

XII**COMMERCE****Portions: Chap. 1 to 17****MODEL QUARTERLY EXAM - 2022****Time Allowed : 3 Hrs****Max. Marks : 90****PART - A****Choose and write the correct answer with the option.****20x1=20**

1. Scientific management is developed by
a) Fayol b) Taylor c) Mayo d) Jacob
2. Which of the following is verification function?
a) Planning b) Organising c) Staffing d) Controlling
3. When the NSEI was established ?
a) 1990 b) 1992 c) 1998 d) 1997
4. There are _____ stock exchanges in the country.
a) 21 b) 24 c) 20 d) 25
5. The headquarters of SEBI is _____
a) Calcutta b) Bombay c) Chennai d) Delhi
6. Labour turnover is the rate at which employees _____ the organisation.
a) enter b) leave c) sell d) Both (a) & (b)
7. Odd one out from the following.
a) Grading b) Branding c) Warehousing d) Packing
8. Tupperware is the direct sales company that use _____ marketing.
a) Guerilla b) Content c) Social d) Multilevel
9. _____ 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
10. MBO is popularised in the USA by _____
a) Prof. Reddin b) George Odiorne c) Henry Fayol d) F.W Taylor
11. The process of eliminating unsuitable candidate is called
a) Selection b) Recruitment c) Interview d) Induction

- 12.** The Spot market is classified on the basis of
a) Commodity b) Transaction c) Regulation d) Time
- 13.** It is the responsibility of a consumer that he must obtain _____ as a proof for the purchase of goods.
a) Invoice b) Warranty card c) Cash receipt d) All of these
- 14.** Which of the following is the benefit of training to the organisation?
a) It reduces wastages of materials and idle time
b) It enhances the morale of the employee
c) Customers get better quality of product/ service
d) It improves the employees productivity
- 15.** Capital market is a market for
a) Short Term Finance c) Medium Term Finance
b) Long Term Finance d) Both Short Term and Medium Term Finance
- 16.** Debt instruments are issued by corporate houses are raising short-term financial resources from the money market are called _____
a) Treasury Bills c) Commercial Paper
b) Certificate of Deposit d) Government Securities
- 17.** Recruitment is the process of identifying _____.
a) right man for right job c) good performer
b) Right job d) All of the above
- 18.** The marketer initially wants to know in the marketing is
a) Qualification of the customer b) Quality of the product
b) Background of the customers d) Needs of the customers
- 19.** In the following variables which one is not the variable of marketing mix?
a) Place Variable c) Product Variable
b) Program Variable d) Price Variable
- 20.** Which of the following is not a consumer right summed up by John F. Kennedy ?
a) Right to safety c) Right to choose
b) Right to consume d) Right to be informed

PART - B**Answer any seven questions. Qn. No. 30 is compulsory.****7x2=14**

21. Write a short note about Planning.
22. What are the objectives of MBO?
23. What are the components of organized sectors?
24. Write a note on OTCEI.
25. What is meant by Remisers?
26. Mention two characteristics of Human Resource.
27. What is Bullion market?
28. What is Caveat Emptor?
29. What do you understand about "Right to protection of health and safety".
30. Koushikaa's father has gifted her, the shares of a large cement company. The securities were in physical form. She has a bank account and does not possess any other forms of securities. She wishes to sell the shares and approached a registered broker for the purpose. Mention one mandatory detail which she will have to provide with the broker.

PART - C**Answer any seven questions. Qn. No. 40 is compulsory.****7x3=21**

31. Differentiate management from Administration.
32. What are the types of Commercial Bill? (any 3)
33. Explain Bull and Bear.
34. What are the recent trends in recruitment?
35. What is vestibule training?
36. What are the objectives of marketing?
37. Explain in detail about Niche marketing.
38. What is meant by artificial scarcity?
39. List any six duties of consumers.
40. Explain the following.
 - i) Stress interview
 - ii) Intelligence test

PART - D

Answer all the questions.

7x5=35

41. A) Explain the principles of modern management.

OR

B) Explain the principles of placement.

42. A) Explain the various functions of management.

OR

B) Discuss the operative functions of HRM.

43. A) What are the advantages of MBE?

OR

B) What are the characteristics of Government Securities?

44. A) Distinguish between New issue market and Secondary Market.

OR

B) Distinguish between Stock Exchange and Commodity Exchange.

45. A) Briefly explain the functions of Capital Market.

OR

B) Explain the internal sources of recruitment.

46. A) Explain the powers of SEBI.

OR

B) How consumers are exploited?

47. A) What are the difference between on the job training and off the job training?

OR

B) Explain in detail how traditional marketing differ from E-marketing.