

Sample Question Paper-1

ICSE 2024 EXAMINATION
Specimen Paper Issued Board in July 2023
Commercial Applications
Class:-X
Session 2023-24

SOLVED

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.)

(Do not copy the question, write the correct answers only.)

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

[20]

- (i) Identify which of the following does not have an opening balance.
- | | |
|----------------------------------|-----------------------------|
| (A) Balance sheet | (B) Income and Expenditure |
| (C) Receipts and Payment account | (D) Profit and Loss account |
- (ii) The power and value of a brand which adds to the product is called _____.
- | | |
|-------------------|---------------------|
| (A) Brand loyalty | (B) Brand quality |
| (C) Brand equity | (D) Brand publicity |
- (iii) Inventory control is a part of _____.
- | | |
|-------------------|-----------------|
| (A) Place mix | (B) Product Mix |
| (C) Promotion Mix | (D) Price Mix |
- (iv) The products bought after comparing quality, price etc., of different brands are known as _____.
- | | |
|--------------------------|-------------------------|
| (A) Shopping Products | (B) Industrial Products |
| (C) Convenience Products | (D) Specialty Products |
- (v) Identify an example of Nationalised Bank _____.
- | |
|--|
| (A) Union Bank of India and State Bank of India. |
| (B) CBI Bank and HDFC Bank |
| (C) ICICI Bank and Axis Bank |
| (D) American Express Bank and Yes Bank |
- (vi) With reference to steps in personal selling, which statement is (are) correct?
1. Prospecting means, locating and identifying the potential buyers for sales.
 2. Prospecting means, to make face to face contact with buyers.
 3. Prospecting means, after meeting buyers, display the product.
 4. Prospecting makes well trained sales force
- | | |
|-------------|-------------|
| (A) 2. & 3. | (B) 1. & 4. |
| (C) Only 4. | (D) Only 1. |
- (vii) The traditional channel employed in the distribution of consumer goods is _____.
- | |
|---|
| (A) Manufacturer - Consumer |
| (B) Manufacturer - Retailer |
| (C) Manufacturer - Wholesaler - Retailer - Consumer |
| (D) Manufacturer - Agent - Wholesaler - Retailer - Consumer |

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