ICSE QUESTION PAPER

2024

ICSE SUDY MATERIAL

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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 (40 Marks)

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

Question 1 [20]

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

(Do not copy the questions. Write the correct answer only.)

(i) Pioneer advertising is also known as _____.

(a) Concept advertising

(b) Persuasive advertising

(c) Reminder advertising

(d) Informative advertising

(ii) Ledger is also called the _____.

(a) Journal book

(b) Principal book

(c) Account book

(d) Subsidiary book

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(iii) The process of assigning specific work to *new employees* is called _____.

(a) Recruitment

(b) Selections

(c) Interview

(d) Placement

(iv) In _____, the purpose is to make profit out of fluctuation in prices.

(a) Spot market

(b) Future market

(c) Catalogue market

(d) Secondary market

(v) Which stage of marketing is characterised by hard selling?

(a) Production oriented stage

(b) Product oriented stage

(c) Sales oriented stage

(d) Societal marketing stage



(vi) Identify which of this is **NOT** the advantage of Advertising to the *consumers*:

(a) Advertisement creates a direct link between the Producer and Consumer

(b) It provides educational value

(c) It reduces the possibility of cheating of consumers

(d) It helps to meet the competition in the market

(vii) Which function of Human Resource Management deals with handling employee grievances, conflict resolution and employee counselling?

(a) Procurement function

(b) Development function

(c) Integration function

(d) Compensation function

(viii) Which one of these is a voluntary group promoting the participation of students in learning to improve their environment?

(a) Nature Club

(b) Van Mahotsav Club

(c) Eco-Club

(d) Interact Club

(ix) Public Relations executives must practice the art of _____ because it involves them to convince other person about some idea, product, service or institution.

(a) Dialogue

(b) Persuasion

(c) Human Relations

(d) Empathy

(x) Costs incurred other than on material and labour for production and distribution are called _____.

(a) Labour cost

(b) Material cost

(c) Expense

(d) Variable cost

(xi) Marketing uses _____.

(a) integrated approach

(b) persuasion and promotion

(c) product approach

(d) market approach

(xii) The closing balance of this account shows surplus / deficit:

(a) Profit & Loss Account

(b) Receipts & Payments Account

(c) Balance Sheet

(d) Income & Expenditure Account

(xiii) This is **NOT** an example of renewable energy:

(a) Nuclear Energy

(b) Natural Gas

(c) Solar energy

(d) Tidal Energy

(xiv) *Caveat vendor* means _____.

(a) let the buyer beware

(b) let the seller beware

(c) let the advertiser beware

(d) let the market beware

(xv) Marketing concentrates on _____.

(a) increasing the sales volume

(b) satisfying advertiser

(c) decreasing the sales volume

(d) satisfying the customer

(xvi) The central bank settles the claims of commercial banks is called _____.

(a) Banking facility

(b) Ledger facility

(c) Clearing House Facility

(d) Accounts facility

(xvii) Which is a *very old medium* of advertising?

(a) Television

(b) Film

(c) Outdoor

(d) Newspaper

(xviii) With reference to methods of training, identify the correct statement:

1. On-the-Job training is also known as 'learning by doing'.
2. On-the-Job training is given to an employee who is trained outside the job.
3. On-the-Job training is the process of judging the suitability of applicants in the light of job requirements.
4. On-the-Job training is the process of searching for and identifying the prospective employees.

(a) 2 and 3

(b) 1 and 4

(c) Only 1

(d) Only 2

(xix) **Assertion (A):** Values are a set of standards of behaviour that are considered desirable and important by society.

Reason (R): These principles or standards of behaviour need not be inculcated in person through the right kind of education.

(a) A is false, but R is true.

(b) A is true, but R is false.

(c) Both A and R are true and R explains A.

(d) Both A and R are true but R does not explain A.

(xx) *Everyone loves the exclusive discounts and offers that come around during the holiday season. Your brand may already be running some discount offers.*

Based on the information given above, which of the statement given below describes the term **brand**?

(a) Brand means the process of assigning a distinctive name to the product by which it is to be known and remembered.

(b) Brand means short term incentives of non-recurring nature used to stimulate consumer purchasing and dealer effectiveness.

(c) Brand means any identification mark used to identify the product of a seller and to differentiate it from the products of competitors.

(d) Brand means the exchange of goods and service for money.

Question 2 [10]

Answer the following questions:

(i) Distinguish between *(any one point)*:

(a) Fixed cost and Variable cost

(b) Capital Market and Money Market

(ii) Justify the following:

(a) Every transaction is recorded in at least three accounts.

(b) Human resource management is only action oriented rather than being people oriented.

(c) Selection is a positive process.

Question 3

Answer the following questions: [10]

(i) State *any two* advantages of cost-plus pricing strategy.

(ii) What is Greenhouse effect?

(iii) What do you mean by the term food adulteration?

(iv) Explain *any two* features of Income and Expenditure account.

(v) Define the term *Book-keeping*.

SECTION B (60 Marks)

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

Question 4

(i) Distinguish between marketing and selling. *(Any five)* [5]

(ii) State *five* uses of Receipts and Payments account. [5]

(iii) With reference to Public Relations, write a short note on Role of ethics in business. [5]

Question 5

(i) Discuss *any five* reasons as to why Advertisements are criticised. [5]

(ii) "Packaging is a silent salesman." Give *five* reasons to justify. [5]

(iii) Explain need and the importance of Training. [5]

Question 6

(i) Differentiate between Sales promotion and Advertising. *(Any five)* [5]

(ii) Explain *any two* Lending Money functions of Commercial Banks. [5]

(iii) Write a short note on: [5]

(a) Chernobyl disaster

(b) Bhopal Gas Tragedy

Question 7

(i) Explain *five* uses of Balance Sheet. [5]

(ii) With reference to functions of Human Resource Management, explain procurement function. [5]

(iii) Briefly explain *any five* benefits of consumer education. [5]

Question 8

(i) Define the term GAAP. Explain the need of GAAP for accounting. [5]

(ii) Describe the *five* various internal sources of recruitment. [5]

(iii) What do you mean by the term Overheads? Explain various types of Overheads. [5]

Question 9

CASE STUDY

British carmaker MG has confirmed the launch of a new affordable Electric Vehicle (EV) in India in the first half of 2023. The brand also revealed that this newly developed EV will come with an affordable price tag of around Rs 7-8 lakh.

Although the firm has not yet disclosed the details of the EV's body style, this new pure-electric offering will most probably compete against the Tata Nexon EV. Besides this, the MG's upcoming EV will utilise a new platform and could offer a sub-300 km of travel range on a single charge.

MG Motor has also announced that it will invest in nurturing young talents through its initiatives like the MG Nurture program. The carmaker plans to collaborate with 50 institutes through the program to train one lakh students on the latest technologies regarding EVs.

Electric cars produce zero exhaust emissions, which means they do not emit any harmful exhaust gases into the air. This can benefit the environment as exhaust gases can negatively impact various health conditions and also have an impact on climate change. EVs are more efficient, and that combined with the electricity cost is cheaper than filling petrol or diesel for your travel requirements. Using renewable energy sources can make the use of EVs more eco-friendly. They mainly reduce noise levels which are hazardous to human health.

[Source-auto.hindustantimes.com]

With reference to the case study answer the following questions:

(i) In which stage of product life cycle can Electric Vehicles be placed? Explain this stage briefly. [5]

(ii) Which type of training can be undertaken by MG Motors to train its employees? Briefly explain. [5]

(iii) Explain the effects of pollution on human health. [5]

CISCE STUDY MATERIAL

ICSE ISC

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INFORMATION
1 Time Table
2 Result
3 Syllabus

OTHER RESOURCES
Maps of India, Maps of World
Writing Skill Formats
Periodic Table

CLASS	STUDY MATERIAL
9	Specimen Paper
10	Specimen Paper
11	Specimen Paper
12	Specimen Paper
10	Question Paper
12	Question Paper
9/10	Lab Manuals
11/12	Lab Manuals

BOOKS

- ICSE Class 10 Prescribed Books
- ISC Class 12 Prescribed Books
- ISC Class 12 Project Work

ENTRANCE EXAMS

JEE Main	CLAT	CUET UG
JEE Advanced	NEET UG	Fashion & Design