ISC · CLASS 12 · COMMERCE

ISC Class 12 Commerce Guess Paper 2027

Time: 3 hours · Maximum marks: 80 · 35 questions

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Section A

Compulsory. Question 1 has sixteen sub-parts of one mark each: multiple-choice questions (including one assertion-reason item), analogies, true/false statements and very short answers. No internal choice.

Q1. Identify the element of Promotion Mix used in the image shown below. 1 mark
(a) Sales Promotion
(b) Publicity
(c) Advertising
(d) Personal Selling



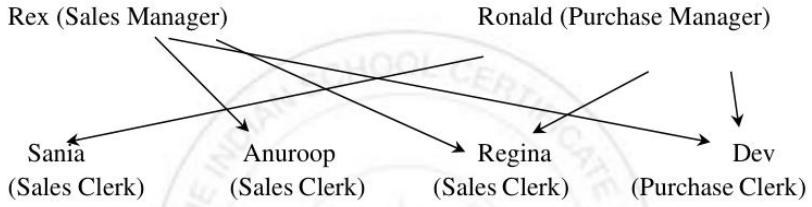
(Source: Yahoo Images)

Q2. Jasdeep purchased a new car worth ₹9 lakhs and paid ₹1 lakh to the car dealer. She asked him to accessorise it with an enhanced music system and velvet seat covers. The car dealer told Jasdeep to pay the remaining amount after customisation. 1 mark
Identify the short-term source of capital used by the car dealer.

Q3. The sales team at Nikhar Beauty observed a decline in the customer's interest. The marketing manager decided to adopt a creative approach to address the issue. He designed a unique social media campaign and created 'vlogs' (video clips) wherein customers shared their views and experiences. 1 mark
Which aspect of the nature of management is evident in the approach adopted by the marketing manager?
(a) Management as a Science
(b) Management as a Profession
(c) Management as an Art
(d) Management as a Discipline

Q4. Given below is a poster put up in a library. Identify the type of plan depicted by it. 1 mark
DOS and DON'TS: 1. Quiet please! 2. Put your mobile phone on silent mode. 3. No food or drink is allowed in the library. 4. Keep the library clean. 5. Put the books in correct order in shelves.

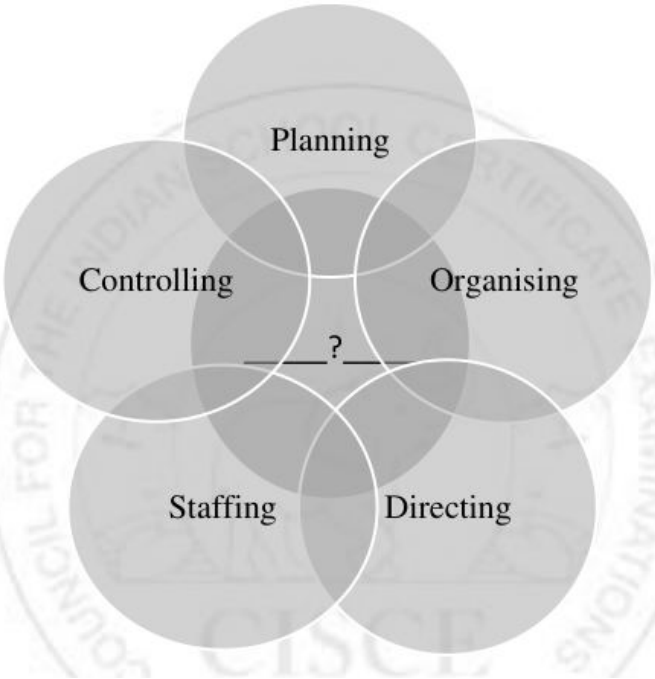
Q5. Analyse the organisation chart given below carefully and identify the Principle of Management, as given by Henri Fayol, that is being violated here. 1 mark
(a) Unity of Direction
(b) Equity
(c) Unity of Command
(d) Discipline



Q6. 'Science not Rule of Thumb' is a basic principle of F. W. Taylor's theory, which states that: 1 mark
(a) there should be healthy cooperation between employer and employees.
(b) there should be separation of planning from operational work.
(c) every job should be based on scientific study and analysis.
(d) working conditions must be standardised.

Q7. Study the relation between first and the second words given below and fill in the fourth word on that basis. 1 mark
Advertiser : Advertising :: Publicity : _____

Q8. The diagram below shows that _____ is inherent in all the functions of management. 1 mark



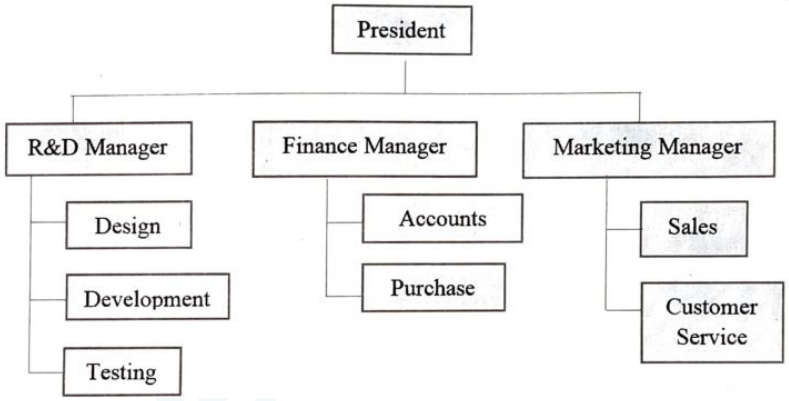
Q9. Study the relation between the first pair and complete the analogy. 1 mark
Goods and Services Tax : Economic environment :: Consumer Protection Act 2019 : _____

Q10. State whether the following is True or False: As a facilitating function of Marketing, Packaging ensures protection of a product. 1 mark

Q11. A couple sued an airline and its regional manager after they failed to allot them seats on a flight despite having paid extra for seat selection. The consumer court directed the airline to give a compensation of ₹25,000 and a refund of seat selection charges to the couple.
Name the consumer right exercised by the couple. 1 mark

Q12. Aradhya bought a tricycle online, but upon delivery found that its dimensions were not as big as she had expected. When attempting to return it, she realised that the item was non-returnable.
Which consumer responsibility was overlooked by her? 1 mark

Q13. Identify the organisation and the type of structure shown below. 1 mark
(a) Informal organisation and Divisional structure
(b) Informal organisation and Functional structure
(c) Formal organisation and Divisional structure
(d) Formal organisation and Functional structure



Q14. Study the relation between first and the second words given below and fill in the fourth word on that basis. 1 mark
Commodity Market : Gold :: Capital Market : _____

Q15. A company borrows a loan at 10% interest and amplifies the returns of its equity shareholders by earning 18% return on investment.
The financial concept illustrated here is _____. 1 mark

Q16. Which barrier to communication arises when the sender and receiver interpret a message differently? 1 mark

Section B

Eight short-answer questions of four marks each; some are split into sub-parts (one 1+3 and one 2+2 in the specimen). Internal choices are provided in two of these questions.

Q17. XYZ manufacturing company faced challenges related to the following issues: 4 marks
(i) The communication channels within the organisation were not clearly defined by the management, causing delays and misunderstandings.
(ii) The workplace was disorganised for both employees and material resources, affecting the overall efficiency.
Which principles of Henri Fayol can be applied to overcome the above challenges? Explain.

Q18. Siddhi works in a private company. One of her main responsibilities is to develop the company's goals and strategies. 4 marks
What managerial level is Siddhi employed at? Name three more responsibilities that she needs to fulfil at this level.

Q19. [context: Madhubala plans to launch an online education portal; she ran an online survey of students, offers educational packages and up to 30% tuition-fee discount for scoring 95+ in an entrance test] 2 marks
Give any two features of an online education portal as an intangible product.

Q20. With reference to the Principles of Scientific Management advocated by F.W. Taylor, briefly explain the principle illustrated below. 2 marks


Image 1


Image 2

Q21. Rita wants to transfer her first salary to her mother's bank account through RTGS. What is the minimum amount that she can transfer through RTGS? 1 mark
(a) ₹ 50,000
(b) ₹ 2,00,000
(c) ₹ 1,00,000
(d) ₹ 20,000

Q22. State any three features of IMPS. 3 marks

Q23. Elucidate any four factors affecting the capital structure of a joint stock company. 4 marks

Q24. Pep-up Beverages introduced fruit juices in tetra packs which displayed the brand's name, ingredients, nutritional value, expiry date, and price. It also mentioned 'No Added Sugar' to attract health-conscious buyers. 4 marks
State any four merits of the facilitating marketing function indicated in the above scenario.

Q25. Krishna Tech Ltd., a growing Start-up in the Robotics industry, needs finance to meet its working capital requirements. Prerna Ltd., an Ed-Tech Company, had purchased Robotics Training Kits and Equipment from Krishna Tech Ltd. with a credit period of three months and is due to pay ₹15,00,000 on 30th July 2025. Based on the above information, suggest a suitable form of short-term financing that Krishna Tech Ltd. can opt for. Explain any three of its features. — 4 marks

Q26. Highlight the importance of Marketing by giving any four reasons. — 4 marks

Section C

Four long-answer questions of eight marks each. Questions 10-12 have two parts of 5 and 3 marks; Question 13 is passage/case based (2 + 2 + 4 marks in the specimen). Internal choice is provided in one of these questions.

Q27. Ms. Surabhi wants to invest ₹2,00,000 in a debt security of a company for ten years. She prioritises safety of her investment.
Which debt security would you recommend for her investment? Explain any four of its features. — 5 marks

Q28. State any three components of Social environment. — 3 marks

Q29. Discuss any five points highlighting the importance of business environment. — 5 marks

Q30. Explain any three features of Digital Banking. — 3 marks

Q31. Management is a human activity which directs and controls the organisation and operation of a business enterprise. In the light of this statement, explain any five objectives of Management. — 5 marks

Q32. Coordination is inherent in Planning, Organising and Staffing functions of management. Validate this statement by giving three suitable reasons. — 3 marks

Q33. As a Marketing Manager, explain any four objectives of Advertising you will familiarise a new sales team with, during their training and orientation sessions. — 4 marks

Q34. [context: XYZ Company missed its 30% profit-margin target due to employee theft; the Board set a 'zero tolerance' policy, installed CCTV, senior managers communicated it to all employees, penalties were imposed and HR added it to the employee handbook]
A few steps of Controlling have been emphasised in the above case. Discuss any two of them. — 2 marks

Q35. [context: XYZ Company's senior managers communicated a 'zero tolerance' theft policy to all employees; penalties were to be imposed and HR added it to the employee handbook]
Mention any two objectives of Communication with reference to the above case. — 2 marks

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