interest of consumers by overcharging,   **[1]**
under weighing, etc.

1.   Awareness

2.   Exploitation

3.   Protection

4.   Safety

Question 10

Non-recurring receipts like additional capital, loan, etc. are: **[1]**

1.   Capital receipts

2.   Revenue receipts

3.   Capital expenditure

4.   Revenue expenditure

Question 11

Individuals who are hired to do a specific job are known as: **[1]**

1.   Society

2.   Government

3.   Employers

4.   Employees

Question 12

Purchase of land, building, plant, machinery, etc. are examples of: **[1]**

1. Capital expenditure

2. Revenue expenditure

3. Deferred revenue expenditure

4. Revenue receipts

Question 13

Persons who supply money as loan to the commercial organisations and charge interest on it are: **[1]**

1. Employers

2. Employees

3. Suppliers

4. Creditors

Question 14

Salaries of timekeepers is an example of: **[1]**

1. Direct Cost

2. Indirect Cost

3. Variable Cost

4. Fixed Cost

Question 15

Which of these is not an example of service? **[1]**

1. Shipping

2 Laundry

3. Hospital

4. Grooming kit

Question 16

Sending advertising messages to consumers over the internet is: **[1]**

1.   E- Marketing

2.   E-Tailing

3.   E-Advertising

4.   E-Security

Question 17

Which of the following is not generally related to products?   **[1]**

1.   Tangible

2.   Transferable

3.   Perishable

4.   Can be replaced

Question 18

Which consumer right allows the consumer to register his/her dissatisfaction at   **[1]**
appropriate forums?

1.   Right to safety

2.   Right to consumer education

3.   Right to be heard

4.   Right to choose

Question 19

E- Commerce stands for: **[1]**

1.   Electrical Commerce

2.   Electronic Commerce

3.   Entertainment Commerce

4.   Electrochemical Commerce

Question 20

The amount of expenditure incurred on a given thing is: **[1]**

1. Cost

2. Profit

3. Income

4. Discount

Question 21

_____ is an example of services. **[1]**

1. Door

2. Doctor

3. Window

4. Fan

Question 22

_____ are NOT examples of products. **[1]**

1. Insurance

2. Mobile

3. Laptop

4. Blackboard

Question 23 **[1]**

_____ is an example of Sales Promotion technique.

1. Advertising

2. Clearance Sale

3. Publicity

4. Pricing

Question 24   **[1]**

Right to safety, right to be heard are rights of _____.

1.   Citizens

2.   Consumers

3.   Sellers

4.   Manufacturers

Question 25   **[1]**

Fair wages, security of jobs are expectations of _____.

1.   Employees

2.   Employers

3.   Suppliers

4.   Government

Question 26   **[1]**

E-Commerce has _____ investment in comparison to Traditional Business.

1.   Higher

2.   Same

3.   Lower

4.   Very High

Question 27

A consumer buys a packet of biscuits on which MRP, best before date and ingredients   **[1]**
are NOT mentioned. Which consumer right is being violated?

1.   Right to safety

2.   Right to be heard

3.   Right to choose

4.   Right to be informed

Question 28

_____ is exchanging goods for money.   **[1]**

1. Sales

2. Advertising

3. Marketing

4. Publicity

Question 29

_____ cannot be stored   **[1]**

1. Product

2. Advertising

3. Service

4. Marketing

Question 30

Creation and execution, Media planning are functions of _____   **[1]**

1. Marketing

2. Advertising

3. Advertising agency

4. Pricing

Question 31

Which of the following is NOT a merit of advertising?   **[1]**

1. Introduction of a new product

2. Better quality of products

3. Higher prices of products

4. Generation of employment

Question 32

A consumer receives a defective product and does not pursue the matter, considering it to be his/her bad luck. What type of consumer is he/she? **[1]**

1. Active

2. Ignorant

3. Alert

4. Informed

Question 33

Match the Column I and Column II: **[4]**

	Column - I		**Column - II**
(a)	Government	i	Security of jobs
(b)	Society	ii	Pay taxes honestly
(c)	Creditor	iii	Preserve social and cultural values
(d)	Employee	iv	Regular and timely payment of interest

(a)	1. i.	2.	ii	3.	iii	4.	iv
(b)	1. i.	2.	ii	3.	iii	4.	iv
(c)	1. i.	2.	ii	3.	iii	4.	iv
(d)	1. i.	2.	ii	3.	iii	4.	Iv

Question 34

Match the Column I and Column II: **[4]**

	Column - I		**Column - II**
(a)	Capital expenditure	i	Interest received; rent received
(b)	Capital receipts	ii	Wages, Salaries
(c)	Revenue expenditure	iii	Loan, Capital
(d)	Revenue receipts	iv	Vehicle, Furniture

(a)   1. i.   2. ii   3. iii   4. iv

(b)   1. i.   2. ii   3. iii   4. iv

(c)   1. i.   2. ii   3. iii   4. iv

(d)   1. i.   2. ii   3. iii   4. iv