

**AGA KHAN UNIVERSITY EXAMINATION BOARD**

**HIGHER SECONDARY SCHOOL CERTIFICATE**

**CLASS XI**

**ANNUAL EXAMINATIONS (THEORY) 2023**

**Principles of Commerce Paper II**

**Time: 1 hour 50 minutes    Marks: 35**

**INSTRUCTIONS**

**Please read the following instructions carefully.**

1. Check your name and school information. Sign if it is accurate.

**I agree that this is my name and school.  
Candidate's Signature**

**RUBRIC**

2. There are TEN questions. Answer ALL questions. Choices are specified inside the paper.

3. When answering the questions:

Read each question carefully.

Use a black pointer to write your answers. DO NOT write your answers in pencil.

Use a black pencil for diagrams. DO NOT use coloured pencils.

You may use a scientific calculator if you wish.

DO NOT use staples, paper clips, glue, correcting fluid or ink erasers.

Complete your answer in the allocated space only. DO NOT write outside the answer box.

4. The marks for the questions are shown in brackets ( ).

Q.1. (Total 3 Marks)

Trade and commerce are considered similar terms and used interchangeably but both have different connotation and meaning.

Mention any THREE differences between the given concepts.

S. No.	Trade	Commerce
1.		
2.		
3.		

Q.2. (Total 2 Marks)

Give an example of any TWO of the given forms of e-commerce.

Forms of e-commerce	Example of business organisation
Business-to-consumer (B2C)	
Consumer-to-consumer (C2C)	
Government (administration)-to-citizen (G2C)	

Q.3.

(Total 3 Marks)

With reference to joint stock company, elaborate the PRIMARY objective for calling up the following meetings.

i. Statutory Meeting: \_\_\_\_\_

\_\_\_\_\_

ii. Annual General Body Meeting (AGM): \_\_\_\_\_

\_\_\_\_\_

iii. Extra-ordinary General Meetings (EoGM); \_\_\_\_\_

\_\_\_\_\_

Q.4.

(Total 3 Marks)

What THREE key features are required to draw a partnership deed?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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Q.5. (Total 3 Marks)

Complete the given format of full block style letter by labelling its parts (P, Q, R, S, T, U).

<b>P</b>	
<b>Q</b>	
<b>R</b>	
	<b>S</b>
	<b>S</b>
	<b>S</b>
<b>T</b>	
<b>U</b>	

P: \_\_\_\_\_

Q: \_\_\_\_\_

R: \_\_\_\_\_

S: \_\_\_\_\_

T: \_\_\_\_\_

U: \_\_\_\_\_

Q.6.

(Total 3 Marks)

Unique Departmental Store has different sections that deal in different consumer goods. The management has assigned managers to each section. They will work independently, i.e., running their own departments and have various decision-making authorities.

i. Identify the office organisational system referred in the above scenario. (1 Mark)

\_\_\_\_\_

ii. Mention any ONE merit and demerit of the identified system in part i. (2 Marks)

Merit: \_\_\_\_\_

\_\_\_\_\_

Demerit: \_\_\_\_\_

\_\_\_\_\_

Q.7.

(Total 4 Marks)

Mention TWO differences between consular invoice and performa invoice.

S. No.	Consular Invoice	Performa Invoice
1.		
2.		

PLEASE TURN OVER THE PAGE

Q.8. (Total 4 Marks)

Gul has introduced a new product 'flavoured honey' with three different variants but has a limited production capacity and budget constraints. To cater the limitation, she would like to target the niche market segment to be financially secure and gain high returns.

With reference to the given situation,

i. Select a suitable marketing strategy. (2 Marks)

(Justify your selection with a reason to support).

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ii. Identify a suitable mode of advertisement. (2 Marks)

(Justify your selection with a reason to support).

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Q.9. (Total 3 Marks)

With reference to mode of finance, identify the mode of Islamic finance in the given scenario.

S.No	Scenario	Mode of Business Finance
1	Amin is teacher in a private school. He has established a mutual fund group with the help of his colleagues who have contributed equally in it. The fund will provide compensation to the members in terms of any health emergency or family support.	
2	Babar and Jahangir agreed on setting up a general store. Babar will bear all the investment and Jahangir will be responsible for operating the store. The profit and loss distribution will be based upon equal shares.	
3	Asma and Karima have recently completed their graduation in software development. They mutually agreed to form a software house on their own, manage the business and arrange capital.	



Please use this page for rough work

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