

## QUARTERLY EXAMINATION 2022

## Padasalai.Net's Model Question Paper

TIME :3 hours      COMMERCE      Marks : 90

## PART-A

## MULTIPLE CHOICE QUESTIONS: (20X1=20)

1. With a wider span, there will be \_\_\_\_\_ hierarchical levels.  
a) More      b) Less      c) Multiple      d) Additional
2. \_\_\_\_\_ is included in every managerial function.  
(a) Co-ordinating      (b) Controlling  
(c) Staffing      (d) Organising
3. 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
4. Financial market facilitates business firms  
a) To rise funds      b) To recruit workers  
c) To make more sales      d) To minimize fund requirement
5. Participants in the Capital Market includes  
a) Individuals      b) Corporate  
c) Financial Institutions      d) All of the above
6. 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
7. Jobbers transact in a stock exchange  
a) For their Clients      b) For their Own Transactions  
c) For other Brokers      d) For other Members
8. 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
9. Human resource management determines the \_\_\_\_\_ relationship.  
a) internal, external      b) employer, employee  
c) Owner, Servant      d) Principle, Agent
10. 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
11. 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
12. Improves Skill Levels of employees to ensure better job performance  
a) Training      b) Selection  
c) Recruitment      d) Performance appraisal
13. \_\_\_\_\_ is useful to prevent skill obsolescence of employees  
a) Training      b) Job analysis  
c) Selection      d) Recruitment
14. 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
15. 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
16. Which one is the example of Intangible product?  
a) Education      b) Mobiles  
c) Garments      d) Vehicles

17. Selling goods/ services through internet is  
 a. Green marketing b. E- business  
 c. Social marketing d. Meta marketing
18. Which is gateway to internet?  
 a. Portal b. CPU  
 c. Modem d. Webnaire
19. 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

20. There ia a weekly market for fire wood in \_\_\_\_\_  
 a) salem b) puthukottai  
 c) karaikudi d) Aathur

**PART-B**

**VERY SHORTANSWER QUESTION (7\*2=14)**

**(QUESTION NO 30 COMPULSORY)**

21. State the meaning of Authority.  
 22. What is known as KRA?  
 23. How is price determined in a Capital Market?  
 24. What do you meant by Switching?  
 25. Who is called a Broker?  
 26. What are the various ID proofs?  
 27. What is meant by Campus recruitment?  
 28. What is ambush marketing?  
 29. What is Role play?  
 30. Define Marketing Mix.

**PART-C**

**(Write any 7-compulsory Q.No:40) (7X3=21)**

31. What determines the span of managemet  
 32. What are the Process of MBE?  
 33. . What are the features of Treasury Bills?  
 34. Explain Stag and Lame Duck.  
 35. State the steps in Recruitment process outsourcing  
 36. Write short note on trainer and trainee

37. What do you mean by marketing mix? Describe any two elements.  
 38. Discuss the objectives E-Marketing  
 39. What are the important legislations related to consumerism in India?  
 (any 3)  
 40. Music student may be asked to play a given instrument this which  
 type of test and expin?

**PART-D**

**(Write all the questions) (7X5=35)**

41. Explain the concept of management.

(or)

Enumerate the different kinds of FinancialMarkets

- 42.Explain the characteristics of Money Market?

(or)

Explain the features of Stock Exchange. (Any 5)

43. Explain the features of Stock Exchange. (Any 5)

(or)

Explain the important methods of interview (any 5).

44. Explain the benefits of training

(or)

Narrate the Elements of Marketing mix

45. Disscuss any two new methods of marketing.

(or)

What are the objectives of Consumer Protection Act, 1986?

- 46.. Distinguish between Stock Exchange and Commodity Exchange  
 (any 5).

(or)

What are the major advantages of MBO?

47. Explain the characteristics of Money Market?

(or)

Describe the significance of Human Resource Management (any 5).

**R.RAJAGANAPATHI M.Com.,B.Ed.,M.Phil.,  
 BHARATHI VIDHYALAYA MATRIC HR.SEC.SCHOOL,  
 GOBICHETTIPALAYAM. CELL- 9842614202.**