

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

Question Papers 24

D Kirk



Question Papers 24:

The Top Books of the Year Nquestion Papers 24 The year 2023 has witnessed a noteworthy surge in literary brilliance, with numerous compelling novels captivating the hearts of readers worldwide. Lets delve into the realm of top-selling books, exploring the captivating narratives that have captivated audiences this year. Nquestion Papers 24 : Colleen Hoover's "It Ends with Us" This touching tale of love, loss, and resilience has captivated readers with its raw and emotional exploration of domestic abuse. Hoover masterfully weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can triumph. Nquestion Papers 24 : Taylor Jenkins Reids "The Seven Husbands of Evelyn Hugo" This captivating historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reids captivating storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Discover the Magic : Delia Owens "Where the Crawdads Sing" This evocative coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens spins a tale of resilience, survival, and the transformative power of nature, captivating readers with its evocative prose and mesmerizing setting. These popular novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of captivating stories waiting to be discovered. The novel begins with Richard Papen, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is an exceptional and suspenseful novel that will keep you speculating until the very end. The novel is a cautionary tale about the dangers of obsession and the power of evil.

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