ISC · CLASS 12 · COMMERCE

ISC Class 12 Commerce Important Questions 2027

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Business Environment

1. Identify the dimension of macro environment from a situation (1 mark)

Asked 4× · Board 2024, Board 2026, Sample 2023, Sample 2024 · 1 marks

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

2. Importance / significance of business environment and environmental scanning

Asked 3× · Board 2026, Sample 2024, Sample 2025 · 5 marks

Discuss any five points highlighting the importance of business environment.

3. Meaning and components of economic / social / technological environment

Asked 4× · Board 2023, Board 2024, Sample 2023, Sample 2024 · 3 marks

State any three components of Social environment.

4. Identify the feature of business environment from a statement (1 mark)

Asked 3× · Board 2023, Board 2025, Sample 2023 · 1 marks

In recent years, the street vendors have begun to accept UPI as a mode of payment. The feature of business environment indicated here is:
(a) inter-relatedness
(b) relativity
(c) diversity
(d) dynamism

5. MCQ - effect of a macro environment change on business

Asked 2× · Sample 2024, Sample 2025 · 1 marks

The Supreme Court clarified that its firecracker restrictions are applicable not only to Delhi-NCR but to all states. It directed state governments to control air and noise pollution, addressing petitions seeking a nationwide ban on the sale and use of firecracker. The court emphasised the importance of raising awareness and noted its previous orders must be implemented. (Source (edited): Economic Times-Nov 07, 2023)
How does the decision of the Supreme Court affect the businesses?
(P) Changes in preference of people affect consumer spending.
(Q) Political changes influence the decisions of the business.
(R) Judicial decisions impact business.
(S) Social concerns change the mindset of consumer.
(a) (P), (Q) and (R) are correct.
(b) (P), (R) and (S) are correct.
(c) (Q), (R) and (S) are correct.
(d) (P), (Q) and (S) are correct.

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6. True/False - SWOT analysis

Asked 2× · Sample 2024, Sample 2025 · 1 marks

State whether the following is True or False: A company can identify its strengths by analysing its external micro environment.

7. MCQ - odd one out among micro / macro environment factors

Asked 2× · Board 2025, Sample 2026 · 1 marks

With reference to Macro environment, select the odd one out.
(a) Changes in technology
(b) Labour mobility to urban areas
(c) Political unrest
(d) Suppliers of raw materials

8. MCQ - identify the internal factor of micro environment from a situation

Asked 2× · Board 2025, Sample 2026 · 1 marks

Shine Ltd. is a company that encourages open communication, teamwork among its employees and rewards them for innovative initiatives. This leads to employee satisfaction which in turn increases their productivity.
Which internal factor of the micro environment is clearly responsible for this outcome?
(a) Company's financial position
(b) Corporate culture
(c) Marketing strategy
(d) Government regulations

9. SWOT analysis - name and explain the technique

Asked 2× · Board 2025, Sample 2026 · 5 marks

Business organisations use a certain technique to diagnose and analyse their respective micro and macro environment. Name and explain the technique.

10. MCQ - identify what is / is not a component of a macro environment dimension

Asked 2× · Board 2023, Sample 2025 · 1 marks

Criya Automobiles Ltd. plans to increase its production services in India, hence they want to analyse the economic environment of the business.
Which one of the following factors should the company focus on?
(a) Increase in the disposable income of the people.
(b) Facilities available for usage of automation in the production process.
(c) Modification in the Foreign Policy of the Government.
(d) The age composition of potential buyers.

11. True/False - statement on micro environment factors

Asked 2× · Board 2023, Sample 2023 · 1 marks

State whether the following is True or False: The organisational structure and the composition of the board of directors, are one of the internal factors of micro environment of a business organisation.

12. Explain internal / external factors of micro environment

Asked 2× · Board 2023, Board 2024 · 5 marks

Explain any five external factors of Micro environment that influence a business organisation.

Capital and Financial Planning

13. Factors affecting capital structure (debt-equity ratio)

Asked 4× · Board 2024, Board 2026, Sample 2023, Sample 2025 · 4/5 marks

Describe any five factors that a business organisation considers while determining its debt-to-equity ratio.

14. Capital gearing / trading on equity (1 mark)

Asked 3× · Board 2023, Board 2025, Sample 2026 · 1 marks

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 _____.

15. MCQ - classify a business requirement as fixed or working capital

Asked 2× · Board 2023, Sample 2023 · 1 marks

When XYZ company acquired a toy manufacturing company, it paid a large amount for the goodwill. Which source of business funds of XYZ company was impacted?
(a) Fixed capital.
(b) Special Working capital.
(c) Circulating capital.
(d) Gross Working capital.

Sources of Finance for a Joint Stock Company

16. Debentures - features and advantages (safe debt investment)

Asked 4× · Board 2025, Sample 2023, Sample 2025, Sample 2026 · 5 marks

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.

17. Identify the short-term source of finance (1 mark)

Asked 3× · Board 2026, Sample 2024, Sample 2025 · 1 marks

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.
Identify the short-term source of capital used by the car dealer.

18. Trade credit as a short-term source of finance - features

Asked 3× · Board 2024, Sample 2023, Sample 2026 · 4 marks

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.

19. Equity shares - features, merits and demerits

Asked 3× · Board 2023, Sample 2024, Sample 2025 · 4/5 marks

Anjum is a first-time investor wanting to invest ₹10 lakhs in long term capital appreciation. She is willing to take risks in return for high growth.
Which type of security should she invest in? Suggest any four features of this type of security.

20. Retained earnings - merits and demerits

Asked 3× · Board 2023, Board 2025, Sample 2026 · 5 marks

Companies which follow a liberal dividend policy may not benefit from Self-financing method by retaining its profits.
Justify this statement by discussing any three advantages and any two disadvantages of Retained Earnings.

21. ESOP / sweat equity shares issued to employees

Asked 3× · Board 2024, Board 2025, Sample 2025 · 3/4 marks

Food and grocery delivery company, Swiggy announced a programme before its Initial Public Offering (IPO). This programme allows employees to buy a portion of their company stock option for a combined total of up to $65 million. (Source (edited): https://www.business-standard.com)
Identify and explain the financial incentive given to the employees.

22. Preference shares - meaning and types

Asked 3× · Board 2023, Board 2026, Sample 2024 · 5 marks

Name the hybrid security that carries a fixed rate of dividend and is a source of long-term finance for a company. Explain any four types of such security.

23. Identify participating preference shares from profit data (1 mark)

Asked 2× · Board 2025, Sample 2026 · 1 marks

Chia Ltd. has earned a profit of ₹1,00,000 for the financial year ending 31st March 2025. After providing the Interest on Debentures for ₹15,000, Dividend on Preference Shares for ₹25,000 and Dividend on Equity Shares for ₹20,000, it paid Ranjana, a shareholder a share from the residual profits of ₹40,000 along with a fixed rate of dividend.
Identify the type of share held by Ranjana.

24. Loans from financial institutions - advantages and disadvantages

Asked 2× · Board 2026, Sample 2023 · 3/4 marks

Blossom Ltd. is a newly established company which faces a challenge of raising additional capital from the public for its long-term needs. Therefore, it approaches SIDBI and SFCs, for support.
Evaluate any two advantages and any two disadvantages to Blossom Ltd. of raising capital through financial institutions mentioned above.

Banking - Latest Trends

25. Features of NEFT / RTGS / IMPS

Asked 3× · Board 2026, Sample 2025, Sample 2026 · 3/4 marks

Shubhi has to transfer ₹1 lakh to her son's account who is pursuing a course in engineering in Mumbai. She considers NEFT for transferring funds.
Discuss any four features of the method of fund transfer considered by Shubhi.

26. Digital banking / UPI - meaning and features

Asked 3× · Board 2024, Board 2025, Sample 2026 · 3 marks

Explain any three features of Digital Banking.

27. Debit card vs credit card

Asked 3× · Board 2023, Board 2025, Sample 2026 · 3/4 marks

Shreya owns a café in Bengaluru. She wants to explore different electronic payment methods to streamline transactions with customers. She also weighs the pros and cons of accepting debit cards and credit cards.
Compare these two methods of payment to help Shreya choose a suitable method of transaction.

28. Correct statement about RTGS / IMPS (1 mark)

Asked 2× · Sample 2024, Sample 2026 · 1 marks

With reference to settlement of funds, what does the term 'Real Time' signify in RTGS?
(a) Settlement after one hour
(b) Settlement at a fixed time every day
(c) Continuous processing and settlement
(d) Settlement only during bank hours

29. RTGS / NEFT transfer limits (1 mark)

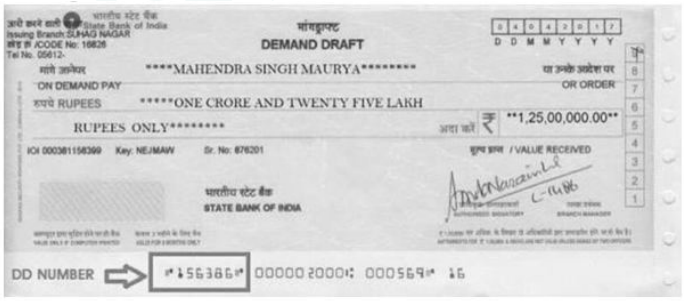
Asked 3× · Board 2023, Sample 2023 · 1 marks

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?
(a) ₹ 50,000
(b) ₹ 2,00,000
(c) ₹ 1,00,000
(d) ₹ 20,000

30. Identify the demand draft and state its feature (1 mark)

Asked 2× · Board 2025, Sample 2026 · 1 marks

State one unique feature of the document shown below.



(Source(edited): Quora.com)

31. Features of a credit card / plastic money

Asked 2× · Sample 2023, Sample 2025 · 3 marks

Identify and explain two features of a plastic money having an overdraft facility which is issued by the commercial bank to its customers.

32. E-banking - advantages and forms

Asked 2× · Board 2023, Sample 2024 · 3 marks

Electronic banking is banking over the internet and is a part of virtual banking. In the light of this statement, state any three forms of electronic banking.

Nature and Importance of Management

33. Identify the level of management and state its functions

Asked 4× · Board 2025, Sample 2024, Sample 2025, Sample 2026 · 3/4 marks

[context: Arjun, a Sales Manager, manages five sales representatives in the Delhi region, assigns targets and plans their daily routine]
Discuss any three functions of the level of management indicated in the above scenario.

34. Management as science, art or profession (1 mark)

Asked 3× · Board 2025, Board 2026, Sample 2026 · 1 marks

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.
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

35. Objectives of management

Asked 3× · Board 2023, Board 2026, Sample 2024 · 3/4/5 marks

Explain any three points on the relevance of objectives of management.

36. Management is pervasive / universal (1 mark)

Asked 2× · Board 2025, Sample 2026 · 1 marks

Management can be identified as the driving force in every organisation and at every level. Identify the feature of management highlighted in the above statement.

Principles of Management

37. Identify and explain the Fayol principle from a situation

Asked 7× · Board 2024, Board 2025, Sample 2025, Sample 2026 · 2/4 marks

Observe the images shown below and answer the question that follows.
Identify and explain the principle of management, as suggested by Henri Fayol, that is not being followed in Image 1.



Image 1



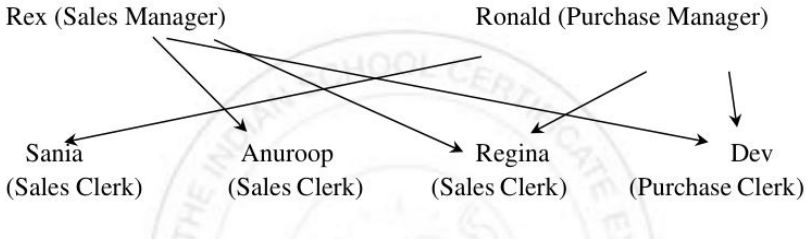
Image 2

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38. Identify the Fayol principle violated (1 mark)

Asked 3× · Board 2023, Sample 2025 · 1 marks

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



39. Meaning / name of a principle of management (1 mark)

Asked 3× · Sample 2023, Sample 2024 · 1 marks

'Science not Rule of Thumb' is a basic principle of F. W. Taylor's theory, which states that:
(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.

40. True/False: Taylor's principle wrongly attributed to Fayol (1 mark)

Asked 2× · Board 2025, Sample 2026 · 1 marks

State whether the following is True or False: According to Henri Fayol, mental revolution is a change in the attitudes of both employers and employees that increases productivity.

Planning

41. Identify the type of plan from its description (1 mark)

Asked 4× · Board 2023, Board 2026, Sample 2024 · 1 marks

Given below is a poster put up in a library. Identify the type of plan depicted by it.
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.

42. Importance of planning

Asked 3× · Board 2023, Sample 2024, Sample 2025 · 4 marks

Illustrate any four ways by which comprehensive planning contributes to goal alignment within different levels of a business organisation.

43. Identify the type of plan from a case and state its features

Asked 2× · Board 2025, Sample 2026 · 4 marks

A school allocates ₹10 lakhs for infrastructural upgrades, ₹5 lakhs for staff training and ₹3 lakhs for student activities. This type of financial plan acts as a control while helping the school prioritise its objectives.
What type of plan has the school put into action? Enumerate any three of its inherent features.

44. Limitations of planning

Asked 2× · Board 2024, Sample 2023 · 4 marks

Though Planning is an important function of management, it may not always give desired results.
Justify this statement by explaining any four limitations of Planning.

45. Explain a type of plan (method / programme)

Asked 2× · Board 2024, Sample 2023 · 2/3 marks

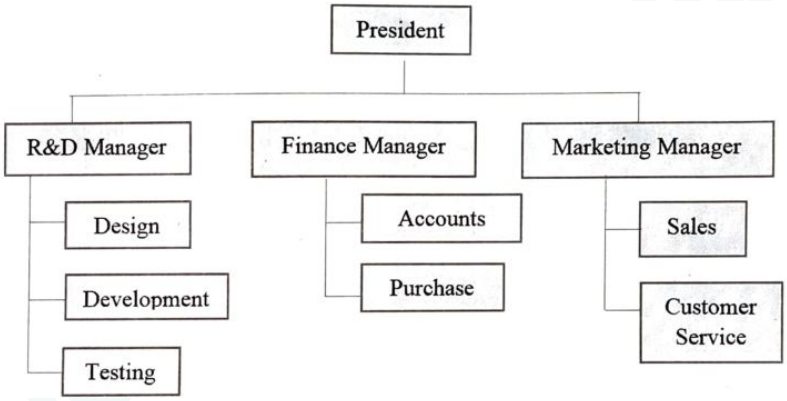
Explain method as a type of Plan.

Organising

46. Identify formal / informal organisation and its structure (1 mark)

Asked 3× · Board 2024, Board 2025, Sample 2026 · 1 marks

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



47. Merits of decentralisation

Asked 3× · Board 2024, Board 2026, Sample 2025 · 4 marks

The Board of Directors at Meet & Geet Ltd. takes all major and minor decisions which often results in a delay in execution of work. To overcome this challenge, they decide to disperse the authority of decision making to all the levels of management.
Analyse any four ways in which this change will benefit Meet & Geet Ltd.

48. Importance of organising

Asked 2× · Sample 2023, Sample 2026 · 4 marks

The organising function of management helps transform chaos into coordinated structure, clarifies communication and promotes effective teamwork.
In the light of this perspective, explain any four points highlighting the importance of organising function in management.

49. Delegation of authority (1 mark)

Asked 2× · Board 2026, Sample 2025 · 1 marks

Assertion: Delegation of authority reduces the workload of managers.
Reason: It allows the managers to focus on strategic activities by assigning the routine work to subordinates.
(a) Both Assertion and Reason are true and Reason is the correct explanation for Assertion.
(b) Both Assertion and Reason are true but Reason is not the correct explanation for Assertion.
(c) Assertion is true and Reason is false.
(d) Both Assertion and Reason are false.

50. Identify formal / informal organisation and state its features or merits

Asked 2× · Board 2025, Board 2026 · 4 marks

A company has five hundred workers. The management has created a structure in which each worker has a clearly defined role and responsibility.
Identify the type of organisation described above. State any three of its features.

Staffing

51. Recruitment vs selection (analogy, 1 mark)

Asked 2× · Board 2025, Sample 2026 · 1 marks

Study the relation between the first and the second words given below and complete the analogy.
Creates a large pool of candidates : Recruitment :: Eliminates unsuitable candidates : _____

52. Differences between recruitment and selection

Asked 2× · Board 2024, Sample 2025 · 3/4 marks

Explain any three fundamental differences between Recruitment and Selection.

Directing

53. Identify the type of communication barrier (1 mark)

Asked 3× · Board 2024, Sample 2023 · 1 marks

Which barrier to communication arises when the sender and receiver interpret a message differently?

54. Identify motivation / the Maslow need satisfied (1 mark)

Asked 2× · Board 2026, Sample 2026 · 1 marks

Tara Ltd. provides medical insurance to all its employees as a part of their compensation package.
According to Maslow's theory, which one of the following needs of the employees is fulfilled by Tara Ltd.?
(a) Social
(b) Safety
(c) Esteem
(d) Physiological

55. Objectives of communication from a case

Asked 2× · Board 2025, Sample 2026 · 2 marks

[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.

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56. Identify the element of directing from a picture / chart (1 mark)

Asked 2× · Board 2025, Sample 2025 · 1 marks

Which element of directing is shown below?
(a) Leadership
(b) Motivation
(c) Supervision
(d) Communication



(Source: www.googleimages.com)

57. Maslow's need hierarchy theory

Asked 2× · Board 2024, Sample 2025 · 5 marks

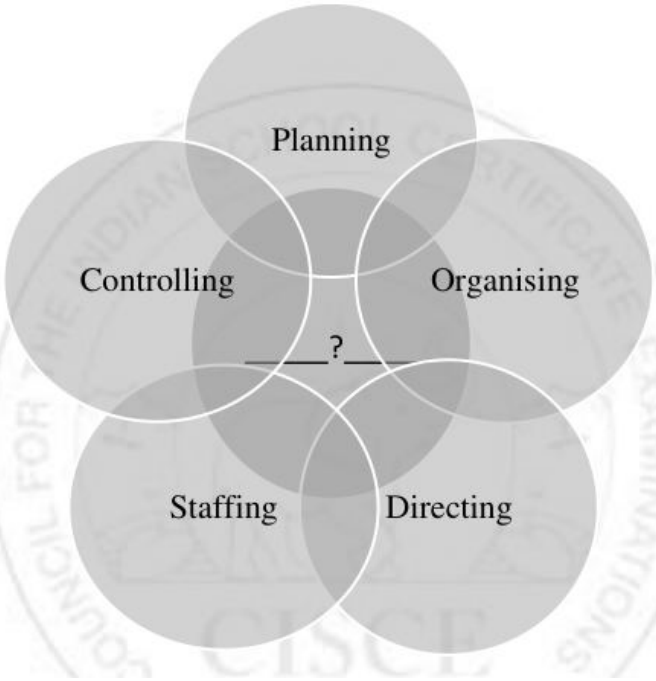
[context: HR departments apply Maslow's hierarchy to make the workplace a second home - comfortable rest places, food and drinks, transport, training on workplace ethics and respect, rewards such as club membership, profit shares, promotion, retirement plans, social and medical insurance and paid vacations]
Discuss how each need, as given by Maslow, is satisfied in the above case.

Controlling and Coordination

58. Coordination is the essence of management (1 mark)

Asked 4× · Board 2023, Sample 2023, Sample 2024, Sample 2025 · 1 marks

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



59. Coordination in planning, organising and staffing

Asked 2× · Board 2025, Sample 2026 · 3 marks

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

60. Steps of controlling in a case

Asked 2× · Board 2025, Sample 2026 · 2 marks

[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.

61. Importance of controlling

Asked 2× · Board 2025, Sample 2026 · 4 marks

[context: XYZ Company used controlling measures (standards, CCTV, penalties) after missing its profit target due to employee theft]
Explain the importance of Controlling by giving any four points.

62. Relationship between planning and controlling

Asked 2× · Board 2024, Sample 2025 · 4 marks

Discuss the interplay between the goal setting during Planning phase and the use of these goals as benchmarks for performance evaluation in Controlling phase.

63. Management by exception

Asked 2× · Board 2023, Sample 2024 · 2/4 marks

Mr. Raj, the CEO of a company, 'tried to control everything in his organisation but ended up controlling nothing'. Also, he did not focus on certain crucial areas like productivity.
Briefly explain the two aspects of Controlling that were overlooked by Mr. Raj as the CEO of the company.

Marketing Concept and Functions

64. True/False: packaging as a facilitating function (1 mark)

Asked 3× · Board 2025, Sample 2023, Sample 2026 · 1 marks

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

65. Objectives / importance of marketing

Asked 3× · Board 2025, Board 2026, Sample 2025 · 4/5 marks

Explain any five objectives of Marketing.

66. Types of markets (1 mark)

Asked 3× · Board 2023, Sample 2024, Sample 2025 · 1 marks

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

67. Marketing vs selling

Asked 2× · Sample 2024, Sample 2025 · 4 marks

Enumerate any four distinctions between Marketing and Selling.

68. Assertion-Reason: objectives of marketing

Asked 2× · Board 2025, Sample 2026 · 1 marks

Assertion: Profit through customer satisfaction is one of the primary aims of Marketing.
Reason: Marketing begins after production and does not end with sale.
(a) Both Assertion and Reason are true and Reason is the correct explanation for Assertion.
(b) Both Assertion and Reason are true but Reason is not the correct explanation for Assertion.
(c) Assertion is true and Reason is false.
(d) Both Assertion and Reason are false.

69. Marketing research - meaning, features and benefits

Asked 2× · Board 2024, Sample 2024 · 2/4 marks

What is marketing research? State any two features of Marketing Research.

Marketing Mix

70. Identify the element of promotion mix from a situation (1 mark)

Asked 5× · Board 2023, Board 2025, Sample 2024, Sample 2025, Sample 2026 · 1 marks

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



(Source: Yahoo Images)

71. Features of services / of the type of product identified

Asked 4× · Board 2024, Board 2025, Sample 2024, Sample 2026 · 2/3/4 marks

Ms. Sheena, a graduate in Human Relations with ten years of experience in the Corporate sector, plans to set up her start-up. She wants to set up a Soft Skills Training Academy to train and equip fresh graduates be industry ready.
Name the type of product that she is planning to offer. Explain any three of its features.

72. Packaging / labelling - features and merits

Asked 3× · Board 2026, Sample 2024, Sample 2025 · 4 marks

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.
State any four merits of the facilitating marketing function indicated in the above scenario.

73. Advertising vs publicity (1 mark)

Asked 3× · Sample 2023, Sample 2024, Sample 2025 · 1 marks

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

74. Branding - meaning and merits

Asked 3× · Board 2024, Board 2026, Sample 2023 · 4 marks

Samsung sells mobiles, televisions, laptops and other electronic products under a single unique name. This has led to an increase in its market share.
With reference to the above context, discuss any four benefits of the facilitating marketing function.

75. Objectives of sales promotion / personal selling / advertising

Asked 3× · Board 2023, Board 2024, Sample 2025 · 4 marks

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

76. Identify the channel of distribution (1 mark)

Asked 3× · Board 2023, Board 2024, Board 2026 · 1 marks

Libas is an omnichannel brand that manufactures, designs, and sells women's apparel through its own website, exclusive brand outlets, and online marketplaces such as Myntra and Amazon. It operates under names like Libas, Gerua etc. (Source (edited), https://trilegal.com/, 31st May, 2024)
Identify the different channels of distribution used by Libas.
(P) Zero level
(Q) One level
(R) Two level
(S) Three level
(a) Only (P) and (Q)
(b) Only (Q) and (R)
(c) Only (R) and (S)
(d) Only (Q) and (S)

77. Factors determining the price of a product

Asked 2× · Board 2025, Sample 2023 · 4/5 marks

Several factors influence the price of a product. Explain any five of these factors.

78. Physical distribution / place mix (1 mark)

Asked 2× · Board 2023, Board 2026 · 1 marks

Dairy Dream is a company that sells milk, cheese, and yogurt. It ensures the freshness of these food items by using the First-In-First-Out (FIFO) method of stock management. Old stock is sold first, while new stock is stored in inventory.
With reference to Inventory Management, identify the element of marketing mix used by Dairy Dream.
(a) Product mix
(b) Price mix
(c) Place mix
(d) Promotion mix

Consumer Protection

79. Identify the consumer right violated (1 mark)

Asked 4× · Board 2023, Board 2024, Board 2026, Sample 2023 · 1 marks

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.

80. Consumer responsibilities (1 mark)

Asked 3× · Board 2024, Sample 2024, Sample 2025 · 1 marks

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?

81. Identify the consumer rights involved (P/Q/R/S MCQ)

Asked 2× · Board 2025, Sample 2026 · 1 marks

Sampark, a mobile company advertises its phone as having an 'unbreakable screen'. A customer buys it, but the screen cracks after a minor fall. He requests a replacement, but the company refuses it saying that the advertisement was only for marketing.
Which consumer rights are MOST relevant here for the customer?
(P) Right to be Heard
(Q) Right to Redressal
(R) Right to Safety
(S) Right to Information
(a) Only (P) and (Q)
(b) Only (Q) and (R)
(c) Only (P) and (R)
(d) Only (Q) and (S)

82. Remedies available to an aggrieved consumer

Asked 2× · Sample 2023, Sample 2024 · 2/4 marks

[context: Mr. Akash's ₹55 lakh car's airbags failed to deploy in an accident; his family seeks consumer redressal]
Suggest two remedies available to the aggrieved party.

83. Need for consumer protection

Asked 2× · Board 2023, Board 2026 · 4 marks

Consumer protection is a necessity in today's business environment. Justify the statement by giving any four reasons.

84. Which consumer commission to approach (pecuniary jurisdiction) + rights/remedies

Asked 2× · Board 2023, Board 2025 · 4 marks

Annie purchased a car for ₹ 1 crore from a showroom on May 7, 2023. Within few days, she noticed that its speedometer was not giving accurate results.
Which consumer forum can Annie approach to file a complaint? Suggest any three remedies that the consumer forum can provide to Annie.

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