

TVL12C

**Tenkasi District Common Examinations**  
**Common Quarterly Examination - September 2022**



**Standard - 12**

**COMMERCE**

Time Allowed: 3.00 Hours

Maximum Marks: 90

**PART - I**

**Answer all the questions:**

**20×1=20**

- 1) 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
- 2) With a wider span, there will be \_\_\_\_\_ hierarchical levels.
  - a) more
  - b) less
  - c) multiple
  - d) additional
- 3) 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
- 4) Pure play retailers are called
  - a) Market creators
  - b) Transaction brokers
  - c) Merchants
  - d) Agents
- 5) \_\_\_\_\_ is useful to prevent skill obsolescence of employees.
  - a) Training
  - b) Job analysis
  - c) Selection
  - d) Recruitment
- 6) 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
- 7) One who promotes (or) exchange of goods or services for money is called as \_\_\_\_\_.
  - a) Seller
  - b) Marketer
  - c) Customer
  - d) Manager
- 8) The term 'consumerism' came into existence in the year \_\_\_\_\_.
  - a) 1960
  - b) 1957
  - c) 1954
  - d) 1958
- 9) Which one is the example of Intangible product?
  - a) Education
  - b) Mobiles
  - c) Garments
  - d) Vehicles
- 10) 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 test
- 11) A market whereby the Government or GIH - Edged securities can be bought and sold is called \_\_\_\_\_.
  - a) Government Securities Market
  - b) Foreign Exchange Market
  - c) Primary Market
  - d) Secondary Market
- 12) MBO is popularised in the USA by \_\_\_\_\_.
  - a) Prof. Reddin
  - b) George Odiorne
  - c) Henry Fayol
  - d) F.W. Taylor
- 13) Transfer is an \_\_\_\_\_ source of recruitment.
  - a) internal
  - b) external
  - c) agent
  - d) outsourcing
- 14) \_\_\_\_\_ 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
- 15) Planning is a \_\_\_\_\_ function.
  - a) selective
  - b) pervasive
  - c) both a and b
  - d) none of the above
- 16) The headquarters of SEBI is \_\_\_\_\_.
  - a) Calcutta
  - b) Bombay
  - c) Chennai
  - d) Delhi
- 17) A pessimistic speculator is
  - a) Lame Duck
  - b) Bull
  - c) Stag
  - d) Bear

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- 18) The market for buying and selling of commercial Bills of Exchange is known as a \_\_\_\_\_.
- a) Commercial Paper Market                      b) Treasury Bill Market  
c) Commercial Bill Market                      d) Capital Market
- 19) The \_\_\_\_\_ was set up by a premier financial institution to allow the trading of securities across the electronic counters throughout the country.
- a) OTCEI    b) Factoring  
c) Mutual funds                                      d) Venture Funds Institutions
- 20) Which of the following is not a main function?
- a) Decision - Making    b) Planning    c) Organising                      d) Staffing

**PART - II****Answer any seven questions. Question No. 30 is compulsory:****7×2=14**

- 21) Write a short notes on Consumer Protection Act, 1986.  
22) Bring out the meaning of MBE.  
23) What do you meant by switching?  
24) Write any 5 Stock Exchanges in India.  
25) Who are the participants in a Capital Market?  
26) What is Role Play?  
27) What is human resource management?  
28) Write any two internal source of recruitment.  
29) Define Marketer.  
30) An environmentally friendly Market depends on which type of market? Briefly.

**PART - III****Answer any seven questions. Question No. 40 is compulsory:****7×3=21**

- 31) State the steps in recruitment process out sourcing.  
32) Define the term management.  
33) What do you understand by "Right to redressal"?  
34) What can be marketed in the market? (any 3)  
35) What is structured Interview?  
36) Draw the organization structure of SEBI.  
37) Write a note on Secondary Market.  
38) Explain in detail about Niche Marketing.  
39) What do you mean by on the job training?  
40) Explain Stag and Lame Duck.

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**PART - IV****Answer all questions:****7×5=35**

- 41) a) How consumers are exploited? (any 5) (OR)  
b) Distinguish between New issue market and Secondary market. (any 5)
- 42) a) What are the functions of SEBI? (any 5) (OR)  
b) Discuss any two new methods of marketing.
- 43) a) How the market can be classified? (any 5) (OR)  
b) Differentiate Recruitment and Selection.
- 44) a) Describe the significance of Human Resource Management. (any 5) (OR)  
b) Narrate the Elements of Marketing Mix.
- 45) a) Explain the benefits of Training. (2 points from each headings) (OR)  
b) Explain the various functions of management. (any 5)
- 46) a) What are the responsibilities of consumers? (any 5) (OR)  
b) Explain the various types of New Financial Insitutions. (any 5)
- 47) a) Explain the principles of Modern Management. (any 5) (OR)  
b) What are the characteristics of Government Securities?