**ACHARYA VIDYA KULA**

**ANNUAL EXAMINATION –FEBRUARY 2020**

 **CLASS: IX MAX MARKS: 100**

 **SUBJECT: Commercial Applications MAX TIME: 2 HRS**

**GENERAL INSTRUCTIONS:-**

* Answers to this paper must be written on the paper provided separately.
* You will NOT be allowed to write during first fifteen minutes.
* This time is to be spent for reading the question paper.
* The time given at the head of this paper is the time allowed for writing the answers.
* Write question numbers clearly as given in the question paper.
* Read the question carefully and follow the same system of numbering as given in the question paper. The intended marks for the questions or parts of questions are given in brackets [ ]
* Answer all the questions from section I and any 4 from section II

**THIS QUESTION PAPER CONTAINS 3PRINTED SHEETS**

**SECTION A (40 marks)**

**(Attempt all questions from this section)**

Question 1

Give one difference between each of the following:

1. Organisation and firm (2)
2. Paralanguage and Proximics (2)
3. Marketing and selling (2)
4. Revenue and Expense (2)
5. Formal and Informal Communication (2)

Question 2

1. How has technological inputs contributed to green Revolution? (2)
2. How is radioactive pollution caused? (2)
3. What is Human Resource Planning? (2)
4. Communication is said to be the nervous system of an organisation. Comment. (2)
5. Give two general uses of office circulars. (2)

Question 3

1. How is soil and water pollution caused due to agricultural development? (2)
2. Explain briefly the difference between Internal recycling and External recycling. (2)
3. What do you mean by ozone layer depletion? (2)
4. State three features of Partnership. (2)
5. What do you mean by a joint stock company? (2)

Question 4

Justify either for or against by giving two reasons for each-

1. Business is an economic activity. (2)
2. Partnership is more stable than sole proprietorship. (2)
3. Every co operative society must be registered. (2)
4. Industry and commerce are independent. (2)
5. A joint sector is owned by both government and private sector. (2)

**SECTION B (60 marks)**

**(Attempt any four questions from this section)**

Question 5

1. Describe any five privileges of a private company. (5)
2. Distinguish between Journal and Ledger. (5)
3. Explain the merits and demerits of sole proprietorship. (5)

Question 6

1. What are the obstacles to trade? (5)
2. What is the role of Marketing and sales Department in a commercial organisation? (5)
3. Explain how the gaseous contaminants are controlled in new manufacturing processes. (5)

Question 7

1. What do you mean by Greenhouse effect? Explain the sources of greenhouse gases. (5)
2. Discuss the need and relevance of accounting. (5)
3. Explain the merits and demerits of video-conferencing. (5)

Question 8

Write short notes on -

1. Cement Industry. (5)
2. Public Sector Enterprises. (5)
3. Double Entry system of Accounting. (5)

Question 9

**Case Study**

It’s Advantage India. Or is it the India advantage? Pharma MNC’s are showing increasing interest in India in order to benefit from the cost efficiencies that they get by manufacturing their products for other international markets in India. Be it setting up their own facilities or entering into exclusive manufacturing alliances with Indian companies, almost all major global pharma companies now have an Indian connection. Recently, Sandoz-the generics division of drug maker Novartis AG-invested US $ 133mn in a third production facility in India. The investment is part of the company’s global expansion of production facilities.

“We are taking a major step towards strengthening the worldwide production network our company”, said Christian Seiwald, CEO of Sandoz GmbH. “India is an important cornerstone in our strategic concept. It will substantially improve our competitiveness in the international markets, especially the US”, he said.

“To succeed in this tough environment you need to be fast, aggressive, cost conscious and nibble. India has achieved a lot in providing these capabilities. It is not only an attractive production place but also provides a great environment for development activities,” said Mr. Seiwald.

Novarits itself is looking at India in a big way. A few months ago, the CEO of Novartis Pharma, Thomas Ebeling was in the country to explore collaborations with Indian Pharmaceutical companies in manufacturing and research. “India is an important market for Novartis and we would like to work with Indian companies on the research and development front. We are also looking at manufacturing and sourcing collaborations,” said Mr. Ebeling during his visit to the country.

Another pharma MNC, Aventis Pharma, will soon be one of the suppliers of the anti diabetic formulation Daonil for the parent company’s global requirements. The company will also be sourcing base for glibenclamide the active ingredient in Daonil. Company officials told ET that exports will commence as soon as all regulatory processes in the importing countries are complete.

The company’s Ankleshwar unit will be the sourcing base for the parent company’s worldwide requirement of glibenclamide. Aventis Pharma has earmarked Rs.12.5 crores as capital expenditure for the upgradation of the Ankleshwar plant to make it compliant to US FDA standards.

1. Why are Pharma MNC and company showing interest in India? (4)
2. What are the major aims of Pharma Company Sandoz GmbH? (3)
3. What quantities should a person possess in order to succeed in this tough environment? (4)
4. What are the future plans of Pharma Company Aventis Pharma? (4)

Question10

 Hindusthan Lever Limited has decided to sell its edible oil and fats business in India and Nepal to the US-based agro-business and food company Binge ltd. This business includes the 66 years old brand Dalda, which has become the generic name for Vanaspati oil. Identified as one of 30 power brands only a couple of years back, the brand faced the axe presumably for not fitting in with the company’s ‘Focus of Growth’. Although the brand still enjoys a premium position across India, it happens to be in a business that holds little growth potential for branded products. For the market for Vanaspati has become highly commoditised with a large number of small capacities across the country. The problem has been compounded by a change in the cheap imports from Nepal and the outlook for baranded Vanaspati becomes bleak. Since the company wants to aim at the top-end products, remaining in the business does not make sense.

However, this is only part of the solution. The bigger problem the company faces today is that of difficult conditions in its topline businesses, especially soaps, detergents and foods. What is more demoralizing is that this is happening at a time when consumer durables, cars, two wheelers and housing are doing well. Part of the explanation lies in the above 45% local component in HLL’s sales, which has been hit by drought and low food grain prices. On the other hand, a sharp increase in FMCG prices since be mid90s has resulted in some shift towards cheaper alternatives. In response, the company has undertaken price rationalization across many product categories. Although the initial results have been encouraging –in the first quarter of 2003, the personal products business has notched up a growth of early 17% and the company has extended the strategy to detergents also, it is too early to judge. For the moment it does seem that HLL may continue to cause anxiety to investors for sometime to come.

1. What prompted HLL to sell its popular brand Dalda? (5)
2. Explain the reasons for poor sales growth of HLL in recent years. (5)
3. What should HLL do to regain double digit growth? (5)