

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 |

2014 Nquestion Papers

Axel Ruppert



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Ruppert, 2018-03-05 Master's Thesis from the year 2017 in the subject Politics Region Western Europe grade 1.0 University of Aarhus School of Culture and Society course European Studies language English abstract This thesis explores the first phase of the revision of the European Union EU Blue Card Directive from June 2016 to June 2017 Out of the four EU labour migration Directives the Blue Card aims to attract highly skilled third country nationals to the EU and grants those admitted a favourable set of rights In the revision the European Parliament is for the first time fully involved as co legislator for the Blue Card Directive Existing research indicates that the European Parliament seeks to strengthen labour migrants rights In this context this thesis asks the question to what extent the revision process offers the opportunity to strengthen Blue Card holders rights At the same time strengthened rights for Blue Card holders inevitably result in an increase in the diverging treatment of labour migrants in the EU In light of this ambivalence this thesis aims to not only analyse opportunities for strengthened rights for Blue Card holders but also to what extent the revision of the Blue Card Directive offers the opportunity to establish a higher standard of rights for labour migrants in the EU This analysis shall complement academic literature that questions the practice of granting labour migrants in the EU different rights but lacks of research on the manner in which the more preferential treatment of highly skilled labour migrants is justified by actors in the European Commission and Parliament This thesis uses a methodological triangulation approach of qualitative policy document and interview analyses It finds that the Commission's proposal and the Parliament's involved Committees propose to strengthen Blue Card holders in several regards At the same time findings indicate that the perception about labour migrants economic contribution their perceived scarcity and their intended duration of stay determine the rights granted The results suggest that a revised Blue Card might serve as a reference for all labour migration Directives and future initiatives regarding equal treatment and safeguards to protect permit holders from the loss of status In terms of rights to family reunification access to long term residence and intra EU mobility the thesis findings raise doubts whether strengthened rights can benefit labour migrants that are not categorised as highly skilled or do not belong to a comparable category

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