

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 |

Ett Nquestion Paper

M Mark



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Table of Contents Ett Nquestion Paper

1. Understanding the eBook Ett Nquestion Paper
 - The Rise of Digital Reading Ett Nquestion Paper
 - Advantages of eBooks Over Traditional Books
2. Identifying Ett Nquestion Paper
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Ett Nquestion Paper
 - User-Friendly Interface
4. Exploring eBook Recommendations from Ett Nquestion Paper
 - Personalized Recommendations
 - Ett Nquestion Paper User Reviews and Ratings
 - Ett Nquestion Paper and Bestseller Lists

5. Accessing Ett Nquestion Paper Free and Paid eBooks
 - Ett Nquestion Paper Public Domain eBooks
 - Ett Nquestion Paper eBook Subscription Services
 - Ett Nquestion Paper Budget-Friendly Options
6. Navigating Ett Nquestion Paper eBook Formats
 - ePub, PDF, MOBI, and More
 - Ett Nquestion Paper Compatibility with Devices
 - Ett Nquestion Paper Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Ett Nquestion Paper
 - Highlighting and Note-Taking Ett Nquestion Paper
 - Interactive Elements Ett Nquestion Paper
8. Staying Engaged with Ett Nquestion Paper
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Ett Nquestion Paper
9. Balancing eBooks and Physical Books Ett Nquestion Paper
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Ett Nquestion Paper
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Ett Nquestion Paper
 - Setting Reading Goals Ett Nquestion Paper
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Ett Nquestion Paper
 - Fact-Checking eBook Content of Ett Nquestion Paper
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
- Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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