



8.	What is price skimming? State two conditions for using this strategy.	(2)																								
9.	Give two examples each of cash inflow and cash outflow.	(2)																								
10.	State two differences between fixed cost and variable cost.	(2)																								
11.	Explain any three features of personal selling.	(3)																								
12.	Mukesh is a shop keeper who deals with shoes. He expects a daily profit of Rs.1,000. He has taken a loan on which he pays a daily interest of 100; daily rent is 250; employed a manager daily salary is 500 and a helper daily wage 200. Other fixed daily expenses were 350. His gross profit margin is Rs.150. Calculate i) Total fixed expenses ii) Break even volume (per day)	(3)																								
13.	<p>Prepare three month cash flow projections table from the information provided. Fans purchased are all sold in the same month.</p> <table border="1"> <thead> <tr> <th>Month</th> <th>1</th> <th>2</th> <th>3</th> </tr> </thead> <tbody> <tr> <td>Total fans sold</td> <td>80</td> <td>100</td> <td>130</td> </tr> <tr> <td>Cash sales</td> <td>60</td> <td>84</td> <td>105</td> </tr> <tr> <td>Cash sales (rupees)</td> <td>72,000</td> <td>1,00,800</td> <td>1,26,000</td> </tr> <tr> <td>Credit sales</td> <td>20</td> <td>16</td> <td>25</td> </tr> <tr> <td>Credit sales (rupees)</td> <td>24,000</td> <td>19,200</td> <td>30,000</td> </tr> </tbody> </table> <p>i) Fans were purchased at Rs.800 each  ii) Cost of freight and insurance and packing cost each fan Rs.75  iii) Salary to staff Rs.8,000 pm  iv) Rent paid Rs.9,000 pm  Credit sale money will be received next month.</p>	Month	1	2	3	Total fans sold	80	100	130	Cash sales	60	84	105	Cash sales (rupees)	72,000	1,00,800	1,26,000	Credit sales	20	16	25	Credit sales (rupees)	24,000	19,200	30,000	(5)
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ALL THE BEST

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