

COMMERCE

Maximum Marks: 80

Time Allotted: Three Hours

Reading Time: Additional Fifteen Minutes

Instructions to Candidates

1. You are allowed an **additional fifteen minutes** for **only** reading the question paper.
2. You must **NOT** start writing during reading time.
3. This question paper has **8 printed pages**.
4. There are **thirteen** questions in the paper. All questions are compulsory.
5. This paper is divided into **three sections: A, B and C**.
6. **Section A** has **sixteen subparts** which are very short answer questions. Each question carries 1 mark.
7. While attempting **Multiple Choice Questions** in Section A, you are required to **write only ONE option as the answer**.
8. **Section B** has **eight questions** which are short answer questions. Each question carries 4 marks.
9. **Section C** has **four questions** which are long answer questions. Each question carries 8 marks.
10. **Internal choices** have been provided in **two questions in Section B** and in **one question in Section C**.
11. The intended marks for questions are given in brackets [].

Instruction to Supervising Examiner

1. Kindly read **aloud** the Instructions given above to all the candidates present in the examination hall.

SECTION A – 16 MARKS

Question 1

- (i) A small café opens in a busy marketplace and soon becomes famous for its variety of beverages. Due to limited parking space, customers find it difficult to park their vehicles. [1]
What components of SWOT analysis have been highlighted above?
- (a) Strength and Threat
 - (b) Strength and Weakness
 - (c) Opportunity and Threat
 - (d) Weakness and Opportunity
- (ii) Syed received a message on his mobile phone after making a payment of ₹500, that alerted him of the transaction made. [1]
Which banking facility is being referred to in the above situation?
- (a) IMPS
 - (b) CBS
 - (c) SMS
 - (d) ATM
- (iii) A reputed furniture manufacturer hires young carpenters and places them under seasoned craftspersons. Initially, the new employees work on simple parts of furniture and observe the intricate structures made by craftspersons. Gradually with continuous guidance, they begin making complete pieces of furniture on their own. [1]
Identify the method and type of Training given to the new employees.
- (a) On the Job training - Apprenticeship training
 - (b) Off the Job training - Role Playing
 - (c) On the Job training - Vestibule training
 - (d) Off the Job training - Lectures
- (iv) Given below are two statements marked Assertion and Reason. Read the two statements carefully and choose the correct option. [1]
Assertion: Feedback is considered an important step in communication process.
Reason: Both sender and receiver interpret the message through feedback.
- (a) Both Assertion and Reason are true and Reason is the correct explanation for Assertion.
 - (b) Both Assertion and Reason are true but Reason is not the correct explanation for Assertion.
 - (c) Assertion is true and Reason is false.
 - (d) Both Assertion and Reason are false.

- (v) Kriti saw an online advertisement for an organic hair oil that promised regrowth of hair within three weeks. The product was expensive, and she ordered it without checking its side effects and the reviews shared by previous customers. Upon using it, she experienced allergic reactions as the ingredients did not suit her scalp. [1]

What consumer responsibilities did Kriti ignore?

- (P) Checking price of the product
 - (Q) Checking quality and standards
 - (R) Not getting misled by advertisements
 - (S) Using sustainable products
- (a) Only (P) and (Q)
- (b) Only (Q) and (R)
- (c) Only (R) and (S)
- (d) Only (P) and (R)
- (vi) Which one of the following is **NOT** a feature of an informal organisation? [1]
- (a) Responsibilities are not fixed.
 - (b) They are depicted in an organisational chart.
 - (c) They satisfy social and psychological needs of employees.
 - (d) They emerge spontaneously without any official direction.
- (vii) In a city, Metro Rail Corporation launched a WhatsApp based ticketing system for passengers. Passengers could send a message to the given WhatsApp number or scan a QR code to initiate the process of ticket purchase. [1]
- Which one of the following is the **MOST** relevant benefit of this system to the customers?
- (a) Improvement of public transport
 - (b) Simplification of ticketing process
 - (c) Enhancement of operational efficiency
 - (d) Streamlining extensive metro network
- (viii) State whether the following are True or False:
- (a) Span of control refers to a fixed number of subordinates reporting directly to a manager. [1]
 - (b) Public deposits have a lock-in period of five years. [1]

- (ix) Study the relation between first and the second words given below and complete the analogy.

(a) Long term source of funds: Capital market :: Short term source of funds: [1]

(b) Fixed yield security: Preference shares :: Variable yield security: [1]

- (x) The finance manager at Maurya Ltd. prepares a detailed estimate of future fund requirements and also decides the sources of funds. She ensures that there is neither excess nor shortage of funds. [1]

Identify the concept of financing evident here.

- (xi) A farmer grows cashew nuts and sends the harvest to a wholesaler who sorts them into various categories according to their quality. [1]

Which facilitating function of marketing is performed by the wholesaler?

- (xii) Name the step of selection procedure in which the credibility of the candidate is verified by contacting their past employers. [1]

- (xiii) The picture below shows _____ function of marketing. [1]



- (xiv) The manager of a newly opened guest house divides various tasks into categories such as housekeeping, kitchen management, customer service and front desk operation. [1]

With reference to functions of management, which step of Organising is performed by the manager while dividing tasks into categories?

SECTION B - 32 MARKS

Question 2

[4]

The following data is an extract of Balance sheet of Brush & Paint Ltd. that produces various types of paints on a large scale.

(Extract) Balance Sheet as at 31st March 2023

Assets	31 st March 2023	31 st March 2022
Property, Plant & Equipment		
Land & Machinery	8,00,000	5,00,000
Intangible assets		
Goodwill	2,00,000	1,00,000

With reference to the data given above, discuss *any four* factors affecting the fixed capital requirement at Brush & Paint Ltd.

Question 3

[4]

Sanjay works in Delhi and needs to send ₹7 lakhs to his family in Mumbai to help them in a situation of medical emergency. He considers using an electronic fund transfer system which is continuous and fast.

Suggest an appropriate online system of fund transfer for Sanjay. State *any three* of its features.

Question 4

[4]

Management is considered a social science and not science. Discuss.

Question 5

[4]

Read the scenarios given below carefully and answer the question that follows:

- At Shine Appliances Ltd., workers use different methods to assemble washing machines. Each worker follows their own ways of doing the task, which leads to variation in quality and wastage of time.
- At Fine Appliances Ltd., management selects workers randomly without any standardised procedure which leads to low productivity.

Identify and explain the principles given by F.W. Taylor that have been violated in each of the above scenarios.

[4]

Question 6

- (i) Rajesh, a Production Manager, planned the flow of work meticulously for his department. However, the targets could not be achieved.

Keeping the above situation in view, explain *any four* limitations of Planning that Rajesh and his team would have experienced.

OR

- (ii) • Mayuri, an Office Assistant was constantly making errors in the data sheet while working on MS Excel. The manager observed this and enrolled her for a crash course on MS Office.
- Shama, an IT Manager, attended a workshop on Artificial Intelligence to upgrade her skills and brighten her career prospects.

Identify and distinguish between the *two* concepts of skill enhancement highlighted in each of the situations.

Question 7

Keshav was not given the possession of the flat he bought despite paying a full amount of ₹5 crores to the builder.

With reference to Consumer Protection Act 2019, answer the following questions.

- (i) Suggest a redressal mechanism that can be used by Keshav. Give a reason for your answer. [2]
- (ii) Explain the composition of this mechanism. [2]

Question 8

[4]

- (i) A famous fast-food chain of restaurants put up a hoarding at a traffic intersection in the city announcing 50% off on burgers on weekends.

Name the *two* elements of the promotion mix adopted by the restaurant. Differentiate between them on *any three* bases.

OR

- (ii) Rare earth minerals are used in the production of electric vehicles.
- What type of product is a 'rare earth mineral'? List *any three* of its features.

Question 9

Observe the images shown below and answer the questions that follow.



- (i) Identify the type of plan indicated in the images shown above. [1]
- (ii) State *any three* features of the plan identified in subpart (i). [3]

SECTION C – 32 MARKS

Question 10

- (i) Some external micro factors come in direct and frequent contact with an organisation. [5]
- Explain *any five* of such external micro factors.
- (ii) As an overseer, a supervisor plays a pivotal role in achieving organisational goals. [3]
- Validate the statement by discussing *any three* functions of a supervisor.

Question 11

- (i) A company issued a financial security where an investor was entitled to full voting rights and other future incentives. [5]
- What are the *five* benefits of investing in such securities?
- (ii) Read the situations given below related to Red Orchards, an export company, that produces and exports apples. [3]
- (a) The company needs more liquid funds during the winter season as they face a sharp increase in demand for apples.
- (b) Due to a natural calamity in a particular year, the entire harvest was spoiled, and the orders could not be supplied on time which led to an increase in the need for funds.

Identify and explain the types of working capital indicated in subparts (a) and (b).

OR

- (iii) The management of Shudh Paani Ltd. decided to issue a financial security under the common seal of the company. These would be issued at a pre-determined rate of interest without reducing the control of the existing owners. [5]

Explore *any five* advantages of issuing such securities.

- (iv) Rahim, a Chartered Accountant in a company, suggested various ways of borrowing funds from commercial banks as his company faced a shortage of working capital. [3]

Name and explain *any three* short term sources of funds that Rahim's company can raise through commercial banks.

Question 12

- (i) Compare the Traditional concept of marketing to the Modern concept on *any five* bases. [5]

- (ii) Explain *three* types of Indirect Channels of Distribution. [3]

Question 13

Read the passage given below and answer the questions that follow.

Bright Steel Ltd. has launched a new range of tri-ply stainless steel cookware. The finance department had allocated ₹50 lakhs for the same. The production department had set quarterly targets of production while marketing department had strategised to ensure its timely sales.

However, in the second quarter, the company realised that production fell short due to delays in the supply of raw materials. To overcome this, the purchase manager decided to coordinate with multiple suppliers and ensured timely availability of raw materials. The production and marketing departments also adapted their systems of working to maintain sales momentum.

- (i) How does the above scenario reflect the relationship between Planning and Controlling? [2]
- (ii) Briefly explain *coordination*. [2]
- (iii) What type of organisational structure does Bright Steel Ltd. have? State *any three* merits of such structure. [4]