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HS/XII/V/CT/Paper-VI/24

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COMPUTER TECHNIQUE

(Vocational Stream)

(Computer Commercial Application)

(Theory)

Paper : VI

Full Marks : 100

Time : 3 hours

The figures in the margin indicate full marks for the questions

GROUP—A

(Introduction to Statistical Techniques)

1. Select the correct answer for each of the following : 1×5=5

(a) The weighted arithmetic mean of the following data

<i>Item (x)</i>	5	10	25
<i>Weight (w)</i>	8	4	5

is

(i) 12·58

(ii) 12·05

(iii) 10·25

(2)

(b) The geometric mean of 2 and 8 is

(i) 2

(ii) 3

(iii) 4

(c) The standard deviation of values whose variance is 16 is

(i) 4

(ii) 5

(iii) 6

(d) The median of 2, 1, 3, 4, 5 is

(i) 1

(ii) 2

(iii) 3

(e) The mode of 3, 2, 1, 2, 3 is

(i) 1

(ii) 2

(iii) 3

(3)

2. Fill in the blanks of the following sentences with the choices in the table given below : 1×5=5

- (a) The formula for harmonic mean for n numbers and x_i values is _____.
- (b) The formula for the weighted arithmetic mean whose number of terms is n , data values are x_i and w_i as weights applied is _____.
- (c) The formula for arithmetic mean whose number of values is n and data value is x_i is _____.
- (d) The formula for weighted harmonic mean whose weight is w_i and data value is x_i is _____.
- (e) The formula for geometric mean whose number of values is n and data value is x_i is _____.

Choices

$\frac{w_i}{(w_i / x_i)}$	$\sqrt[n]{x_1, x_2, \dots, x_n}$	$\frac{n}{(\frac{1}{x_1} + \frac{1}{x_2} + \dots + \frac{1}{x_n})}$
$\frac{\sum_{i=1}^n w_i x_i}{\sum_{i=1}^n w_i}$	$\frac{1}{n} \sum_{i=1}^n x_i$	

(4)

3. Define the following (any *five*) : 2×5=10

- (a) Least squares method
- (b) Standard deviation
- (c) Regression line
- (d) Mean deviation in statistics
- (e) Mode
- (f) Median

4. Solve any *two* of the following : 5×2=10

(a) Calculate the standard error of the given data :

5, 7, 10, 4, 8

(b) Find the geometric mean of the following values :

4, 8, 4, 2

(c) From the following data, calculate the harmonic mean (HM) :

<i>Test Marks</i>	5	6	8	10
<i>No. of Candidates</i>	10	20	15	5

(5)

GROUP—B

(Simple Accounting)

5. Fill in the blanks of the following : 1×10=10

- (a) As per accounting principle _____ means the business will exist for a long period of time.
- (b) In a double-entry system of bookkeeping, each transaction has two aspects i.e., _____ and _____.
- (c) One example of mode of accounting is _____.
- (d) _____ displays the transactions related to buying and selling of goods.
- (e) A _____ is an individual or company that extends credit to another party who borrows money.
- (f) Long-term assets without any physical existence but, possessing a value are called _____.
- (g) The debts which are to be repaid within a short period (a year or less) are known as _____.
- (h) Net profit is calculated in _____ Account.
- (i) Suppliers' personal a/c are seen in _____.
- (j) Sales invoices are first entered in _____.

(6)

6. Define any *five* of the following in 1 or 2 sentence(s) each :

2×5=10

- (a) Intangible real account
- (b) Debtor
- (c) Voucher
- (d) Accounting period
- (e) Petty cashbook
- (f) Money measurement
- (g) Types of accounts
- (h) Gross profit

7. Differentiate between each of the following (any *five*) :

2×5=10

- (a) Debit and Credit
- (b) Nominal Account and Personal Account
- (c) Journal and Ledger
- (d) Fixed Assets and Current Assets
- (e) Double-column and Triple-column cashbooks
- (f) Lenders and Suppliers

8. Journalize the following transactions taking given serial No. as dates for the month of July, 2020 : 10

- (i) Hardik started a business with cash of ₹ 15,000 and machinery of ₹ 20,000.
- (ii) Purchased goods for ₹ 9000 less 10% discount (cash).
- (iii) Sold goods to Amar of ₹ 3000.
- (iv) Distributed goods worth ₹ 700 as free samples.
- (v) Bought stationeries for ₹ 550 for office use.
- (vi) Received ₹ 950 from Dhanashree, a customer whose account was earlier written off as bad debt.
- (vii) Abhir invoiced goods worth ₹ 3000.
- (viii) Settled Abhir's account allowing 5% cash discount.
- (ix) Exchanged goods worth ₹ 2500 against furniture of same amount.
- (x) Withdrawn cash ₹ 5000 for office use and ₹ 3000 for personal use.

(8)

GROUP—C

(Marketing and Salesmanship)

9. Select the correct answer for each of the following : 1×10=10

- (a) Marketing is a process which aims at
- (i) production
 - (ii) profit making
 - (iii) satisfaction of customer needs
 - (iv) selling products
- (b) The key term in the American Marketing Association's definition of marketing is
- (i) activity
 - (ii) sales
 - (iii) products
 - (iv) value
- (c) There is a constant tension between the formulated side of marketing and management side and marketing is
- (i) an art
 - (ii) a science
 - (iii) Both (i) and (ii)
 - (iv) selling

(d) Today marketing must be understood in a new sense that can be characterised as

- (i) get there first with the most
- (ii) management of youth demand
- (iii) satisfying customer needs
- (iv) telling and selling

(e) Want for a specific product backed by an ability to pay is called as

- (i) demand
- (ii) need
- (iii) want
- (iv) customer

(f) Which of the following promotional tools is thought to be the most expensive?

- (i) Advertising
- (ii) Personal selling
- (iii) Public relation
- (iv) Sales promotion

(10)

- (g) The total combined customer lifetime values of all of the company's customers is known as
- (i) customer equity
 - (ii) customer perceived value
 - (iii) customer lifetime value
 - (iv) customer share
- (h) The process of linking each item of expenditure to its justified purpose is known as
- (i) cost analysis
 - (ii) cost saving
 - (iii) cost accounting
 - (iv) value analysis
- (i) What will be the result of a promising and over-delivery sales strategy?
- (i) Full line sales
 - (ii) Happy customer
 - (iii) Customer dissatisfaction
 - (iv) Customer exchange
- (j) One of the major benefits of cross-selling is increase in
- (i) customer lifeline value
 - (ii) customer defection
 - (iii) price of the product
 - (iv) service cost

(11)

10. Write notes on any *five* of the following : 2×5=10

- (a) Marketing mix
- (b) Retailer
- (c) e-commerce
- (d) Proprietorship
- (e) Services
- (f) Invisible hand

11. What are the different types of business activities?
Explain five types briefly. 5

12. Define salesmanship. What are the roles and functions of
a salesman? 2+3=5

Or

Explain the quality of a good salesman.

★ ★ ★