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HS/XII/V/CT/Paper-VI/24

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COMPUTER TECHNIQUE

(Vocational Stream)

(Computer Commercial Application)

(Theory)

Paper : VI

Full Marks : 100

Time : 3 hours

The figures in the margin indicate full marks for the questions

GROUP—A

(Introduction to Statistical Techniques)

1. Select the correct answer for each of the following : 1×5=5

(a) The weighted arithmetic mean of the following data

<i>Item (x)</i>	5	10	25
<i>Weight (w)</i>	8	4	5

is

(i) 12·58

(ii) 12·05

(iii) 10·25

(2)

(b) The geometric mean of 2 and 8 is

(i) 2

(ii) 3

(iii) 4

(c) The standard deviation of values whose variance is 16 is

(i) 4

(ii) 5

(iii) 6

(d) The median of 2, 1, 3, 4, 5 is

(i) 1

(ii) 2

(iii) 3

(e) The mode of 3, 2, 1, 2, 3 is

(i) 1

(ii) 2

(iii) 3

(3)

2. Fill in the blanks of the following sentences with the choices in the table given below : 1×5=5

(a) The formula for harmonic mean for n numbers and x_i values is _____.

(b) The formula for the weighted arithmetic mean whose number of terms is n , data values are x_i and w_i as weights applied is _____.

(c) The formula for arithmetic mean whose number of values is n and data value is x_i is _____.

(d) The formula for weighted harmonic mean whose weight is w_i and data value is x_i is _____.

(e) The formula for geometric mean whose number of values is n and data value is x_i is _____.

Choices

$$\frac{\sum w_i}{\sum (w_i / x_i)} \quad \sqrt[n]{x_1, x_2, \dots, x_n} \quad \frac{n}{\left(\frac{1}{x_1} + \frac{1}{x_2} + \dots + \frac{1}{x_n}\right)}$$

$$\frac{\sum_{i=1}^n w_i x_i}{\sum_{i=1}^n w_i} \quad \frac{1}{n} \sum_{i=1}^n x_i$$

(4)

3. Define the following (any *five*) : 2×5=10

- (a) Least squares method
- (b) Standard deviation
- (c) Regression line
- (d) Mean deviation in statistics
- (e) Mode
- (f) Median

4. Solve any *two* of the following : 5×2=10

(a) Calculate the standard error of the given data :

5, 7, 10, 4, 8

(b) Find the geometric mean of the following values :

4, 8, 4, 2

(c) From the following data, calculate the harmonic mean (HM) :

<i>Test Marks</i>	5	6	8	10
<i>No. of Candidates</i>	10	20	15	5

(5)

GROUP—B

(**Simple Accounting**)

5. Fill in the blanks of the following : 1×10=10

- (a) As per accounting principle _____ means the business will exist for a long period of time.
- (b) In a double-entry system of bookkeeping, each transaction has two aspects i.e., _____ and _____.
- (c) One example of mode of accounting is _____.
- (d) _____ displays the transactions related to buying and selling of goods.
- (e) A _____ is an individual or company that extends credit to another party who borrows money.
- (f) Long-term assets without any physical existence but, possessing a value are called _____.
- (g) The debts which are to be repaid within a short period (a year or less) are known as _____.
- (h) Net profit is calculated in _____ Account.
- (i) Suppliers' personal a/c are seen in _____.
- (j) Sales invoices are first entered in _____.

(6)

6. Define any *five* of the following in 1 or 2 sentence(s) each :

2×5=10

(a) Intangible real account

(b) Debtor

(c) Voucher

(d) Accounting period

(e) Petty cashbook

(f) Money measurement

(g) Types of accounts

(h) Gross profit

7. Differentiate between each of the following (any *five*) :

2×5=10

(a) Debit and Credit

(b) Nominal Account and Personal Account

(c) Journal and Ledger

(d) Fixed Assets and Current Assets

(e) Double-column and Triple-column cashbooks

(f) Lenders and Suppliers

8. Journalize the following transactions taking given serial No. as dates for the month of July, 2020 : 10

- (i) Hardik started a business with cash of ₹ 15,000 and machinery of ₹ 20,000.
- (ii) Purchased goods for ₹ 9000 less 10% discount (cash).
- (iii) Sold goods to Amar of ₹ 3000.
- (iv) Distributed goods worth ₹ 700 as free samples.
- (v) Bought stationeries for ₹ 550 for office use.
- (vi) Received ₹ 950 from Dhanashree, a customer whose account was earlier written off as bad debt.
- (vii) Abhir invoiced goods worth ₹ 3000.
- (viii) Settled Abhir's account allowing 5% cash discount.
- (ix) Exchanged goods worth ₹ 2500 against furniture of same amount.
- (x) Withdrawn cash ₹ 5000 for office use and ₹ 3000 for personal use.

(8)

GROUP—C

(Marketing and Salesmanship)

9. Select the correct answer for each of the following :
1×10=10

- (a) Marketing is a process which aims at
- (i) production
 - (ii) profit making
 - (iii) satisfaction of customer needs
 - (iv) selling products
- (b) The key term in the American Marketing Association's definition of marketing is
- (i) activity
 - (ii) sales
 - (iii) products
 - (iv) value
- (c) There is a constant tension between the formulated side of marketing and management side and marketing is
- (i) an art
 - (ii) a science
 - (iii) Both (i) and (ii)
 - (iv) selling

- (d) Today marketing must be understood in a new sense that can be characterised as
- (i) get there first with the most
 - (ii) management of youth demand
 - (iii) satisfying customer needs
 - (iv) telling and selling
- (e) Want for a specific product backed by an ability to pay is called as
- (i) demand
 - (ii) need
 - (iii) want
 - (iv) customer
- (f) Which of the following promotional tools is thought to be the most expensive?
- (i) Advertising
 - (ii) Personal selling
 - (iii) Public relation
 - (iv) Sales promotion

- (g) The total combined customer lifetime values of all of the company's customers is known as
- (i) customer equity
 - (ii) customer perceived value
 - (iii) customer lifetime value
 - (iv) customer share
- (h) The process of linking each item of expenditure to its justified purpose is known as
- (i) cost analysis
 - (ii) cost saving
 - (iii) cost accounting
 - (iv) value analysis
- (i) What will be the result of a promising and over-delivery sales strategy?
- (i) Full line sales
 - (ii) Happy customer
 - (iii) Customer dissatisfaction
 - (iv) Customer exchange
- (j) One of the major benefits of cross-selling is increase in
- (i) customer lifetime value
 - (ii) customer defection
 - (iii) price of the product
 - (iv) service cost

(11)

10. Write notes on any *five* of the following : 2×5=10

(a) Marketing mix

(b) Retailer

(c) e-commerce

(d) Proprietorship

(e) Services

(f) Invisible hand

11. What are the different types of business activities?
Explain five types briefly. 5

12. Define salesmanship. What are the roles and functions of
a salesman? 2+3=5

Or

Explain the quality of a good salesman.
