1. a) Distinguish between the following:

i) Advertising and publicity

Ans: Advertising and Publicity:
1. Advertising is paid form of ideas, goods and services while publicity is not paid by the sponsor.
2. Advertising comes from an identified sponsor while publicity comes from a neutral and impartial source.
3. Advertising is controllable by the organisation while publicity is not controllable because it comes from a neutral source.
4. Advertising is less credible in comparison to publicity while publicity is more credible because it comes from an impartial source.
5. Advertising is what you or your organisation says and promotes about you or your organisation but publicity is what others say for you or your organisation.
6. In advertising same content is repeated by the sponsor while in publicity it is not generally possible.
7. Advertising always carries a positive message about your organisation because it is the content you pay for but publicity can be positive or negative because it comes from an impartial source.
8. In advertising you have full chance to show your creativity but in publicity creativity is limited because it comes from non paid source.
9. Advertising is targeted to the particular audiences by the sponsor while in publicity it is not focused.
10. Most of the times in advertising social responsibility is ignored while in publicity special focus is given on social responsibility. Combination of both advertising and publicity is necessary.

ii) Savings bank account and current account

Ans:
<table>
<thead>
<tr>
<th>Basis for Difference</th>
<th>Saving Account</th>
<th>Current Account</th>
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</thead>
<tbody>
<tr>
<td>Meaning</td>
<td>Saving bank account is an account meant for individuals who like to save for meeting their future financial requirements.</td>
<td>Current account refers to a running account, in which there is no limit on the operation, during a working day.</td>
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<tr>
<td>Objective</td>
<td>To encourage savings of a person.</td>
<td>To support frequent and regular transactions.</td>
</tr>
<tr>
<td>Suitable for</td>
<td>Individual</td>
<td>Businessman or company</td>
</tr>
<tr>
<td>Interest</td>
<td>Paid</td>
<td>Not paid</td>
</tr>
<tr>
<td>Withdrawals</td>
<td>Limited</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Passbook</td>
<td>Provided by banks</td>
<td>Not issued by banks.</td>
</tr>
<tr>
<td>Overdraft</td>
<td>Not allowed</td>
<td>Allowed</td>
</tr>
<tr>
<td>Opening balance</td>
<td>Less amount is required to open a savings bank account.</td>
<td>High amount is required for opening a current account.</td>
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The difference between savings account and current (checking) account can be drawn clearly on the following grounds:
1. Savings account refers to an account that is meant for people who keep their saving to fulfil their financial requirements in future. Current (Checking) account is an active account which is meant for day to day monetary transactions.
2. Savings account aims at encouraging savings of the general public whereas current account supports frequent and regular transactions of the account holder.
3. Saving Account is appropriate for salaried people and the group of people like the club, trust, an association of persons, etc. for regular savings. Conversely, Current Account is perfect for business entities, government departments, societies, institutions, etc. because they have to deal with daily money transactions.
4. There is a restriction on the number of daily and monthly transactions, in the case of a savings account, i.e. if the transaction limit exceeds the specified limit charges may apply. There is no such cap for a Current Account, in essence, there is no restriction on the number and amount of transaction.
5. The current account is non-interest bearing, but a saving bank account earns interest, which is normally 4-8%.
6. Passbook is provided by banks on the savings bank account which lists the number of debits and credits to/from the account datewise. On the account, no passbook is issued by the bank to the current account holders.
7. Bank overdraft facility is provided to the current account only and not in the savings account.
8. The opening balance required to start a savings account is very less. In contrast, current account requires high amount as the opening balance, to start the account.

b) Write short notes on the following:

i) Essentials of a good transport system

Ans: A good transport system should help in transporting goods and should have the following features:
- Economical: A good transport system should be economical i.e. the cost of transport service should not be high so that the users can carry their products at lowest possible charge. This in turn will help the consumers fetch goods at cheaper and reasonable price.