

I SEMESTER EXAM2017-18

Sub: Commerce

STD: X

MARKS: 25

DATE: 28/09/2017

TIME: 1 Hour

Q1. Fill in the Blanks: (5)

1. Business is an _____ activity. (economic, non-economic)
2. Goods can be distinguished into consumer goods and _____ goods.(industrial, producer)
3. Objective of business organization is to earn _____.(profits, service)
4. Marketing includes _____.(production, distribution)
5. _____ brings an equilibrium between supply and demand of a product in the market.(price, place)

Q2. State whether the following statements are true or false: (5)

1. A promotion satisfies consumers wants or needs.
2. Product is the important element of marketing management.
3. Storing is one of the important marketing functions.
4. Business is an economic activity.
5. Business organization is a collaboration to achieve economic goals.

Q3. Answer the following: (any5) (5)

1. Define Business.
2. What do you mean by Sole proprietorship?
3. Name the law which governs the partnership firm.
4. Write the year of Company Law.
5. Name any 4 universal marketing functions.
6. What do you mean by place of distribution?
7. Write the meaning of co-operative society.

Q4. Write Short notes on (any 2) (6)

1. Any 4 features of business.
2. Price- important element of marketing mix.
3. Any 3 features of partnership firm.

Q5. Answer in brief (any 1) (4)

1. Distinguish between Public limited company and Private limited company.
2. Explain the 4P's of marketing.