# 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

Ansteers 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 spect 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.)

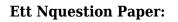
(Do not copy the question, write the correct answers only.)

L.,	Choose the correct answers to the questions from the given options.			[20
	(43)	<ol> <li>Identify which of the following does not have an opening balance.</li> </ol>		2,000
		(A) Balance sheet	(B) Income and Expenditure	
		(C) Receipts and Payment account	(D) Profit and Loss account	
	(610)	(ii) The power and value of a brand which adds to the product is called .		
	-	(A) Brand lovalty	(B) Brand quality	
		(C) Brand equity	(D) Brand publicity	
	(SIE)	Inventory control is a part of		
		(A) Place mix	(B) Product Mix	
		(C) Promotion Mix	(D) Price Mix	
	divis	(v) 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	
	(W)	Identify an example of Nationalised Bank		
		(A) Union Bank of India and State Bank of In	dia.	
		(B) Citi Bank and HDFC Bank		
		(C) ICICI Bank and Axis Bank		
		(D) American Express Bank and Yes Bank		
	(with			
	anno.	<ol> <li>Prospecting means, locating and identifying the potential burers for sales.</li> </ol>		
		2. Prospecting means, to make face to face of	ontact with burers.	
		3. Prospecting means, after meeting buyers, display the product.		
		4. Prospecting makes well trained sales foro		
		(A) 2.8:3.	(B) 1. & 4.	
		(C) Only 4.	(D) Only 1.	
	(vii) The traditional channel employed in the distribution of consumer goods is			
	200	(A) Manufacturer - Consumer		
		(B) Manufacturer - Retailer		
		(C) Manufacturer - Wholesaler - Retailer - C	OBSUITMET.	

(D) Manufacturer - Agent - Wholesaler - Retailer - Consumer

# **Ett Nquestion Paper**

M Mark



Unveiling the Magic of Words: A Overview of "Ett Nquestion Paper"

In a global defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their power to kindle emotions, provoke contemplation, and ignite transformative change is actually aweinspiring. Enter the realm of "Ett Nquestion Paper," a mesmerizing literary masterpiece penned with a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve to the book is central themes, examine its distinctive writing style, and assess its profound impact on the souls of its readers.

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