

**+2 Com L 1 - L 17 One Word**

Date : 05-Sep-22

12th Standard

Commerce

Reg.No. :

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Total Marks : 112

112 x 1 = 112

Exam Time : 02:00:00 Hrs

**Part A Multiple Choice Question**

- 1) Management is what a \_\_\_\_\_ does?  
(a) Manager (b) Subordinate (c) Supervisor (d) Superior
- 2) Management is an \_\_\_\_\_  
(a) Art (b) Science (c) Art and Science (d) Art or Science
- 3) Scientific management is developed by  
(a) Fayol (b) Taylor (c) Mayo (d) Jacob
- 4) Dividing the work into small tasks is known as  
(a) Discipline (b) Unity (c) Division of work (d) Equity
- 5) With a wider span, there will be \_\_\_\_\_ hierarchical levels.  
(a) More (b) Less (c) Multiple (d) Additional
- 6) Which is the primary function of management?  
(a) Innovating (b) Controlling (c) Planning (d) Decision-making
- 7) Which of the following is not a main function?  
(a) Decision-making (b) Planning (c) Organising (d) Staffing
- 8) \_\_\_\_\_ is included in every managerial function.  
(a) Co-ordinating (b) Controlling (c) Staffing (d) Organising
- 9) Which of the following is verification function?  
(a) Planning (b) Organising (c) Staffing (d) Controlling
- 10) \_\_\_\_\_ System gives full Scope to the Individual Strength and Responsibility.  
(a) MBO (b) MBE (c) MBM (d) MBA
- 11) Which is the First step in Process of MBO?  
(a) Fixing Key Result Area (b) Appraisal of Activities (c) Matching Resources with Activities  
(d) Defining Organisational Objectives
- 12) \_\_\_\_\_ keeps Management Alert to Opportunities and Threats by Identifying Critical Problems.  
(a) MBA (b) MBE (c) MBM (d) MBO
- 13) Delegation of Authority is Easily Done with the Help of \_\_\_\_\_  
(a) MBM (b) MBE (c) MBO (d) MBA
- 14) Financial market facilitates business firms  
(a) To rise funds (b) To recruit workers (c) To make more sales (d) To minimize fund requirement
- 15) Capital market is a market for  
(a) Short Term Finance (b) Medium Term Finance (c) Long Term Finance  
(d) Both Short Term and Medium Term Finance
- 16) Primary market is also called as  
(a) Secondary market (b) Money market (c) New Issue Market (d) Indirect Market
- 17) Spot Market is a market where the delivery of the financial instrument and payment of cash occurs  
(a) Immediately (b) In the future (c) Uncertain (d) After one month
- 18) How many times a security can be sold in a secondary market?  
(a) Only one time (b) Two time (c) Three times (d) Multiple times
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(a) Short term Funds (b) Debenture Funds (c) Equity Funds (d) Long term Funds
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- 21) Primary market is a Market where securities are traded in the  
(a) First Time (b) Second Time (c) Three Time (d) Several Times
- 22) Participants in the capital market includes  
(a) Individuals (b) Corporate (c) Financial Institutions (d) All of the above
- 23) The money invested in the call money market provides high liquidity with \_\_\_\_\_  
(a) Low Profitability (b) High Profitability (c) Limited Profitability (d) Medium Profitability
- 24) A major player in the money market is the \_\_\_\_\_  
(a) Commercial Bank (b) Reserve Bank of India (c) State Bank of India (d) Central Bank.
- 25) Money Market provides \_\_\_\_\_  
(a) Medium-term Funds (b) Short-term Funds (c) Long-term Funds (d) Shares
- 26) Money Market Institutions are \_\_\_\_\_  
(a) Investment Houses (b) Mortgage Banks (c) Reserve Bank of india (d) Commercial Banks and Discount Houses
- 27) Risk in the Money Market is \_\_\_\_\_  
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- 28) Debt Instruments are issued by Corporate Houses are raising short-term financial resources from the money market are called \_\_\_\_\_

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- 29) The market for buying and selling of Commercial Bills of Exchange is known as a \_\_\_\_  
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- 30) A marketable document of title to a time deposit for a specified period may be referred to as a \_\_\_\_  
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 (a) London Stock Exchange (b) Bombay Stock Exchange (c) National Stock Exchange  
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- 34) There are \_\_\_\_ stock exchange in the country.  
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 (a) All types of Shares of any Company (b) Bonds issued by the Govt (c) Listed Securities (d) Unlisted Securities
- 37) Jobbers transact in a stock exchange  
 (a) For their Clients (b) For their Own Transactions (c) For other Brokers (d) For other Members
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- 45) In which year SEBI was constituted as the regulator of capital markets in India?  
 (a) 1988 (b) 1992 (c) 2014 (d) 2013
- 46) Registering and controlling the functioning of collective investment schemes as \_\_\_\_  
 (a) Mutual Funds (b) Listing (c) Rematerialisation (d) Dematerialization
- 47) SEBI is empowered by the Finance ministry to nominate \_\_\_\_ members on the Governing body of every stock exchange.  
 (a) 5 (b) 3 (c) 6 (d) 7
- 48) The process of converting physical shares into electronic form is called \_\_\_\_  
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- 51) \_\_\_\_ enables small investors to participate in the investment on share capital of large companies.  
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- 53) Human resource is a \_\_\_\_ asset.  
 (a) Tangible (b) Intangible (c) Fixed (d) Current
- 54) Human Resource management is both \_\_\_\_ and \_\_\_\_  
 (a) Science and art (b) Theory and practice (c) History and Geography (d) None of the above
- 55) Planning is a \_\_\_\_ function.  
 (a) selective (b) pervasive (c) both a and b (d) none of the above
- 56) Human resource management determines the \_\_\_\_ relationship.  
 (a) internal, external (b) employer, employee (c) Owner, Servant (d) Principle, Agent
- 57) Labour turnover is the rate at which employees \_\_\_\_ the organisation.  
 (a) enter (b) leave (c) Salary (d) None of the above
- 58) Recruitment is the process of identifying \_\_\_\_  
 (a) right man for right job (b) good performer (c) Right job (d) All of the above
- 59) Recruitment bridges gap between \_\_\_\_ and \_\_\_\_  
 (a) job seeker and job provider (b) job seeker and agent (c) job provider and owner (d) owner and servant

- 60) Advertisement is a \_\_\_\_\_ source of recruitment  
 (a) internal (b) external (c) agent (d) outsourcing
- 61) Transfer is an \_\_\_\_\_ source of recruitment.  
 (a) internal (b) external (c) outsourcing (d) None of the above
- 62) E-recruitment is possible only through \_\_\_\_\_ facility.  
 (a) Computer (b) Internet (c) Broadband (d) 4G
- 63) The recruitment and selection process aimed at right kind of people.  
 (a) At right people (b) At right time (c) To do right things (d) All of the above
- 64) The poor quality of selection will mean extra cost on \_\_\_\_\_ and supervision  
 (a) Training (b) Recruitment (c) work quality (d) None of these
- 65) \_\_\_\_\_ refers to the process of identifying and attracting job seekers so as to build a pool of qualified job applicants.  
 (a) Selection (b) Training (c) Recruitment (d) Induction
- 66) Selection is usually considered as a \_\_\_\_\_ process  
 (a) Positive (b) Negative (c) Natural (d) None of these
- 67) Which of the following test is used to measure the various characteristics of the candidate?  
 (a) Physical Test (b) Psychological Test (c) Attitude Test (d) Proficiency tests
- 68) Which of the following orders is followed in a typical selection process  
 (a) Application form test and or interview, reference check and physical examination  
 (b) Application form test and or interview, reference check, and physical examination  
 (c) Reference check, application form, test and interview and physical examination  
 (d) Physical examination test and on interview application term and reference check
- 69) The purpose of an application blank is to gather information about the  
 (a) Company (b) Candidate (c) Questionnaire or Interview Schedule (d) Competitors
- 70) Identify the test that acts as a instrument to discover the inherent ability of a candidate  
 (a) Aptitude Test (b) Attitude Test (c) Proficiency Test (d) Physical Test
- 71) The process of eliminating unsuitable candidate is called  
 (a) Selection (b) Recruitment (c) Interview (d) Induction
- 72) Scrutiny of application process is the  
 (a) Last step in Selection Process (b) First step in selection process (c) Third step in Selection Process  
 (d) None of the above
- 73) Selection process helps in  
 (a) Locating candidates (b) Determining the suitability of the candidates (c) Preparing employees for training  
 (d) None of these
- 74) The process of placing the right man on the right job is called \_\_\_\_\_  
 (a) Training (b) Placement (c) Promotion (d) Transfer
- 75) Probation/Trial period signifies  
 (a) one year to two years (b) one year to three years (c) Two years to Four years (d) None of the above
- 76) Job first man next is one of the principles of \_\_\_\_\_  
 (a) Test (b) Interview (c) Training (d) Placement
- 77) Off the Job training is given  
 (a) In the class room (b) On off days (c) Outside the factory (d) In the playground
- 78) Improves Skill Levels of employees to ensure better job performance  
 (a) Training (b) Selection (c) Recruitmen (d) Performance appraisal
- 79) When trainees are trained by supervisor or by superior at the job is called  
 (a) Vestibule training (b) Refresher training (c) Role play (d) Apprenticeship training
- 80) \_\_\_\_\_ is useful to prevent skill obsolescence of employees  
 (a) Training (b) Job analysis (c) Selection (d) Recruitment
- 81) Training methods can be classified into training \_\_\_\_\_ training  
 (a) Job rotation & Job enrichment (b) On the Job and Off the Job (c) Job analysis & Job design  
 (d) Physical and mental
- 82) Vestibule training is provided  
 (a) On the job (b) In the class room (c) In a situation similar to actual working environment (d) By the committee
- 83) Elaborate discussion on specific topic comes under \_\_\_\_\_ method of training  
 (a) Under study (b) Coaching (c) Conferences (d) Counseling
- 84) One who promotes (or) Exchange of goods or services for money is called as \_\_\_\_\_  
 (a) Seller (b) Marketer (c) Customer (d) Manager
- 85) The marketer initially wants to know in the marketing is \_\_\_\_\_  
 (a) Qualification of the customer (b) Quality of the product (c) Background of the customers  
 (d) Needs of the customers
- 86) The Spot market is classified on the basis of \_\_\_\_\_  
 (a) Commodity (b) Transaction (c) Regulation (d) Time
- 87) Which one of the market deals in the purchase and sale of shares and debentures?  
 (a) Stock Exchange Market (b) Manufactured Goods Market (c) Local Market (d) Family Market
- 88) Stock Exchange Market is also called \_\_\_\_\_

- (a) Spot Market (b) Local Market (c) Security Market (d) National Market
- 89) The initial stage of Marketing system is \_\_\_\_\_  
 (a) Monopoly system (b) Exchange to Money (c) Barter system (d) Self producing
- 90) Who is supreme in the Market?  
 (a) Customer (b) Seller (c) Wholesaler (d) Retailer
- 91) In the following variables which one is not the variable of marketing mix?  
 (a) Place Variable (b) Product Variable (c) Program Variable (d) Price Variable
- 92) Marketing mix means a marketing program that is offered by a firm to its target \_\_\_\_\_ to earn profits through satisfaction of their wants  
 (a) Wholesaler (b) Retailer (c) Consumer (d) Seller
- 93) Which one is the example of Intangible product?  
 (a) Education (b) Mobiles (c) Garments (d) Vehicles
- 94) Selling goods/ services through internet is  
 (a) Green marketing (b) E- business (c) Social marketing (d) Meta marketing
- 95) Which is gateway to internet?  
 (a) Portal (b) CPU (c) Modem (d) Webnaire
- 96) Social marketing deals with:  
 (a) Society (b) Social Class (c) Social change (d) Social evil
- 97) Effective use of Social media marketing increase conversion rates of  
 (a) Customer to buyers (b) Retailer to customers (c) One buyer to another buyer's (d) Direct contact of marketer
- 98) A company's products and prices is visually represented by  
 (a) Shopping cart (b) Web portal (c) Electronic catalogue (d) Revenue model
- 99) Pure play retailers are called  
 (a) Market creators (b) Transaction brokers (c) Merchants (d) Agents
- 100) The term 'consumerism' came into existence in the year \_\_\_\_\_.  
 (a) 1960 (b) 1957 (c) 1957 (d) 1958
- 101) Who is the father of Consumer Movement?  
 (a) Mahatma Gandhi (b) Mr. Ithon F.Kennedy (c) Ralph Nader (d) Jawaharlal Nehru
- 102) Sale of Goods Act was passed in the year.  
 (a) 1962 (b) 1972 (c) 1982 (d) 1985
- 103) The main objective of all business enterprises is \_\_\_\_\_.  
 (a) providing service (b) Providing better standard of life (c) Providing necessities to the society (d) Earn profit
- 104) The Consumer Protection Act came into force with effect from  
 (a) 1.1.1986 (b) 1.4.1986 (c) 15.4.1987 (d) 15.4.1990
- 105) \_\_\_\_\_ of every year is declared as a Consumer Protection Day to educate the public about their rights and responsibilities.  
 (a) August 15 (b) April 15 (c) March 15 (d) September 15
- 106) Any person who buys any goods or avails services for personal use, for a consideration is called as  
 (a) Customer (b) Consumer (c) Buyer (d) User
- 107) The General Assembly of United Nations passed resolution of consumer protection guide lines on  
 (a) 1985 (b) 1958 (c) 1986 (d) 1988
- 108) The final aim of modern marketing is\_\_\_\_\_  
 (a) Maximum profit (b) Minimum profit (c) Consumer satisfaction (d) Service to the society
- 109) \_\_\_\_\_is the king of modern marketing.  
 (a) Consumer (b) Wholesaler (c) Producer (d) Retailer
- 110) As the consumer is having the rights, they are also having\_\_\_\_\_  
 (a) Measures (b) Promotion (c) Responsibilities (d) Duties
- 111) Which of the following is not a consumer right summed up by John F. Kennedy  
 (a) Right to safety (b) Right to choose (c) Right to consume (d) Right to be informed
- 112) It is the responsibility of a consumer that he must obtain \_\_\_\_\_ as a proof for the purchase of goods.  
 (a) Cash receipt (b) Warranty card (c) Invoice (d) All of these

**"Success is not final, failure is not fatal: it is the courage to continue that counts."**

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- 67) Which of the following test is used to measure the various characteristics of the candidate?  
(a) Physical Test    **(b) Psychological Test**    (c) Attitude Test    (d) Proficiency tests
- 68) Which of the following orders is followed in a typical selection process  
(a) Application form test and or interview, reference check and physical examination  
**(b) Application form test and or interview, reference check, and physical examination**  
(c) Reference check, application form, test and interview and physical examination  
(d) Physical examination test and on interview application term and reference check
- 69) The purpose of an application blank is to gather information about the  
(a) Company    **(b) Candidate**    (c) Questionnaire or Interview Schedule    (d) Competitors
- 70) Identify the test that acts as a instrument to discover the inherent ability of a candidate  
**(a) Aptitude Test**    (b) Attitude Test    (c) Proficiency Test    (d) Physical Test
- 71) The process of eliminating unsuitable candidate is called  
**(a) Selection**    (b) Recruitment    (c) Interview    (d) Induction
- 72) Scrutiny of application process is the  
(a) Last step in Selection Process    **(b) First step in selection process**    (c) Third step in Selection Process  
(d) None of the above
- 73) Selection process helps in  
(a) Locating candidates    **(b) Determining the suitability of the candidates**  
(c) Preparing employees for training    (d) None of these
- 74) The process of placing the right man on the right job is called \_\_\_\_\_  
(a) Training    **(b) Placement**    (c) Promotion    (d) Transfer
- 75) Probation/Trial period signifies  
**(a) one year to two years**    (b) one year to three years    (c) Two years to Four years    (d) None of the above
- 76) Job first man next is one of the principles of \_\_\_\_\_  
(a) Test    (b) Interview    (c) Training    **(d) Placement**
- 77) Off the Job training is given  
(a) In the class room    (b) On off days    **(c) Outside the factory**    (d) In the playground
- 78) Improves Skill Levels of employees to ensure better job performance  
**(a) Training**    (b) Selection    (c) Recruitment    (d) Performance appraisal
- 79) When trainees are trained by supervisor or by superior at the job is called  
(a) Vestibule training    (b) Refresher training    (c) Role play    **(d) Apprenticeship training**
- 80) \_\_\_\_\_ is useful to prevent skill obsolescence of employees  
**(a) Training**    (b) Job analysis    (c) Selection    (d) Recruitment
- 81) Training methods can be classified into training \_\_\_\_\_ training  
(a) Job rotation & Job enrichment    **(b) On the Job and Off the Job**    (c) Job analysis & Job design  
(d) Physical and mental
- 82) Vestibule training is provided  
(a) On the job    (b) In the class room    **(c) In a situation similar to actual working environment**  
(d) By the committee
- 83) Elaborate discussion on specific topic comes under \_\_\_\_\_ method of training  
(a) Under study    (b) Coaching    **(c) Conferences**    (d) Counseling
- 84) One who promotes (or) Exchange of goods or services for money is called as \_\_\_\_\_  
(a) Seller    **(b) Marketer**    (c) Customer    (d) Manager
- 85) The marketer initially wants to know in the marketing is \_\_\_\_\_  
(a) Qualification of the customer    (b) Quality of the product    (c) Background of the customers  
**(d) Needs of the customers**
- 86) The Spot market is classified on the basis of \_\_\_\_\_  
(a) Commodity    **(b) Transaction**    (c) Regulation    (d) Time
- 87) Which one of the market deals in the purchase and sale of shares and debentures?

- (a) **Stock Exchange Market** (b) Manufactured Goods Market (c) Local Market (d) Family Market
- 88) Stock Exchange Market is also called \_\_\_\_\_  
 (a) Spot Market (b) Local Market (c) **Security Market** (d) National Market
- 89) The initial stage of Marketing system is \_\_\_\_\_  
 (a) Monopoly system (b) Exchange to Money (c) **Barter system** (d) Self producing
- 90) Who is supreme in the Market?  
 (a) **Customer** (b) Seller (c) Wholesaler (d) Retailer
- 91) In the following variables which one is not the variable of marketing mix?  
 (a) Place Variable (b) Product Variable (c) **Program Variable** (d) Price Variable
- 92) Marketing mix means a marketing program that is offered by a firm to its target \_\_\_\_\_ to earn profits through satisfaction of their wants  
 (a) Wholesaler (b) Retailer (c) **Consumer** (d) Seller
- 93) Which one is the example of Intangible product?  
 (a) **Education** (b) Mobiles (c) Garments (d) Vehicles
- 94) Selling goods/ services through internet is  
 (a) Green marketing (b) **E- business** (c) Social marketing (d) Meta marketing
- 95) Which is gateway to internet?  
 (a) Portal (b) CPU (c) **Modem** (d) Webnaire
- 96) Social marketing deals with:  
 (a) Society (b) **Social Class** (c) Social change (d) Social evil
- 97) Effective use of Social media marketing increase conversion rates of  
 (a) **Customer to buyers** (b) Retailer to customers (c) One buyer to another buyer's  
 (d) Direct contact of marketer
- 98) A company's products and prices is visually represented by  
 (a) Shopping cart (b) Web portal (c) **Electronic catalogue** (d) Revenue model
- 99) Pure play retailers are called  
 (a) Market creators (b) **Transaction brokers** (c) Merchants (d) Agents
- 100) The term 'consumerism' came into existence in the year \_\_\_\_\_.  
 (a) **1960** (b) 1957 (c) 1957 (d) 1958
- 101) Who is the father of Consumer Movement?  
 (a) Mahatma Gandhi (b) Mr. Ihon F.Kennedy (c) **Ralph Nader** (d) Jawaharlal Nehru
- 102) Sale of Goods Act was passed in the year.  
 (a) 1962 (b) 1972 (c) **1982** (d) 1985
- 103) The main objective of all business enterprises is \_\_\_\_\_.  
 (a) providing service (b) Providing better standard of life (c) Providing necessities to the society  
 (d) **Earn profit**
- 104) The Consumer Protection Act came into force with effect from  
 (a) 1.1.1986 (b) 1.4.1986 (c) **15.4.1987** (d) 15.4.1990
- 105) \_\_\_\_\_ of every year is declared as a Consumer Protection Day to educate the public about their rights and responsibilities.  
 (a) August 15 (b) April 15 (c) **March 15** (d) September 15
- 106) Any person who buys any goods or avails services for personal use, for a consideration is called as  
 (a) Customer (b) **Consumer** (c) Buyer (d) User
- 107) The General Assembly of United Nations passed resolution of consumer protection guide lines on  
 (a) 1985 (b) 1958 (c) 1986 (d) **1988**
- 108) The final aim of modern marketing is \_\_\_\_\_.  
 (a) Maximum profit (b) Minimum profit (c) **Consumer satisfaction** (d) Service to the society
- 109) \_\_\_\_\_ is the king of modern marketing.  
 (a) **Consumer** (b) Wholesaler (c) Producer (d) Retailer
- 110) As the consumer is having the rights, they are also having \_\_\_\_\_.  
 (a) Measures (b) Promotion (c) **Responsibilities** (d) Duties
- 111) Which of the following is not a consumer right summed up by John F. Kennedy  
 (a) Right to safety (b) Right to choose (c) **Right to consume** (d) Right to be informed
- 112) It is the responsibility of a consumer that he must obtain \_\_\_\_\_ as a proof for the purchase of goods.  
 (a) **Cash receipt** (b) Warranty card (c) Invoice (d) All of these