

**+2 Com Model Qly 2022**

Date : 05-Sep-22

12th Standard

Commerce

Reg.No. : 

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**Use Blue Ink only**

Exam Time : 03:00:00 Hrs

Total Marks : 90

**Part A Multiple Choice Question**

15 x 1 = 15

- 1) Management is an \_\_\_\_\_  
(a) Art (b) Science (c) Art and Science (d) Art or Science
- 2) Match List I with II and select the correct answer using the codes given below.

List I	List II
i) Body of knowledge	1) Training programmes
ii) Management Tools	2) Professionals
iii) Separate Displine	3) Professionals
iv) Specialisation	4) Theory and philosophy

(a)	(b)	(c)	(d)																																
<table border="1" style="display: inline-table;"><tr><td>(i)</td><td>(ii)</td><td>(iii)</td><td>(vi)</td></tr><tr><td>1</td><td>2</td><td>3</td><td>4</td></tr></table>	(i)	(ii)	(iii)	(vi)	1	2	3	4	<table border="1" style="display: inline-table;"><tr><td>(i)</td><td>(ii)</td><td>(iii)</td><td>(iv)</td></tr><tr><td>4</td><td>3</td><td>1</td><td>2</td></tr></table>	(i)	(ii)	(iii)	(iv)	4	3	1	2	<table border="1" style="display: inline-table;"><tr><td>(i)</td><td>(ii)</td><td>(iii)</td><td>(iv)</td></tr><tr><td>3</td><td>4</td><td>2</td><td>1</td></tr></table>	(i)	(ii)	(iii)	(iv)	3	4	2	1	<table border="1" style="display: inline-table;"><tr><td>(i)</td><td>(ii)</td><td>(iii)</td><td>(iv)</td></tr><tr><td>2</td><td>3</td><td>1</td><td>4</td></tr></table>	(i)	(ii)	(iii)	(iv)	2	3	1	4
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(i)	(ii)	(iii)	(iv)																																
2	3	1	4																																

- 3) Match the following.
 

(1) Superior	(i) Planning
(2) Sub ordinates	(ii) Management by Exception
(3) Primary function	(iii) Who receives command
(4) MBE	(iv) who gives command

(a) (i), (ii), (iii), (iv) (b) (ii), (iii), (i), (iv) (c) (iv), (iii), (i), (ii) (d) (iii), (i), (ii), (iv)
- 4) 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
- 5) When the NSEI was established  
(a) 1990 (b) 1992 (c) 1998 (d) 1997
- 6) Money Market provides \_\_\_\_\_  
(a) Medium-term Funds (b) Short-term Funds (c) Long-term Funds (d) Shares
- 7) Stock exchange allow trading in  
(a) All types of Shares of any Company (b) Bonds issued by the Govt (c) Listed Securities (d) Unlisted Securities
- 8) Human resource management determines the \_\_\_\_\_ relationship.  
(a) internal, external (b) employer, employee (c) Owner, Servant (d) Principle, Agent
- 9) Advertisement is a \_\_\_\_\_ source of recruitment  
(a) internal (b) external (c) agent (d) outsourcing
- 10) 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
- 11) 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
- 12) A company's products and prices is visually represented by  
(a) Shopping cart (b) Web portal (c) Electronic catalogue (d) Revenue model
- 13) The term 'consumerism' came into existence in the year \_\_\_\_\_.  
(a) 1960 (b) 1957 (c) 1957 (d) 1958
- 14) \_\_\_\_\_ is the king of modern marketing.  
(a) Consumer (b) Wholesaler (c) Producer (d) Retailer
- 15) 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

**Part A Assertion and reason**

1 x 1 = 1

- 16) **Assertion (A):** Money market is a market for purely shot-term funds.  
**Reason (R):** It deals with the financial assets and securities whose maturity period does not exceed one year.  
**Codes:**  
(a) Both (A) and (R) are true and (R) is the correct explanation of (A).  
(b) Both (A) and (R) are true and (R) is not the correct explanation of (A).  
(c) (A) is true, but (R) is false.  
(d) (A) is false, but (R) is true.

**Part A Correct the Statement**

1 x 1 = 1

- 17) (i) In an organisation the human resource are the employees who are inevitable for the survival and success of the enterprise.  
(ii) Human resource created all other resources.  
(iii) Human resource exhibits innovation and creativity.  
(a) (i) is correct  
(b) (ii) is correct  
(c) (i) and (ii) are correct  
(d) (i), (ii) and (iii) are correct

**Part A Odd one out**

1 x 1 = 1

- 18) (a) Instigator
- (b) Storage
- (c) Integrator
- (d) Implementer

**Part A Choose the correct pair**

1 x 1 = 1

19)

(a) Mutual Funds	Mumbai
(b) Dematerialisation	Deemat account
(c) Depository participant	Supervising body
(d) Materialisation	Governing body

**Part A Find out the wrong pair**

1 x 1 = 1

20)

(a) Lombard Street	City of London's merchant
(b) Wall Street	Small business
(c) Dalal Street	Bombay stock exchange
(d) Options market	Derivative product

**Part B Answer Any 7 Questions and Question Number 30 is Compulsory**

7 x 2 = 14

- 21) Define - MBO
- 22) Write a note on OTCEI.
- 23) What is cut-off rate?
- 24) Write any 5 Stock Exchanges in India.
- 25) What is promotion?
- 26) Define Marketer
- 27) Define E-Marketing
- 28) Define Consumerism.
- 29) What are the rights of consumer according to John F. Kennedy?
- 30) What is Role play?

**Part C Answer Any 7 Questions and Question Number 40 is Compulsory**

7 x 3 = 21

- 31) Define the term management.
- 32) Explain about Factoring and Venture Capital Institutions.
- 33) Explain National Stock Market System. (NSMS).
- 34) What is meant by Insiders trading?
- 35) Define the term Human Resource.
- 36) What is stress interview?
- 37) Write down various steps in a training programme.
- 38) List down the functions of marketer.
- 39) Discuss the objectives E-Marketing
- 40) What is NIFTY? and Explain it.

**Part D Answer All**

7 x 5 = 35

- 41) a) Explain the principles of modern management. **(OR)**
- b) Explain the external sources of recruitment.
- 42) a) Distinguish between new issue market and secondary market. **(OR)**
- b) Differentiate Recruitment and Selection.
- 43) a) Differentiate between the Money Market and Capital Market **(OR)**
- b) What are the difference between on the job training and off the job training
- 44) a) What are the characteristics of Government Securities? **(OR)**
- b) How the market can be classified on the basis of Economics?
- 45) a) Distinguish between Stock Exchange and Commodity Exchange. **(OR)**
- b) Narrate the Elements of Marketing mix.
- 46) a) What are the benefits of Dematerialisation? **(OR)**
- b) How consumers are exploited?
- 47) a) Describe the significance of Human Resource Management. **(OR)**
- b) What are the responsibilities of consumers?

**"Spread love everywhere you go." — Mother Teresa**  
**(<https://parade.com/1246359/marynliles/mother-teresa-quotes/>)**

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**Part A Multiple Choice Question**

- 1) (c) Art and Science
- 2) (b)
 

(i)	(ii)	(iii)	(iv)
4	3	1	2
- 3) (c) (iv), (iii), (i), (ii)
- 4) (a) Immediately
- 5) (b) 1992
- 6) (b) Short-term Funds
- 7) (c) Listed Securities
- 8) (b) employer, employee
- 9) (b) external
- 10) (d) Apprenticeship training
- 11) (a) Stock Exchange Market
- 12) (c) Electronic catalogue
- 13) (a) 1960
- 14) (a) Consumer
- 15) (a) Cash receipt

**Part A Assertion and reason**

- 16) Both (A) and (R) are true and (R) is the correct explanation of (A)

1 x 1 = 1

**Part A Correct the Statement**

- 17) (i), (ii) and (iii) are correct

1 x 1 = 1

**Part A Odd one out**

- 18) Storage  
**Reason :** Storage is the function of marketing. Other three are role of a marketer

1 x 1 = 1

**Part A Choose the correct pair**

- 19) Dematerialisation - Deemat account

1 x 1 = 1

**Part A Find out the wrong pair**

- 20) Wall Street - Small business

1 x 1 = 1

**Part B Answer Any 7 Questions and Question Number 30 is Compulsory**

7 x 2 = 14

- 21) Professor Reddin defines MBO as "the establishment of effective standards for managerial positions and the periodic conversion of those into measurable time bound objectives linked vertically and horizontally and with future planning".
- 22) (i) The OTCEI was set up by a premier financial institution to allow the trading of securities across the electronic counters throughout the country.  
(ii) It addresses some specific problems of both investors and medium-size companies.  
(iii) Some of the greatest strengths of OTCEI are transparency of transactions, quick deals, faster settlements and better liquidity.
- 23) 364 days Treasury bills do not carry any fixed rate of discount. The discount rate on these bills are quoted in auction by the participants and accepted by the authorities. Such a rate is called cut-off rate.
- 24) (i) The Bombay Stock Exchange.  
(ii) The Ahmedabad Stock Exchange  
(iii) Bangalore Stock Exchange Ltd.  
(iv) The Calcutta Stock Exchange  
(v) The Madras Stock Exchange
- 25) Based on seniority and merits of the employees they are given opportunity to move up in the organisational hierarchy. This is known as promotion.
- 26) In this trainees are explained the situation and, assigned roles. They have to act out the roles assigned without any rehearsal. There are no pre-prepared dialogues. Thus they have to assume role and play the role without any preparation. The moderator after observing the role played gives his views to the role players.
- 27) A person whose duties include the identification of the goods and services desired by a set of consumers, as well as the marketing of those goods and services on behalf of a company. - Business dictionary
- 28) E-Marketing is achieving marketing objectives through use of digital technologies like Internet, World Wide Web, email, wireless media and management of digital Customer data and electronic customer management systems (E-CRM).
- 29) "Consumerisms is an attempt to enhance the rights and powers by buyers in relation to sellers"- L. Massie
- 30) The former president of U.S.A. Mr. John F Kennedy defined the basic consumer rights as "The Right of Safety, the Right to be informed, the Right to choose and the Right to be heard".

**Part C Answer Any 7 Questions and Question Number 40 is Compulsory**

7 x 3 = 21

- 31) (i) "To manage is to forecast, to plan, to organise to command, to co-ordinate and to control". - Henry Fayol  
(ii) "Management is a multipurpose organ that manages a business and manages manager and manages worker and work". - peter F. Drucker
- 32)

- (i) Factoring Institutions:  
 (a) "Factoring" is an arrangement whereby a financial institution provides financial accommodation, on the basis of assignment/sale of account receivables.  
 (b) The factoring institutions collect the book debts for and on behalf of its clients. Some of the factoring institutions operating in India are SBI Factors and Commercial Services Private Limited, a subsidiary of State Bank of India and Canbank Factors Limited, a subsidiary of Canara Bank.
- (ii) Venture Fund Institutions:  
 (a) Venture capital financing is a form of equity financing designed especially for funding new and innovative project ideas.  
 (b) Venture capital funds bring into force the hi-technology projects which are converted into commercial production.  
 (c) They include Risk Capital Foundation of IFCI, Venture Fund of IDBI, SIDBI, Technology Development and Infrastructure Corporation of India (TDICI) and others.
- 33) National stock market system was advocated by the Higher powered group on the establishment of New stock Exchanges headed by Shri. M.J. Pherwani (popularly known as pherwani committee).  
 At present the National stock Market in India comprises the following:  
 (i) National Stock Exchanges of India Limited (NSE)  
 (ii) Stock Holding Corporation of India Limited (SHCIL)  
 (iii) National clearing and Depository System (NCDS)  
 (iv) Securities Trading Corporation of India. (STCI)
- 34) (i) The word Nifty originates from 2 words, 'National' and 'Fifty'.  
 (ii) Nifty basically means the index of the 50 most actively traded stocks from across all sectors.  
 (iii) Nifty represents the top stocks of the NSE and when we talk about Nifty going up, it means that all the heavyweight stocks of NSE across all sectors are moving up.  
 (iv) Nifty consists of top 50 companies from 24 different sectors.  
 (v) Nifty is computed from the performance of top stocks from different sectors.  
 (vi) Some mutual funds use Nifty as a benchmark. The performance of the mutual funds is assessed against the performance of the Nifty.
- 35) Insider trading means the buying and selling of securities by directors Promoters, etc. Who have access to some confidential information about the company and who wish to take advantage of the confidential information.
- 36) According to Dale Yoder human resource management as "the effective process of planning and directing the application, development and utilisation of human resources in employment".
- 37) (i) This type of interview is conducted to test the temperament and emotional balance of the candidate interviewed.  
 (ii) Interviewer deliberately creates stressful situation by directing the candidate to do irrational and irritating activities.  
 (iii) They assess the suitability of the candidate by observing the reaction and response of the candidate to the stressful situation.  
 (iv) Mostly this type of interview is conducted for recruiting sales representatives, staff for defence and law enforcement agencies
- 38)
- | S.NO | On the job Training       | Off the Job Training   |
|------|---------------------------|--|
| 1    | Coaching mentoring        | Lectures   |
| 2    | Job rotation              | The group discussion method & the case study method                    |
| 3    | Job instruction technique | Role play  |
| 4    | Apprenticeship            | Seminar/conference field trip  |
| 5    | Committee Assignment      | Vestibule Training programmes instruction<br>E -learning Demonstration |
- 39) (i) Gathering and analysing market information  
 (ii) Market planning  
 (iii) Product designing and development  
 (iv) Standardisation and grading  
 (v) Packaging and labelling  
 (vi) Branding  
 (vii) Customer support services  
 (viii) Pricing of products  
 (ix) Promotion and selling  
 (x) Physical distribution  
 (xi) Transportation  
 (xii) Storage and warehousing
- 40) The following are the objectives of E-Marketing  
 (i) Expansion of market share  
 (ii) Reduction of distribution and promotional expenses  
 (iii) Achieving higher brand awareness  
 (iv) Strengthening database

**Part D Answer All**

- 41) a)

7 x 5 = 35

1. Division of Work:
  - (i) According to this principle the whole work is divided into small tasks. The specialization of the workforce according to the skills of a person.
  - (ii) Specialization leads to increase in efficiency, productivity of labour.
2. Authority and Responsibility:
 

Authority means the right of a superior to give the order to his subordinates; responsibility means obligation for performance.
3. Discipline:
  - (i) It is obedience, proper conduct in relation to others, respect of authority, etc.
  - (ii) It is essential for the smooth functioning of all organizations.
4. Unity of Command:
 

This principle states that each subordinate should receive orders and be accountable to one and only one superior.
5. Unity of Direction:
 

All related activities should be put under one group, there should be one plan of action for them and they should be under the control of one manager.
6. Subordination of Individual Interest to Mutual Interest:
  - (i) The management must put aside personal consideration and put company objectives firstly.
  - (ii) Therefore the interests of goals of the organization must prevail over the personal interests of individuals.
7. Remuneration:
 

Workers must be paid sufficiently as this is a chief motivation of employees and therefore greatly influences productivity.
8. The Degree of Centralization
  - (i) The amount of power wielded with the central management depends on Company size.
  - (ii) Centralization implies the concentration of decision making authority at the top management.
9. Line of Authority/Scalar Chain:
  - (i) This refers to the chain of superiors ranging from top management to the lowest rank.
  - (ii) The principle suggests that there should be a clear line of authority from top to bottom linking all managers at all levels.
10. Order:
  - (i) Social order ensures the fluid operation of a company through authoritative procedure.
  - (ii) Material order ensures safety and efficiency in the workplace. Order should be acceptable and under the rules of the company.
11. Equity:
 

Managers should be fair and impartial when dealing with employees, giving equal attention towards all employees.
12. Stability of Tenure of Personnel:
 

Stability of tenure of personnel is a principle stating that in order for an organization to run, smoothly, personnel (especially managerial personnel) must not frequently enter and exit the organization.
13. Initiative:
  - (i) Using the initiative of employees can add strength and new ideas to an organization.
  - (ii) Initiative on the part of employees is a source of strength for organization because it provides new and better ideas.
14. Esprit de Corps/Team Spirit:
  - (i) This refers to the need of managers to ensure and develop morale in the workplace; individually and communally.
  - (ii) Team spirit helps develop an atmosphere of mutual trust and understanding Team spirit helps to finish the task on time.

(OR)

b)

A. Direct

- (i) Advertisements : The employer can advertise in dailies, journals, magazines etc. about the vacancies in the organisation specifying the nature of work, nature of vacancy, qualification and experience required, salary offered, mode of applying and the time limit within which the candidate has to apply.
- (ii) Unsolicited applicants : These are the applications of job seekers who voluntarily apply for the vacancies not yet notified by the organisations.
- (iii) Walk-ins : Walk-in applicants with suitable qualification and requirement can be another source of requirement.

B. Indirect

- (i) Employee referral : The existing employees of the organisation may recommend some of their relatives or known people who will be suitable for the existing vacancies. Based on the credibility of the employee the referrals will be considered.
- (ii) Government/public Employment Exchanges : These are exchanges established by Government which facilitates recruitment throughout the country. It makes available the information required through the data base for the employer as well as the job seeker by bridging the gap between them.
- (iii) private Employment Agencies : These are similar to Public employment exchanges except that the ownership is the hands of Private parties. It connects the job provider and the job seeker by providing the relevant and required information.

42) a)

S.No	Basis of Comparison	New Issue Market	Secondary Market
1.	Meaning	The market place for new shares is called primary market.	The place where formerly issued securities are traded is known as Secondary market
2.	Another Name	Primary Market/ Initial Issue Market	After Market/ Resale Market
3.	Financing	It supplies funds to budding enterprises and also to existing companies for expansion and diversification.	It does not provide funding to companies.
4.	Buying and selling between	Company and Investors	Investors
5.	Trained Person	Company	Investors
6.	Price	Fixed price	Fluctuates, depends on the demand and supply force
7.	Buying	Direct	Indirect
8.	How many times a security can be sold	Only once	Multiple times
9.	Intermediary	Underwriters	Brokers
10.	Organizational difference	Not rooted to any specific spot or geographical location	It has physical existence

(OR)

b)

S.No	Basis of comparison	Recruitment	Selection
1.	Approach	Approach under recruitment is positive one	Approach under selection is negative one
2.	Objective	Inviting large number of candidates to apply for the vacant post	Picking up the most suitable candidates and eliminating the rest
3.	Sequence	First	Second
4.	Method	It is an economical method	It is an expensive method
5.	Contractual relation	It involves the communication of vacancies. No contractual relation is established	It creates contractual relation between employer and employee
6.	Process	Recruitment process is very simple	Selection process is very complex and complicated

43) a)

According to Crowther, "the money market is the collective name given to the various firms and institutions that deal in the various grades of near money".

S.No	Features	Money Market	Capital Market
1.	Duration of funds	It is a market for short-term loanable funds for a period of not exceeding one year.	It is a market for long-term funds exceeding period of one year.
2.	Deals with Instruments	It deals with instruments like commercial bills of exchange, treasury bill, commercial papers, etc.	It deals with instruments like shares and government bonds, etc.
3.	Supply of Funds	This market supplies funds for financing current business operations working capital requirements of industries and short period requirements of the Government	This market supplies funds for financing the fixed capital requirements of trade and commerce as well as the long-term requirements of the Government
4.	Role of major institutions	The central bank and commercial banks are the major institutions in the money market	Development banks and Insurance companies play a dominant role in the capital market.
5.	Availability of Instruments	Money market instruments generally do not have secondary market	Capital market instruments generally have secondary markets.
6.	Sub-division	In money market, there is no such subdivision.	In capital market there is division of Primar market and secondar market
7.	Claims	Financial claims, assets and securities are dealt in the Money Market.	Bonds and shares are dealt in the Capital Market
8.	Risk	Low credit and market risk	High credit and market risk.
9.	Liquidity	High liquidity in Money Market	Low liquidity in Capital Market
10.	Price discovery	No price discovery mechanism in this market	Price discovery mechanism exists in capital market
11.	Underwriting	Underwriting is not a primary functions	is a primary functions.

(OR)

b)

S.No	Basis	On the Job training	Off the Job training
1.	Meaning	The employee learns the job in the actual work environment	Off the job training involves the training of employees outside the actual work location
2.	Cost	It is cheapest to carryout	It requires expenses like separate training rooms, specialist, resources like projects.
3.	Location	At the work place	Away from the work place
4.	Suitable for	Generally imparted in case of manufacturing for production relater] jobs	Mostly imparted for managerial and non-production related jobs.
5.	Approach	Practical approach	Theoretical approach
6.	Principle	Learning by performing	Learning by acquiring knowledge
7.	Carried out	It is carried out by the experienced employee	Training which is provided by the experts.
8.	Deals out	Training is very relevant and practical dealing with day-to-day requirement of job.	It can more easily deal with groups of workers at the same time.

44) a)

The characteristics of government securities are discussed below:

- (1) Agencies :
  - (i) Government securities are issued by agencies such as Central Government.
  - (ii) State Governments, semi-government authorities like local Government authorities.
2. RBI Special Role:  
RBI takes a special and an active role in the purchase and sale of these securities as part of its monetary management exercise.
3. Nature of Securities  
Securities offer a safe avenue of investment through guaranteed payment of interest and repayment of principal by the Government.
4. Liquidity Profile
  - (i) The liquidity profile of gilt-edged securities varies.
  - (ii) Accordingly liquidity profile of securities issued by Central Government is high.
5. Tax Rebate
  - (i) A striking feature of these securities is that they offer wide-range of tax incentives to investors.
  - (ii) This has made these securities very popular for this benefit.
6. Market  
As each sale and purchase has to be negotiated separately, the Gilt-Edged Market is an Over-the-Counter Market.
7. Forms  
The securities of Central and State Government take such forms as inscribed stock or stock certificate, promissory note and bearer bond.
8. Participants  
The participants in Government securities market include the Government sector comprising Central and State Government whose holdings represent governmental transfer of resources.
9. Trading  
Although the secondary market for Government securities in narrow, small and less active banks and corporate holders who purchase and sell Government securities on the stock exchanges participate in trading.
10. Issue Mechanism  
The Public Debt Office (PDO) of the RBI undertakes to issue government securities.
11. Issue opening  
A notification for the issue of the securities is made a few days before the public subscription is open.
12. Grooming Gradual  
Acquisition of securities nearing maturity through the stock exchanges by the RBI in order to facilitate redemption is described as grooming.
13. Switching  
The purchase of one security against the sale of another security carried out by the RBI in the secondary market as part of its open market operations is described as 'switching'.
14. Auctioning  
A method of trading whereby merchants bid against one another and where the securities are sold to the highest bidder is known as 'Auctioning'.

(OR)

- b)
- (a) Perfect market:  
A market is said to be a perfect market, if it satisfies the following conditions.
- (i) Large number of buyers and sellers.
  - (ii) Prices should be uniform throughout the market.
  - (iii) Buyers and sellers have a perfect knowledge of market.
  - (iv) Goods can be moved from one place to another without restrictions.
  - (v) The goods are identical or homogeneous. It should be remembered that such types of markets are rarely found.
- (b). **Imperfect market:** A market is said to be imperfect when:
- (i) Products are similar but not identical
  - (ii) Prices are not uniform
  - (iii) There is lack of communication
  - (iv) There are restrictions on the movement of goods

45) a)

S.No.	Feature	Stock Exchange	Commodity Exchange
1.	Meaning	Stock exchange is an organised market for the purchase and sale of industrial and financial security.	A commodity exchange is an exchange where commodity are traded
2.	Function	Providing easy marketability	Offering hedging or price insurance services and liquidity to securities
3.	Participants	Investors and speculators	Producers, dealers, traders and a body of speculators
4.	Period of dealings	Cash, ready delivery and dealings for account for a fortnight	Instant cash dealings and a settlement period of 2 or 3 months for Future Market dealings.
5.	Forward Contract	Forward dealings are simplified as securities are fully standardized.	Standards are to be fixed for deliverable grades to facilitate futures contract.
6.	Price Quotation	As regards forward dealings, only one quotation is possible.	For future dealings, multiple quotations are possible.

(OR)

- b)
- There are four elements of Marketing Mix are
- (i) Product:**  
Product is the main element of marketing. Without a product, there can be no marketing. A product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or a need.
- (ii) Price:**  
Price is the value of a product expressed in monetary terms. It is the amount charged for the product.
- (iii) Place (Physical Distribution)**  
(i) An excellent quality product, with a competitive price structure, backed up by efficient promotional activities, will be waste if it is not moved from the place of production to the place of consumption at an appropriate time.  
(ii) The fourth element of product mix, namely place or physical distribution facilitates the movement of products from the place of manufacture to the place of consumption at the right time.
- (iv) Promotion:**  
An excellent product with competitive price cannot achieve a desired success and acceptance in market, unless and until its special features and benefits are conveyed effectively to the potential consumers.

46) a)

- (i) The lack of paperwork enables quicker transactions and higher efficiency in trading
- (ii) The risks pertaining to physical certificates like loss, theft, forgery and damage are eliminated completely with a DEMAT account.
- (iii) Trading has become more convenient as one can trade through computers at any location, without the need of visiting a broker.
- (iv) Certain banks also permit holding of both equity and debt securities in a single account.
- (v) Banks also provide dedicated and trained customer care officers to assist through all the procedures.
- (vi) One can also choose to take a loan against securities which are held in a DEMAT account by offering it as a collateral to the lender.

(OR)

b)

Some of the ways in which consumers are being exploited are enumerated hereunder :

- i) Selling at higher price: The price charged by the seller for a product/ service may not be commensurate with the quality but at times it is more than the fair price.
  - (ii) The consumers are forced to buy the short supply of goods at higher prices in the black market.
  - ii) Adulteration:  
It refers to mixing or substituting undesirable material in food.  
This causes heavy loss to the consumers.  
This will lead to monetary loss and spoil the health.  
For example : Mixing of stones with grains.
  - iii) Duplicate or spurious goods:  
Duplicate products of popular products are illegally produced and sold.  
Duplicates are available in plenty in the market for every original products
  - iv) Artificial Scarcity:  
There are certain situations -where the shop-keepers put up the board "No Stock" in front of their shops, even though there is plenty of stock in the store.
  - v) Sub-standard:  
(i) On opening a packet or sealed container one may find the content to be of poor quality.  
(ii) Consumers finds it difficult to return in the absence of bills.  
(iii) Some seller give bills which contain a stipulation that goods sold cannot be taken back.
- Product Risk :  
Whenever the usage of goods is likely to cause danger or hurts to customers, manufactures have to forewarn the consumers of various sources of dangers involved in the products and the precautionary measures to be taken by the consumers.
- Warranty and Services:  
In case of consumer durable goods like televisions, washing machines, refrigerators, cars, two wheelers and air conditioners, etc.

- 47) a)
- (i) To identify manpower needs :  
Determination of manpower needs in an organisation is very important as it is a form of investment.
  - (i) To incorporate change:  
Change is constant in any organisation and this change has to be introduced in such a way that the human resource management.
  - (ii) To ensure the correct requirement of manpower:  
At any time the organisation should not suffer from shortage or surplus manpower.
  - (iv) To select right man for right job:  
Human resource management ensures the right talent available for the right job.
  - (v) To update the skill and knowledge:  
To update the skill and knowledge of the employees to remain upto date through training and development programmes.
  - (vi) To appraise the performance of employees  
Appraisal of performance of employees through human resource management will boosts good performers and motivates slow performers.
  - (vii) To improve competitive advantage:  
Organisations with capable and competent employees can truly gain competitive advantage in the globalised market.
  - (vii) To provide incentives and bonus to best performers :  
It is the role of human resource management to recognise the best performers and to provide them bonus and incentives.
  - (ix) To determine employee commitment:  
The higher the level of commitment the higher the possibility of the organisation to be successful.
  - (x) To emphasise socialisation:  
Human beings are social animals and they should be ensured that they are comfortable in the work place.
  - (xi) To promote favourable employee attitude:  
Organisations are expected to provide a good work environment to secure favourable employee attitude towards the management.
  - (xii) To provide scope for collective bargaining:  
It encourages workforce to form a union to represent their grievances and find early solutions.

**(OR)**

- b)
- (i) The consumer must pay the price of the goods according to the terms and conditions of the sales contract.
  - (ii) The consumer has got a responsibility to apply to the seller for the delivery of the goods. He/she has to take delivery of the goods in time.
  - (iii) The consumer has to bear any loss, which may arise to the seller when the consumer delays taking delivery of the goods as per the terms of contract.
  - (iv) The consumer is bound to pay any interest and special damages caused to the seller in case if there is delay in the payment.
  - (v) The consumer has to assiduously follow and keenly observe the instructions and precautions while using the products.
  - (vi) The consumer has the responsibility to express unambiguously to the seller of his requirements and expectations from the product.
  - (vii) The consumer must seek to collect complete information about the quality, quantity, price etc of the product before purchasing it.
  - (viii) The consumer must get cash receipt as a proof of goods purchased from the seller.
  - (ix) The consumer must file a complaint with the seller concerned about defects or shortcomings noticed in their products and services.