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Assignment for Term - I: 2026 27

Class-XI Commerce

DATE OF SUBMISSION: 01-09-2026 (Tuesday)

1.	**ENGLISH**
	Level 1 Easy 1. The Portrait of a Lady How did the grandmother look when the author was a child? Why did the grandmother always carry a rosary? 2. The Address Why did Mrs. S ask the narrator to forget the address? What did the narrator find at Mrs. Dorling's house? 3. Discovering Tut: The Saga Continues Who was Tutankhamun? Why was King Tut's mummy examined using modern technology? 4. The Voice of the Rain Who is the speaker in the poem? What does the rain do when it falls on the earth? 5. A Photograph What does the photograph show? Why does the poet feel sad while looking at the photograph? 6. We're Not Afraid to Die… if We Can All Be Together Who were the members of the family on the boat? What happened to the boat during the storm? 7. The Summer of the Beautiful White Horse Who were Aram and Mourad? Why was Aram surprised to see Mourad with a beautiful white horse? 8. Mother's Day Why was Mrs Pearson unhappy with her family? What did Mrs Fitzgerald advise Mrs Pearson to do?
	Level 2 1. The Portrait of a Lady How did the relationship between the author and his grandmother change after he moved to the city? Explain. Why did the grandmother dislike the author's music lessons at school? 2. The Address How did the narrator's visit to Mrs Dorling's house make her realise that the belongings of her mother had lost their emotional value? Why did the narrator decide not to visit Mrs Dorling again? 3. Discovering Tut: The Saga Continues What difficulties did the scientists face while examining King Tut's mummy? Why has King Tut's death remained a mystery despite the use of modern scientific methods? 4. The Voice of the Rain Explain how the rain describes its journey from the earth to the sky and back to the earth. Why does the rain compare itself to a song? 5. A Photograph How does the photograph bring out the contrast between the poet's mother's childhood and her present absence? Explain the significance of the line "Its silence silences." 6. We're Not Afraid to Die… if We Can All Be Together How did the family members show courage and determination during the dangerous storm? How did the children's attitude give strength to the narrator and his wife? 7. The Summer of the Beautiful White Horse

	Why did Aram find it difficult to believe that Mourad had stolen the horse? How did the Garoghlanian family's reputation influence Aram's understanding of Mourad's actions? 8. Mother's Day How did Mrs Fitzgerald help Mrs Pearson change her behaviour towards her family? What does the play suggest about the way family members should treat a mother?
	Level 3 1. The Portrait of a Lady The grandmother's changing relationship with the author reflects the impact of modern education and changing lifestyles. Critically examine how Khushwant Singh presents the conflict between tradition and modernity through their relationship. The grandmother appears to accept the changes in her life silently, yet her actions reveal deep emotions. Discuss how her silence, prayers, and final moments communicate her character more powerfully than words. 2. The Address The story suggests that material possessions can preserve memories but cannot replace the people associated with them. Discuss this idea with reference to the narrator's experience at Mrs Dorling's house. Mrs Dorling can be viewed both as a selfish opportunist and as a survivor of difficult circumstances. Examine her character critically and discuss whether the story gives enough evidence to judge her completely. 3. Discovering Tut: The Saga Continues Despite the availability of advanced technology, the exact cause of King Tut's death remains uncertain. What does this uncertainty reveal about the limitations of scientific investigation when dealing with historical mysteries? The chapter combines archaeology, history, science, and human curiosity. Analyse how the examination of Tut's mummy reflects humanity's desire to uncover the secrets of the past. 4. The Voice of the Rain The rain describes itself as a "poem of the earth." Analyse this metaphor and explain how it connects the natural cycle of rain with the creative process of poetry. The poem presents rain as a force that gives back to the earth what it receives from it. How does this idea create a deeper philosophical message about nature, life, and renewal? 5. A Photograph The photograph freezes a moment in time, but the poet's memories reveal that time continues to change everything. Analyse how the poem presents the paradox of permanence and change. The poem moves from the poet's mother's childhood to her death and finally to the poet's present silence. How does this progression transform an ordinary photograph into a meditation on loss, mortality, and the passage of time? 6. We're Not Afraid to Die… if We Can All Be Together The family's survival depends not only on physical strength but also on emotional courage and unity. Analyse how the behaviour of the children and adults contributes to the family's survival during the crisis. The title suggests that togetherness is more important than the fear of death. How does the narrative prove this idea through the experiences of the family and the crew? 7. The Summer of the Beautiful White Horse Aram knows that the horse has probably been stolen, yet he chooses to believe that Mourad could not be a thief. Analyse this conflict between moral knowledge, family loyalty, and childhood innocence. The Garoghlanian family is famous for its honesty despite being poor. How does William Saroyan use this family reputation to create irony and develop the central moral conflict of the story? 8. Mother's Day Mrs Pearson's transformation from a submissive mother to a confident woman changes the behaviour of her entire family. Discuss how the play uses humour and exaggeration to expose the problem of taking mothers for granted. Mrs Fitzgerald plays a crucial role in changing Mrs Pearson's life, but she does so through an unusual method. Do you think her approach is justified? Critically evaluate her role in bringing about Mrs Pearson's transformation.
2.	**ACCOUNTANCY**
	LEVEL 1:

1. Which of the following best distinguishes **accounting from bookkeeping**?
A. Bookkeeping analyses financial information, whereas accounting records it
B. Accounting records only cash transactions, whereas bookkeeping records all transactions
C. Bookkeeping mainly records transactions, whereas accounting also classifies, summarises, analyses and interprets them
D. There is no significant difference between the two

2.A business records purchase of machinery but does not record the appointment of a highly experienced manager. Which limitation of accounting is illustrated?
A. Historical nature B. Monetary measurement
C. Lack of comparability D. Lack of objectivity

3. Which statement is **incorrect** regarding accounting information?
A. It assists management in decision-making
B. It helps creditors assess creditworthiness
C. It records all events affecting business, including purely qualitative events
D. It helps owners assess profitability

4. Which of the following is **not** an objective of accounting?
A. Ascertainment of profit
B. Ascertainment of financial position
C. Providing information for decision-making
D. Guaranteeing future profitability

5. A bank examines profitability, liquidity and repayment capacity before sanctioning a loan. The bank is primarily acting as:
A. Internal user
B. External user
C. Owner
D. Employee

6. Which sequence represents the broad accounting process most appropriately?
A. Analysis → Recording → Classification → Communication
B. Recording → Classification → Summarising → Analysis and Interpretation
C. Classification → Recording → Interpretation → Summarising
D. Recording → Interpretation → Classification → Summarising

7. A proprietor pays Rs.20,000 for installation of newly purchased machinery. The amount is:
A. Revenue expenditure
B. Capital expenditure
C. Deferred revenue expenditure
D. Drawings

8.A business receives Rs.50,000 from a debtor against an amount due of Rs.55,000. The Rs.5,000 difference represents:
A. Discount Received
B. Discount Allowed
C. Loss on sale
D. Bad debt

9.Goods costing Rs.15,000 are withdrawn by the proprietor for personal use. This transaction results in:
A. Increase in purchases and decrease in capital
B. Increase in drawings and decrease in purchases
C. Increase in expense and decrease in cash
D. Increase in sales

10. Which expenditure should be capitalised?
A. Routine repairs to machinery
B. Annual insurance of machinery
C. Installation charges of newly purchased machinery
D. Electricity expenses

11.A trader pays Rs.40,000 for annual insurance. Rs.10,000 relates to the next accounting year. The Rs.10,000 is:
A. Outstanding expense
B. Prepaid expense
C. Capital expenditure
D. Capital loss

12.A business purchases a second-hand machine for Rs.1,00,000, pays Rs.10,000 for installation and Rs.5,000 for routine repairs. Amount capitalised is:
A. Rs.1,00,000
B. Rs.1,05,000
C. Rs.1,10,000

D. Rs.1,15,000
13.A proprietor records his personal electricity bill as a business expense. Which concept is violated?
A. Going Concern
B. Business Entity
C. Matching
D. Consistency
14.A company continues to use the same inventory valuation method year after year. This primarily follows:
A. Prudence
B. Consistency
C. Materiality
D. Money Measurement
15. Expected losses are recognised, but anticipated profits are not recognised until reasonably certain. This reflects:
A. Matching
B. Prudence
C. Going Concern
D. Historical Cost
16.A business records outstanding salary as an expense of the current year although payment will be made next year. Which concept is applied?
A. Accrual
B. Money Measurement
C. Business Entity
D. Historical Cost
17. Which concept assumes that a business will continue its operations for the foreseeable future?
A. Matching
B. Going Concern
C. Prudence
D. Consistency
18.A business does not disclose a material contingent liability in its financial statements. Which principle is primarily violated?
A. Full Disclosure
B. Matching
C. Historical Cost
D. Dual Aspect
19. Which principle requires expenses to be recognised in relation to the revenue they help generate?
A. Prudence
B. Matching
C. Consistency
D. Materiality
20.A business records an asset at its acquisition cost even though its market value has subsequently increased substantially. This reflects:
A. Historical Cost Principle
B. Revenue Recognition
C. Prudence
D. Full Disclosure
21. Which of the following situations primarily illustrates **Materiality**?
A. Recording only monetary transactions
B. Treating insignificant stationery items as an expense rather than as a long-term asset
C. Recognising expected losses
D. Assuming continuity of business
22. Under accrual basis, revenue is generally recognised when:
A. Cash is received
B. Revenue is earned
C. Invoice is paid
D. Bank account is credited
23. Salary paid during the year Rs.1,00,000; opening outstanding salary Rs.8,000; closing outstanding salary Rs.12,000. Salary expense is:
A. Rs.96,000
B. Rs.1,00,000
C. Rs.1,04,000
D. Rs.1,20,000
24. Cash received as commission Rs.80,000 includes Rs.10,000 relating to next year. Commission accrued for current year is Rs.5,000. Under accrual basis, commission income is:

A. Rs.75,000
B. Rs.80,000
C. Rs.85,000
D. Rs.95,000
25. Rent paid Rs.60,000 includes Rs.8,000 prepaid for the next year. Opening prepaid rent was Rs.5,000. Rent expense for current year is:
A. Rs.57,000
B. Rs.63,000
C. Rs.65,000
D. Rs.52,000
26. Cash paid for expenses Rs.1,50,000; opening outstanding Rs.10,000; closing outstanding Rs.15,000; opening prepaid Rs.5,000; closing prepaid Rs.8,000. Expense under accrual basis is:
A. Rs.1,52,000
B. Rs.1,58,000
C. Rs.1,48,000
D. Rs.1,62,000
27. Opening capital Rs.4,00,000; additional capital Rs.50,000; profit Rs.70,000; drawings Rs.30,000. Closing capital is:
A. Rs.4,90,000
B. Rs.5,20,000
C. Rs.4,20,000
D. Rs.5,50,000
28.A business has assets Rs.9,00,000 and liabilities Rs.3,00,000. During the year it earns profit Rs.80,000 and drawings are Rs.20,000. If no other change occurs, closing capital is:
A. Rs.5,60,000
B. Rs.6,60,000
C. Rs.7,00,000
D. Rs.6,40,000
29. Goods purchased for Rs.50,000 at 10% trade discount should be recorded in Purchases Account at:
A. Rs.50,000
B. Rs.55,000
C. Rs.45,000
D. Rs.5,000
30.A debtor owing Rs.40,000 settles his account by paying Rs.38,000. Correct entry includes:
A. Discount Allowed Dr. Rs.2,000
B. Discount Received Dr. Rs.2,000
C. Discount Allowed Cr. Rs.2,000
D. Debtor Dr. Rs.2,000
31. Goods costing Rs.10,000 are donated. The correct entry is:
A. Donation Dr. Rs.10,000 To Purchases Rs.10,000
B. Purchases Dr. Rs.10,000 To Donation Rs.10,000
C. Drawings Dr. Rs.10,000 To Purchases Rs.10,000
D. Donation Dr. Rs.10,000 To Cash Rs.10,000
32. Machinery Rs.1,00,000 and installation Rs.10,000 are purchased/paid by cheque. The amount debited to Machinery Account is:
A. Rs.1,00,000
B. Rs.1,10,000
C. Rs.90,000
D. Rs.10,000
33.A cheque received from a debtor is dishonoured. The debtor's account is:
A. Credited
B. Debited
C. Closed
D. Transferred to capital
34.A proprietor withdraws goods costing Rs.8,000 for personal use. The entry is:
A. Drawings Dr. To Purchases
B. Purchases Dr. To Drawings
C. Sales Dr. To Drawings
D. Capital Dr. To Sales
35. Salary Rs.20,000 is paid, including Rs.5,000 relating to the previous month. The current transaction requires:
A. Salary Dr. Rs.20,000
B. Outstanding Salary Dr. Rs.5,000 and Salary Dr. Rs.15,000
C. Salary Dr. Rs.25,000

D. Outstanding Salary Cr. Rs.5,000

36. A business purchases goods Rs.1,00,000 plus GST @18% on credit. Which combination is correct for an intra-State purchase?
A. Purchases Dr. Rs.1,00,000; Input CGST Dr. Rs.9,000; Input SGST Dr. Rs.9,000; Supplier Cr. Rs.1,18,000
B. Purchases Dr. Rs.1,18,000; Supplier Cr. Rs.1,18,000
C. Purchases Dr. Rs.1,00,000; Input IGST Dr. Rs.18,000
D. Supplier Dr. Rs.1,18,000; Purchases Cr. Rs.1,00,000

37. Posting means:
A. Recording transactions in Cash Book
B. Transferring entries from Journal/Subsidiary Books to Ledger
C. Preparing Trial Balance
D. Balancing the Cash Book

38. A debtor owing Rs.50,000 pays Rs.48,000 in full settlement. The amount credited to Debtor's Account is:
A. Rs.48,000
B. Rs.2,000
C. Rs.50,000
D. Rs.52,000

39. Cash Book is:
A. Only a Ledger
B. Only a Journal
C. Both Journal and Ledger
D. Neither

40. A cheque of Rs.20,000 received from a customer and deposited immediately is entered in:
A. Debit side Cash column
B. Debit side Bank column
C. Credit side Bank column
D. Credit side Cash column

41. Cash withdrawn from bank for office use is:
A. Contra entry
B. Transfer entry
C. Adjustment entry
D. Closing entry

42. Cash withdrawn from bank for proprietor's personal use is recorded:
A. Cash Dr. To Bank
B. Drawings Dr. To Bank
C. Bank Dr. To Drawings
D. Drawings Dr. To Cash

43. A cheque received from a debtor is deposited immediately. If it is later dishonoured, the entry in Cash Book will:
A. Increase bank balance
B. Decrease bank balance
C. Increase cash balance
D. Increase capital

44. Which transaction is **not** a contra entry?
A. Cash deposited into bank
B. Cash withdrawn from bank for office use
C. Cash withdrawn from bank for personal use
D. Transfer between cash and bank for business purposes

45. Purchases Book records:
A. All purchases
B. Credit purchases of goods dealt in by the business
C. Cash purchases of goods
D. Credit purchase of fixed assets

46. A credit purchase of furniture is recorded in:
A. Purchases Book
B. Cash Book
C. Journal Proper
D. Purchases Return Book

47. Goods worth Rs.50,000 are purchased at 10% trade discount. Amount entered in Purchases Book is:
A. Rs.50,000
B. Rs.55,000
C. Rs.45,000
D. Rs.5,000

48.A credit note received from a supplier is generally related to:
A. Sales Book
B. Sales Return Book
C. Purchases Return Book
D. Cash Book
49.A debit note is generally prepared by the buyer when:
A. Goods are sold
B. Goods are returned to supplier
C. Cash is received
D. Machinery is sold
50. Sale of old furniture on credit is recorded in:
A. Sales Book
B. Cash Book
C. Journal Proper
D. Sales Return Book
51. Which transaction is recorded in Sales Book?
A. Cash sale of goods
B. Credit sale of machinery
C. Credit sale of goods
D. Cash sale of furniture
52.GST on an intra-State supply is generally divided into:
A. IGST and CGST
B. CGST and SGST
C. SGST and IGST
D. CGST only
53. An inter-State sale of Rs.1,00,000 attracts GST @18%. IGST is:
A. Rs.9,000
B. Rs.18,000
C. Rs.36,000
D. Rs.1,18,000
54. Goods worth Rs.60,000 are sold after a trade discount of 10%. GST @18% is charged. Taxable value is:
A. Rs.60,000
B. Rs.54,000
C. Rs.70,800
D. Rs.50,000
55.A dealer purchases goods Rs.1,00,000 plus GST @18% and returns goods worth Rs.20,000 before making any sale. GST relating to the returned goods is:
A. Rs.1,800
B. Rs.3,600
C. Rs.18,000
D. Rs.14,400
56. Which statement is correct?
A. Trade discount is calculated after GST
B. GST is calculated on list price before trade discount
C. Trade discount generally reduces taxable value
D. GST is never charged on inter-State transactions
57.A dealer sells goods Rs.1,50,000 less 10% trade discount plus IGST @18%. Invoice value is:
A. Rs.1,50,000
B. Rs.1,35,000
C. Rs.1,59,300
D. Rs.1,77,000
58.A restaurant bill of Rs.5,000 plus CGST and SGST @9% each is paid in cash and input credit is not allowed. Total cash paid is:
A. Rs.5,450
B. Rs.5,900
C. Rs.5,990
D. Rs.6,800
59.BRS is prepared to reconcile:
A. Cash Book and Journal
B. Cash Book and Bank Statement
C. Ledger and Trial Balance
D. Sales Book and Purchases Book
60. Cheque issued but not presented for payment causes:

A. Bank Statement balance to be lower than Cash Book balance
B. Bank Statement balance to be higher than Cash Book balance, assuming favourable balance
C. No difference
D. Cash balance to become negative
61. Cheque deposited but not yet collected causes:
A. Bank Statement balance to be higher than Cash Book
B. Bank Statement balance to be lower than Cash Book
C. No difference
D. Liability to increase
62. Bank charges entered only in Bank Statement will:
A. Increase Cash Book balance when adjusted
B. Decrease Cash Book balance when adjusted
C. Increase capital
D. Increase sales
63.A customer directly deposits Rs.10,000 into the bank but the transaction is not recorded in Cash Book. To reconcile starting with Cash Book balance, it should be:
A. Added
B. Deducted
C. Ignored
D. Treated as overdraft
64. Cash Book shows debit balance Rs.40,000. Cheques issued but not presented Rs.8,000 and cheques deposited but not collected Rs.5,000. Bank Statement balance is:
A. Rs.27,000
B. Rs.43,000
C. Rs.53,000
D. Rs.37,000
65. If Bank Statement wrongly debits the firm's account by Rs.2,000, then while reconciling from Cash Book balance:
A. Rs.2,000 is deducted
B. Rs.2,000 is added
C. No adjustment
D. Rs.4,000 is added
66. Which item does **not normally cause a difference** between Cash Book and Bank Statement?
A. Bank charges not recorded in Cash Book
B. Cheque issued but not presented
C. Cheque deposited but not collected
D. Transaction correctly recorded in both books on the same date and amount
67. Assertion–Reason
Assertion: A cheque deposited but not yet collected is deducted when starting with a favourable Cash Book balance.
Reason: The amount has been recorded in Cash Book but is not yet credited by the bank.
A. Both true and R correctly explains A
B. Both true but R does not explain A
C. A true, R false
D. Both false
68. Cash Book shows a debit balance of Rs.60,000. Bank charges Rs.1,000, direct collection Rs.5,000, unpresented cheques Rs.8,000 and uncleared cheques Rs.10,000 are the only differences. Balance as per Bank Statement is:
A. Rs.52,000
B. Rs.62,000
C. Rs.58,000
D. Rs.72,000
69. Trial Balance is:
A. An account
B. A statement
C. A ledger
D. A subsidiary book
70. Which account normally has a **credit balance**?
A. Purchases
B. Salary
C. Sales
D. Debtors
71. Which of the following is generally shown on the debit side of Trial Balance?

A. Capital
B. Creditors
C. Discount Received
D. Drawings

72. If Trial Balance agrees, it proves that:
A. All accounting errors have been eliminated
B. Books are absolutely accurate
C. Arithmetical accuracy of certain aspects of double entry is indicated, but all errors may not be detected
D. No error exists

73.A Trial Balance contains the following balances:

- Purchases Rs.1,20,000
- Sales Rs.2,00,000
- Debtors Rs.50,000
- Creditors Rs.40,000
- Capital Rs.1,00,000
- Cash Rs.30,000
- Salary Rs.20,000
- Rent Rs.10,000

Which of the following is the **correct classification**?
A. Purchases, Debtors, Cash, Salary and Rent — Debit; Sales, Creditors and Capital — Credit
B. Purchases, Sales and Salary — Debit; all others — Credit
C. Purchases and Sales — Debit; all others — Credit
D. Debtors, Creditors and Capital — Debit; all others — Credit

LEVEL 2:

Q1. Prepare the Accounting Equation after each transaction and show the final position of Assets, Liabilities and Capital:
A business commenced with Cash ₹5,00,000 and Bank Balance ₹2,00,000.

1. Purchased goods for ₹1,50,000 on credit.
2. Purchased machinery for ₹80,000 by cheque.
3. Sold goods costing ₹90,000 for ₹1,30,000 on credit.
4. Received ₹1,25,000 from the debtor in full settlement.
5. Paid ₹1,45,000 to the creditor in full settlement.
6. Goods costing ₹20,000 were withdrawn by the proprietor for personal use.
7. Paid salary ₹15,000 in cash.
8. Purchased goods for cash ₹40,000.

Required: Prepare the Accounting Equation

Q2. Analyse the following transactions and pass appropriate Journal Entries. Also identify the type of account involved in each transaction:

1. Purchased machinery for ₹1,20,000 by cheque.
2. Purchased goods worth ₹80,000 from Amit on credit.
3. Sold goods costing ₹50,000 for ₹75,000 to Rahul on credit.
4. Paid Amit ₹77,000 in full settlement of his account.
5. Received ₹72,000 from Rahul in full settlement of his account.
6. Proprietor withdrew goods costing ₹15,000 for personal use.

Q3.Pass Journal Entries for the following transactions. Carefully apply the rules of Debit and Credit and identify the nature of each account involved:

1. Goods worth ₹10,000 were distributed as free samples.
2. Goods costing ₹8,000 were donated to a charitable institution.
3. The proprietor paid his personal electricity bill ₹6,000 from the business bank account.
4. ₹5,000 became irrecoverable from a debtor.
5. Salary ₹12,000 remained outstanding at the end of the year.
6. Commission ₹15,000 was received in advance.

Instruction: For each transaction, write:

- Account(s) to be Debited
- Account(s) to be Credited
- Rule of Debit and Credit applied

Q4.Pass Journal Entries for the following transactions:

1. Purchased machinery for ₹1,20,000 and paid ₹10,000 for its installation by cheque.
2. Purchased goods worth ₹80,000 from Amit at 10% trade discount.
3. Sold goods costing ₹50,000 to Rahul for ₹75,000 on credit.
4. Rahul returned goods costing ₹5,000.
5. Paid Amit ₹70,000 in full settlement of his account.

6. Received ₹67,000 from Rahul in full settlement of his account.

Q5. Pass appropriate Journal Entries for the following transactions:

1. Goods costing ₹12,000 were distributed as free samples.
2. Goods costing ₹8,000 were donated to a charitable institution.
3. The proprietor withdrew goods costing ₹15,000 for personal use.
4. Salary ₹18,000 remained outstanding at the end of the year.
5. Insurance ₹24,000 was paid, including ₹6,000 relating to the next accounting year.
6. A debtor owing ₹20,000 became insolvent and only 60% of the amount could be recovered.

Q6. The Cash Book showed a debit balance of ₹50,000, but the Bank Statement showed a different balance on 31 March 2026. On investigation, the following were found:

1. A cheque issued for ₹12,000 was entered twice in the Cash Book.
2. A cheque of ₹8,000 deposited into the bank was recorded in the Cash Book but had not yet been collected.
3. A cheque issued for ₹6,000 had not yet been presented for payment.
4. Bank charges of ₹700 were not recorded in the Cash Book.
5. The bank directly credited ₹4,000 as interest.
6. A cheque of ₹3,000 deposited into the bank was dishonoured, but the Cash Book had not been adjusted.

Q7. Prepare a Two-Column Cash Book with Cash, Bank and Discount columns from the following transactions:

- Opening cash balance ₹25,000 and bank balance ₹60,000.
- Received ₹19,500 from Ravi in full settlement of his account of ₹20,000.
- Paid ₹29,000 to Mohan in full settlement of his account of ₹30,000.
- Cash sales ₹25,000.
- A cheque of ₹15,000 received from a customer was deposited into the bank immediately.
- Paid ₹10,000 by cheque for insurance.
- Withdrew ₹8,000 from bank for office use.
- Withdrew ₹5,000 from bank for personal use.
- Deposited cash into bank ₹12,000.
- Bank charges ₹1,000 were debited by the bank.

Required: Prepare the Three-Column Cash Book and show the closing cash and bank balances.

Q.8 A trader purchased goods for ₹1,00,000. He was allowed a trade discount of 10%. GST was charged at 18%. Later, goods worth ₹20,000 (before trade discount) were returned to the supplier.

Calculate:

1. Taxable value of the original purchase.
2. GST charged on the original purchase.
3. Taxable value of the goods returned.
4. GST relating to the goods returned.

Q9. A dealer purchased goods worth ₹1,50,000 from a supplier within the State. A trade discount of 8% was allowed and GST was charged at 18%.

Out of these goods, goods worth ₹30,000 before trade discount were returned to the supplier due to defects.

Required:

1. Calculate the taxable value of the original purchase.
2. Calculate CGST and SGST on the original purchase.
3. Calculate the taxable value and GST relating to the goods returned.
4. Pass the Journal Entry for the purchase and purchase return.

Note: No GST set-off/ITC adjustment is required in this question.

LEVEL 3:

Q1. A business has Assets of ₹3,20,000 and Liabilities of ₹1,20,000. During the year, the proprietor introduced additional capital of ₹40,000 and withdrew ₹15,000 for personal use. The business earned a profit of ₹30,000.

Calculate:

1. Closing Capital
2. Closing Assets

Q2. Using the rules of Debit and Credit, pass Journal Entries for the following:

1. Purchased goods for cash ₹25,000.
2. Sold goods for cash ₹40,000.
3. Paid rent ₹6,000.
4. Received commission ₹5,000.

Also mention the type of account debited and credited in each transaction.

Q3. Pass Journal Entries for the following transactions and state the rule of Debit and Credit applied in each entry:

1. Started business with cash ₹3,00,000.
2. Purchased goods on credit from Mohan ₹50,000.

	3. Sold goods on credit to Rohan ₹40,000. 4. Paid ₹20,000 to Mohan. 5. Received ₹30,000 from Rohan. 6. Paid salary ₹10,000. Q4.Journalise the following transactions: 1. Started business with cash ₹4,00,000. 2. Purchased goods on credit from Ramesh ₹80,000. 3. Sold goods costing ₹50,000 to Suresh for ₹70,000 on credit. 4. Received ₹67,000 from Suresh in full settlement of his account. 5. Paid ₹76,000 to Ramesh in full settlement of his account. 6. Withdrew cash ₹20,000 for personal use. Q5.From the following particulars, prepare a Bank Reconciliation Statement: • Balance as per Cash Book ₹60,000. • Cheques issued ₹20,000, out of which cheques of ₹7,000 have not been presented for payment. • Cheques deposited ₹15,000, out of which cheques of ₹4,000 have not been collected. • Bank charges ₹1,000 have not been entered in the Cash Book. • Bank has directly collected ₹5,000 from a customer. • Interest credited by bank ₹800 has not been recorded in the Cash Book. Q5.Prepare a Double Column Cash Book (Cash and Bank columns): • Cash in hand ₹40,000. • Bank balance ₹80,000. • Cash sales ₹25,000. • Purchased goods for cash ₹15,000. • Received a cheque of ₹20,000 from a customer and deposited it into the bank on the same day. • Paid a creditor by cheque ₹18,000. • Withdrew ₹10,000 from bank for office use. • Paid salary in cash ₹7,000. Q6. A trader purchased goods from a supplier in another State for ₹80,000 at 18% GST. He later sold the goods to a customer in the same State for ₹1,20,000 at 18% GST. Required: 1. Calculate the GST charged on purchase. 2. Calculate the GST charged on sale. 3. Identify whether CGST, SGST or IGST will apply to each transaction. 4. Pass the necessary Journal Entries.
3.	**BUSINESS STUDIES**
	Part 1: Easy Level Questions Q1. Differentiate between Economic Activities and Non-Economic Activities on the basis of: (a) Purpose/Motive, (b) Financial Measurement, and (c) Expectation of Reward. Q2. Explain the meaning of 'Extractive Industry' and 'Genetic Industry' with two suitable examples of each. Q3. State any three main characteristics that distinguish a Business from a Profession and Employment. Q4. Explain the concept of 'Sole Proprietorship'. State any two merits and two limitations of this form of business organisation. Q5. State any three privileges and exemptions that a Private Limited Company enjoys over a Public Limited Company under the Companies Act, 2013. Q6. Explain the features of 'Departmental Undertakings' as a form of organizing public enterprises. Q7. Explain the nature of services with reference to any three of the '5 Is' that distinguish services from physical goods. Q8. Describe the primary functions performed by Commercial Banks in mobilizing financial savings and credit creation. Q9. Distinguish between 'e-Business' and 'Traditional Business' on the basis of: (a) Ease of formation, (b) Cost of setting up, and (c) Locational requirements. Q10. Explain the three main phases/stages involved in conducting an online transaction from a customer's point of view. Part 2: Moderate Level Questions Q11. Explain the multiple objectives of business under the heads of: (a) Market standing, (b) Innovation, (c) Productivity, and (d) Social responsibility. Q12. Describe the role of Auxiliaries to Trade in removing various hindrances in the process of exchange: (a) Hindrance of place, (b) Hindrance of risk, and (c) Hindrance of finance. Q13. Explain the concepts of 'Mutual Agency' and 'Unlimited Liability' in a partnership firm and discuss their practical implications on partners. Q14. Distinguish between 'Partnership at Will' and 'Particular Partnership' on the basis of: (a) Duration, (b)

	Dissolution, and (c) Scope of activity. Q15. Explain the concept of 'Statutory Corporation'. Discuss why this form of enterprise is granted independent corporate status and operational autonomy by the Parliament. Q16. Differentiate between a 'Contractual Joint Venture' (CJV) and an 'Equity-based Joint Venture' (EJV) with relevant business illustrations. Q17. Explain the fundamental principles of Insurance: (a) Principle of Utmost Good Faith (Uberrimae Fidei), and (b) Principle of Insurable Interest. Q18. Explain the modern logistical role and functions of Warehousing: (a) Consolidation, (b) Break-the-bulk, and (c) Price stabilization. Q19. Explain the scope of e-Business in terms of: (a) B2B Commerce, (b) B2C Commerce, and (c) Intra-B Commerce. Q20. Describe the major security and safety risks associated with online transactions, specifically focusing on data storage, virus threats, and cryptography. Part 3: Difficult & Analytical Questions Q21. Abhishek operates a commercial cattle breeding farm and fish hatchery in Gujarat, while his cousin Priyanshu runs a chemical fertilizer and cement manufacturing plant. (a) Classify the specific industrial sub-categories to which Abhishek and Priyanshu belong. (b) Analyze the inter-dependence between primary and secondary industries in sustaining the economic supply chain. Q22. A chemical processing unit suffered heavy financial losses due to three distinct events: (i) an accidental fire due to boiler explosion, (ii) workers organizing an indefinite strike for wage revision, and (iii) a major change in government import tariff policies. (a) Categorize the causes of business risk illustrated in each event. (b) Explain why business risk is an unavoidable characteristic of business that can only be minimized but never completely eliminated. Q23. [Case-Based / Legal Application]Harish, an active partner in 'SuperTech Traders', retired from the partnership firm without giving a public notice. Following his retirement, the continuing partners obtained a commercial credit facility of ₹10,00,000 in the firm's name from a bank. Upon default by the firm, the bank proceeded against Harish for debt recovery. (a) Analyze whether Harish is legally liable to third-party creditors under the Indian Partnership Act, 1932. (b) Explain how the doctrine of 'Holding Out' applies in such business scenarios. Q24. [Comparative Evaluation]A group of four young software engineers developed a proprietary AI algorithm and wish to commercialize it. They are evaluating whether to form a General Partnership Firm or incorporate a Private Limited Company. Evaluate the comparative merits and limitations of both forms with reference to: (a) Capital mobilization capability, (b) Risk and personal asset protection, (c) Operational flexibility versus statutory compliance burden, and (d) Business continuity. Q25. Post-1991, the Government of India introduced comprehensive structural reforms in Public Sector Undertakings (PSUs) by reducing reserved industries, implementing disinvestment, referring sick units to BIFR, and establishing Performance MoUs. Critically examine how these policy reforms reoriented public sector management towards profitability, competitive efficiency, and public accountability. Q26. [Case-Based / Strategic Management]A prominent Japanese automobile manufacturer enters into a Joint Venture agreement with an established Indian auto-components enterprise to produce electric vehicle platforms in India. Analyze the strategic benefits gained by: (a) the foreign automobile corporation, and (b) the domestic Indian enterprise from this cross-border collaboration. Q27. Varun insured his factory godown against fire with Insurer X for ₹12,00,000 and Insurer Y for ₹8,00,000. A fire broke out resulting in an assessed physical stock loss of ₹5,00,000. During the fire, Varun failed to operate the installed fire sprinklers and refused to move undamaged inventory, expecting full compensation. (a) Explain the Principle of Contribution and calculate the exact financial claim payable by Insurer X and Insurer Y. (b) Identify and explain the principle of insurance violated by Varun through his willful negligence. Q28. Compare and contrast the three fundamental branches of insurance: Life Insurance, Fire Insurance, and Marine Insurance on the basis of: (a) Subject matter, (b) Timing of Insurable Interest, (c) Principle of Indemnity, (d) Measurement of loss, and (e) Surrender/Paid-up value. Q29. An online shopper ordered an expensive digital camera through an e-commerce platform using net banking. The bank account was debited, but the seller's website crashed due to high traffic, recording the transaction as 'Failed' with no order generation or dispatch receipt. (a) Identify the specific transaction and technical risk demonstrated here. (b) Explain the digital authentication and security protocols (such as SSL encryption, payment gateways, and cookies) implemented by modern e-commerce systems to safeguard against such failures. Q30. "Despite the widespread expansion of digital e-business platforms, traditional physical retail commerce cannot be completely replaced."
4.	**ECONOMICS**

LEVEL 1:

1. Differentiate between primary data and secondary data.
2. What is classification of data? State any four types of classification of data.
3. State any three methods of collecting primary data.
4. Explain the importance of statistics in economics.
5. What are the main problems of statistics?
6. Why is the PPC generally concave to the origin?
7. Explain the relationship between Total Product and Marginal Product.
8. Explain the relationship between Average Product and Marginal Product.
9. What does a point outside the PPC represent?
10. What is elasticity of Demand?

LEVEL 2:

1. Explain the short-run production function and the Law of Variable Proportions.
2. The following data relates to the monthly expenditure of a family. The family spends ₹12,000 on food, ₹8,000 on house rent, ₹5,000 on education, ₹3,000 on transport, ₹2,000 on clothing and ₹5,000 on other items. Present the given information in the form of a suitable statistical table. Give an appropriate title to the table and show the total monthly expenditure.
3. A survey was conducted to find out the number of students studying in different streams in a college. It was found that 120 students were studying Commerce, 90 students were studying Arts, 80 students were studying Science, 60 students were studying Management and 50 students were studying Computer Applications. Present the above information in the form of a suitable statistical table. Give an appropriate title to the table and calculate the total number of students.
4. A commodity's price increases from ₹20 to ₹25 and its quantity demanded falls from 100 units to 80 units. Calculate the price elasticity of demand using the percentage method.
5. What are the main determinants of supply?
6. Explain any four factors that cause a shift in the supply curve.
7. Distinguish between extension/contraction of supply and increase/decrease in supply.
8. From the following data, calculate Average Product (AP) and Marginal Product (MP):

Units of Labour	Total Product
0	0
1	10
2	24
3	36
4	44
5	50
6	54

9. Read the following case carefully and answer the questions that follow:
An economy has limited resources and can produce only two goods, consumer goods and capital goods. With its available resources and technology, the economy can produce different combinations of the two goods. The government decides to increase the production of capital goods by reducing the production of consumer goods. This involves giving up some consumer goods to produce additional capital goods. Later, due to technological improvement and an increase in resources, the economy's production capacity increases.
Questions
   a. What basic economic problem is highlighted in the above case?
   b. Why does the economy have to choose between consumer goods and capital goods?
   c. What is the opportunity cost of producing more capital goods?
   d. Why does the PPC slope downward?
10. The following table gives the number of workers and their Average Product. Calculate the Total Product and Marginal Product.

Labour	Average Product	Total Product	Marginal Product
1	10	?	?
2	12	?	?

3	15	?	?
4	14	?	?
5	12	?	?

LEVEL 3:

1.Explain the determinants of demand. How would the demand curve change in each of the following cases?
a) Income of consumers increases.
b) Price of a substitute rises.
c) Price of a complementary good rise.
2. Explain the law of supply. Discuss any four factors that can cause a shift in the supply curve.
3.An economy can produce either consumer goods or capital goods. Explain, with the help of a PPC, the concepts of scarcity, choice, opportunity cost, efficiency and economic growth.
4. Discuss the relationship between Total Product (TP), Average Product (AP), and Marginal Product (MP) and explain the three stages of production.
5. The price of a commodity increases from ₹20 to ₹25, causing quantity demanded to fall from 500 units to 400 units. Calculate price elasticity of demand using the percentage method. Interpret the result.
6. A company's total expenditure is ₹10 lakh. The expenditure on raw materials is 35%, wages 25%, transport 15%, administration 10% and other expenses 15%. Calculate the amount and central angle for each category, then represent the data through a pie chart.
7. The arithmetic mean of the following continuous frequency distribution is 32. Find the missing frequency x. Calculate the missing frequency (x).

Marks	Frequency
0–10	5
10–20	8
20–30	x
30–40	12
40–50	5
Total	30 + x

8. Calculate the arithmetic mean of the following continuous frequency distribution using the Assumed Mean Method.

Marks	Frequency
0–10	5
10–20	8
20–30	12
30–40	15
40–50	10
50–60	6
60–70	4

9. Calculate the arithmetic mean of the following continuous frequency distribution using the Step-Deviation Method.

Income (₹'000)	Frequency
10–20	4
20–30	7
30–40	12
40–50	15
50–60	8
60–70	3
70–80	1

10. Construct a histogram for the following continuous frequency distribution. Also identify the class interval with the highest frequency.

Marks	Number of Students
0–10	4
10–20	8
20–30	15
30–40	20
40–50	12
50–60	7
60–70	4

5. INFORMATICS PRACTICES

Level 1

Q1. Predict the output

1.
```
print("Computer", "Science", sep=" - ")
print("Class", 11, end=" ")
print("Python")
```

2.
```
x, y, z = 5, 10, 15
x = x + 5
y = y - 2
z = z * 2
print(x, y, z, sep=":")
```

3.
```
print("A", "B", "C", sep="@@")
print("D", end="$$")
print("E", "F", sep="-")
```

4.
```
x = 5 / 2
y = x * 4
z = x + y
x += y // 2
y -= x + z
z *= x
print(x, y, z)
```

5.
```
a = 6
b = 8
a += b
b *= a
print(a, b)
```

6. Given the following list:

L1 = [10, 20, ["Python", "Java"], 30, 40, ["HTML", "CSS"], 50, 60]

Predict the output of the following statements:

(a) L1[-1]

(b) L1[2:5:2]

(c) L1[2][1]

(d) L1[2][0][0:3]

7.
```
List1 = [5, 10, 15, 20, 25]
List2 = List1
List3 = List1.copy()
List1[2] = 50
List2[4] = 100
List1.remove(10)
```

```
print("List1", List1)
print("List2", List2)
print("List3", List3)
```

8.
```
L = [35, 10, 50, 20, 40]
L.sort()
print(L)
L.reverse()
print(L)
L.remove(20)
print(L)
print(L.pop())
print(L)
print(L.index(35))
```

9.
```
b = "Introduction to Python Programming"
a = list(b)
1. print(a)
2. print(len(a))
3. print(a[2:8])
4. print(a[:10])
5. print(a[5:15:2])
6. print(a[-1:-10:-1])
7. print(a[::3])
8. print(a[-2:-15:-2])
9. print(a[10:25])
10. print(a[15:5:-1])
11. print(a[-8:])
12. print(a[:-5])
13. print(a[3:-3])
14. print(a[::-1])
15. print(a[1:20:3])
```

Q2. Expand the following: **a.** BIOS **b.** DVD **c.** SRam

Level 2

Q1. Write a program to get product name, selling price and GST rate and then print invoice along with SGST and CGST.

Q2. Write a program in Python to display only those states which start with character ‘m’ or “M’ take the state from the user.

Q3. Write a menu-driven program to perform the following tasks:

(a) Calculate the **Area of Triangle** — Formula: ½ × base × height

(b) Calculate the **Perimeter of Rectangle** — Formula: 2 × (length + breadth)

(c) Calculate the **Area of Square** — Formula: side × side

(d) Calculate the **Perimeter of Circle** — Formula: 2 × 3.14 × r

(e) Exit

Q4. Write a python program to add 10 in all odd values and 5 in even values to the given list.
L=[10,15,20,25,30,35,40]

Q5. Write a python program to input three number and find the greatest among three number.

Q6. Write a program to print even number from 1 to 100 using for loop.

Q7. Write a program to print even number from 1 to 100 using while loop.

Q8. Write a program to check whether a given number is a prime number or not.

Q9. Write a program to **check whether a given number is positive, negative, or zero**.

Q10. Write a program to **accept a number from 1 to 7 and display the corresponding day**, where 1 represents Monday, 2 represents Tuesday, and so on.

Q11. Write a program to **accept a number from 1 to 12 and display the corresponding month and the number of days in that month**. For example, 1 represents January (31 days), 2 represents February (28 days), and so on.

6.	**PHYSICAL EDUCATION**

Easy Level – 10 Questions

1. What is Physical Education?
2. Name any two careers related to Physical Education.
3. What are the three main Olympic Values?
4. What is meant by Yoga?
5. Name any two benefits of Yoga.
6. What is meant by CWSN?
7. What is inclusive Physical Education?
8. What is Anatomy?
9. What is Physiology?
10. Name any three types of muscles found in the human body.

Medium Level – 10 Questions

11. Explain any three changing trends in modern Physical Education and sports.
12. Explain the importance of technology in improving sports performance.
13. Explain the importance of **Excellence, Friendship and Respect** in sports.
14. How does regular Yoga practice help in maintaining physical and mental health?
15. Explain the role of Yoga in managing lifestyle diseases.
16. Explain the importance of Physical Education and sports for Children With Special Needs (CWSN).
17. What modifications can be made in sports activities to make them suitable for CWSN?
18. Explain the major functions of the skeletal system.
19. Differentiate between skeletal muscles, smooth muscles and cardiac muscles.
20. Explain the changes that occur in the heart and respiratory system during exercise.

Hard Level – 10 Questions

21. **"Technology has made modern sports more scientific and competitive."** Analyse the statement with suitable examples.
22. Discuss how changing trends in Physical Education have created new career opportunities for students.
23. **"Winning is important, but fair play and sportsmanship are more important."** Discuss the statement in relation to Olympic Values.
24. Analyse how Yoga can contribute to the prevention and management of lifestyle diseases.
25. **"Yoga is a holistic approach to physical, mental and emotional well-being."** Justify the statement.
26. Analyse the role of inclusive Physical Education in the physical, psychological and social development of CWSN.
27. A school has students with different types of disabilities. Suggest suitable strategies that a Physical Education teacher can use to ensure their active participation in sports.
28. Analyse the relationship between the skeletal, muscular and nervous systems during sports activities.
29. Explain the immediate physiological changes that occur in the cardiovascular and respiratory systems during vigorous exercise and their importance for sports performance.
30. **Case Study:** A student spends most of the day sitting, has poor posture, low fitness and difficulty concentrating. As a Physical Education teacher, suggest a suitable combination of **Yoga, physical activities and lifestyle modifications** for the student. Explain how these interventions can improve the student's overall health.

7. APPLIED MATHS

Level 1:

1. Convert the following decimals numbers to the binary numbers:
(i) 129 (ii) 394 (iii) 639 (iv)1018

2. Convert the following binary numbers to the decimal numbers:
(i) 1000011110 (ii) 1111101 (iii) 100010001 (iv)110110110

3. By converting to exponential form, find the values of:
(i) $\log_5 0.008$ (ii) $\log_{\sqrt{8}} 8$

4. Solve the following equations for x:
(i) $\log_{\sqrt{3}}(x+1) = 2$ (ii) $\log_2(x^2-1) = 3$

5. Evaluate the following using log table:
(i) $\log 8.39$ (ii) $\log 0.0007$ (iii) $\log 0.00002591$

6. If the set A has five elements, how many subsets will A have? If A has six elements, how many proper subsets will A have?

7. Two finite sets have m and k elements. If the number of subsets of the first set is 112 more than the number of subsets of the second set, then find the values of m and k.

8. A market research group conducted a survey of 1000 people and reported that 720 people liked product A and 450 people liked product B. What is the least number of people that must have liked both products?

9. If a relation R = {(−2, 1), (0,2), (3,1), (0, −1), (4,2), (5,1)}, then write its domain and range.

10. If x ∈ {−1, 2, 3, 4, 5} and y ∈ {0, 3, 6}, form the set of all ordered pairs (x, y) such that x + y = 5.

Level 2:

1. Subtract the following binary numbers and check the results by converting them to decimal system:
(i) 10011010 from 100011110 (ii) 101111011 from 1001001000

2. Divide the following binary numbers and check the results by converting them to decimal system:
(i) 10000001 by 1111 (ii) 101011 by 1001

3. If $\frac{\log a}{b-c} = \frac{\log b}{c-a} = \frac{\log c}{a-b}$, prove that: $a^a . b^b . c^c = 1$

4. Solve for x: $\log_2 x + \log_4 x + \log_{16} x = \frac{21}{4}$

5. Using antilog tables, find x
(i) $\log x$= 1.3649 (ii) $\log x = \bar{2}.4567$

6. Draw a suitable Venn diagram for each of the following: (i) (A ∪ B)′ (ii) (A ∩ B)′ (iii) A′ ∩ B′ (iv) A′ ∪ B′

7. In a survey of 60 people, it was found that 25 people read Newspaper H, 26 read Newspaper T, 26 read Newspaper I, 9 read both H and I, 11 read both H and T, 8 read both T and I, 3 read all the three Newspapers. Find
(i) the number of people who read at least one of the three Newspapers.
(ii) the number of people who read exactly one Newspaper

8. Write the following relations in the roster form:
(i) R= {(x, x^3):x is a prime number less than 10}
(ii) R= {(x−2, x^2):x is a prime number less than 10}

9. If the ordered pairs (a, −1) and (5, b) belong to {(x, y) : y = 2x − 3}, find the values of a and b.

10. Prove that a, b and c are in A.P iff $\frac{1}{bc}, \frac{1}{ca}, \frac{1}{ab}$ are in A.P.

Level 3:

1. Multiply the following binary numbers and check the results by converting them to decimal system:
(i) 1000011 by 1011 (ii) 1100110 by 1001

2. Evaluate the following using log tables:
(i) $\frac{(5.364)^3 \times (49.76)^{1/2}}{(83.45)^{1/3}}$ (ii) $\frac{(0.0029)^{1/3} \times (3.769)^{1/2}}{(0.00078)^{3/4}}$

3. If $\log \frac{x-y}{2} = \frac{1}{2}(\log x + \log y)$, prove that $x^2 + y^2 = 6xy$.

4. Out of 20 students in a class, 12 like tea and 15 like coffee. Assume that each one likes atleast one of the two drinks, how many like
(i) both coffee and tea?
(ii) only tea and not coffee?
(iii) only coffee and not tea?

5. Kumar buys a Maruti car for RRs 2,40,000 at a down payment of Rs 1,20,000 and the rest in annual instalments of Rs 10,000 plus 12% interest on the unpaid amount. Eventually what will the car cost him?

8. MARKETING

LEVEL1:

1. What is the main goal of marketing?
- A) To make a product as cheap as possible
- B) To satisfy customer needs and wants at a profit
- C) To run television and radio ads
- D) To manage company finances

2. Which element is NOT part of the traditional 4 Ps of the marketing mix?
- A) Product
- B) Price
- C) People
- D) Promotion

3. What does "Product" mean in the marketing mix?
- A) The cost to buy the item
- B) The goods or services offered to the market
- C) The place where items are sold
- D) The ads used to sell the item

4. Market research helps a company do what?
- A) Guess what buyers like

- B) Understand customer needs and market trends
- C) Lower production worker wages
- D) Avoid paying taxes

5. What is customer value?
- A) The price of a product minus tax
- B) The difference between benefits gained and costs of getting a product
- C) The total money a company spends on ads
- D) The weight of an item

6. What makes up the micro-environment of a business?
- A) Forces close to the company like suppliers, customers, and rivals
- B) Global weather patterns
- C) National tax laws
- D) International trade agreements

7. What is part of the macro-environment?
- A) Company employees
- B) Direct competitors
- C) Broad economic and political trends
- D) Local store managers

8. What does PESTLE stand for in macro-environment analysis?
- A) People, Economics, Sales, Technology, Legal, Environment
- B) Political, Economic, Social, Technological, Legal, Environmental
- C) Product, Environment, Service, Time, Location, Economy
- D) Price, Equity, Supply, Trade, Labor, Ethics

9. A sudden change in government tax policy is an example of which environment?
- A) Internal environment
- B) Technological environment
- C) Political-legal environment
- D) Micro-environment

10. Why do marketers monitor demographic trends?
- A) To track changes in population age, gender, and income
- B) To see what computers rivals use
- C) To pick office paint colors
- D) To set factory machinery speeds

LEVEL 2:

1. What is the first step in the STP process?
- A) Targeting
- B) Positioning
- C) Segmentation
- D) Pricing

2. What does market segmentation mean?
- A) Dividing a big market into smaller groups with similar needs
- B) Selling one item to everyone on earth
- C) Cutting the price of a product in half
- D) Closing down weak factory lines

3. Grouping buyers by age, gender, or income is called what?
- A) Psychographic segmentation
- B) Geographic segmentation
- C) Demographic segmentation
- D) Behavioral segmentation

4. Grouping buyers by lifestyle, social class, or personality is called what?
- A) Demographic segmentation
- B) Psychographic segmentation
- C) Geographic segmentation
- D) Firmographic segmentation

5. What is market targeting?
- A) Choosing which specific customer segments to focus on
- B) Firing bad salespeople
- C) Setting a high price for luxury items
- D) Shipping goods to a new country

6. What is the main goal of active listening?
- A) To wait for your turn to speak

- B) To fully understand and interpret the speaker's message
- C) To point out flaws in the speaker's argument
- D) To think about your reply while they talk

7. Which of the following is an example of non-verbal communication?
   - A) Writing an email
   - B) Making eye contact and nodding
   - C) Speaking on a phone call
   - D) Sending a text message

8. What is the core focus of self-management?
   - A) Controlling the behavior of your coworkers
   - B) Directing your own thoughts, emotions, and actions productively
   - C) Delegating all your personal work to others
   - D) Following rules without thinking

9. What does the "M" stand for in SMART goals?
   - A) Manageable
   - B) Motivated
   - C) Measurable
   - D) Meaningful

10. According to time management matrices, which tasks should you do first?
    - A) Urgent and important tasks
    - B) Not urgent and not important tasks
    - C) Easy and fast tasks
    - D) Fun and social tasks

LEVEL 3:

1. Define the term "Market Segmentation."
2. What is the difference between the micro-environment and macro-environment of a business?
3. Distinguish between verbal and non-verbal communication.
4. What does "Conciseness" mean in the 7 Cs of Communication?
5. What does the acronym SMART stand for in goal setting?
6.Scenario: *EcoRide* is a new startup launching premium, high-tech electric bicycles. The bikes cost ₹1,20,000 each. The founders initially ran generic social media ads targeting everyone aged 18–60 in the country, but they achieved zero sales in the first three months.

- Question: Identify the flaw in EcoRide's initial strategy using the STP Framework. Propose a specific Segmentation criteria and a targeted Positioning strategy they should adopt to fix this.

7. FreshBakes, a local bakery chain, relies heavily on imported cocoa for its premium chocolates. Suddenly, the government imposes a 30% tariff on luxury food imports, and a new health trend emerges where consumers are actively avoiding refined sugar.

- Question: Analyze the situation using macro-environmental forces (PESTLE). Identify the two specific environmental forces affecting FreshBakes and suggest how they should adapt.

8. Describe the characteristics of an Assertive communication style and contrast it briefly with a passive style.
9. Scenario: *SilverYears* is a premium healthcare and lifestyle brand launching a specialized smart-watch that tracks heart rates, sends fall-detection alerts to family members, and features extra-large font displays. The marketing team wants to launch the product using the exact same promotional campaign across all age groups and locations in India, including both high-income urban centers and remote rural villages.

- Question: Explain why a uniform campaign will fail for *SilverYears*. Suggest how the brand should segment its market using Demographic and Geographic criteria to find the right buyers.

11. Scenario: *FitFuel* manufactures high-protein, plant-based meal replacement bars. The product is priced relatively high compared to standard snacks. The company is trying to find customers simply by targeting "everyone who goes to a supermarket." They are noticing very low conversion rates because most supermarket shoppers just buy standard chocolates or biscuits.

- Question: The brand needs to move away from broad targeting. Explain how *FitFuel* can use Psychographic (lifestyle/values) and Behavioral (usage rate/benefits sought) segmentation to pinpoint their ideal consumer base.