

DINDIGUL DISTRICT

QUARTERLY EXAMINATION - 2022

12 - Std

COMMERCE

TIME : 3.00 HRS

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MARKS : 90

PART - A

20 x 1 = 20

Multiple Choice Question.

- 1) Dividing the work into small tasks is known as
(a) Discipline (b) Unity (c) Division of work (d) Equity
- 2) Primary market is also called as (a) Secondary market
(b) Money market (c) New Issue Market (d) Indirect Market
- 3) When the NSEI was established (a) 1990 (b) 1992 (c) 1998 (d) 1997
- 4) 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
- 5) Stock exchanges deal in
(a) Goods (b) Services (c) Financial Securities (d) Country's Currency
- 6) In which year SEBI was constituted as the regulator of capital markets in India?
(a) 1988 (b) 1992 (c) 2014 (d) 2013
- 7) Human resource is a _____ asset. (a) Tangible (b) Intangible (c) Fixed (d) Current
- 8) Advertisement is a _____ source of recruitment
(a) internal (b) external (c) agent (d) outsourcing
- 9) _____ 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
- 10) _____ is useful to prevent skill obsolescence of employees
(a) Training (b) Job analysis (c) Selection (d) Recruitment
- 11) The Spot market is classified on the basis of
(a) Commodity (b) Transaction (c) Regulation (d) Time
- 12) Who is supreme in the Market?
(a) Customer (b) Seller (c) Wholesaler (d) Retailer
- 13) Social marketing deals with:
(a) Society (b) Social Class (c) Social change (d) Social evil
- 14) Sale of Goods Act was passed in the year.
(a) 1962 (b) 1972 (c) 1930 (d) 1985
- 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
- 16) **Assertion (A) :** Management By Objectives is a management system in which each member of the organisation effectively participates and involves himself
Reason (R) : MBO is popularised in the USA by George Odiorne.
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.
- 17) **Correct the Statement.**
(i) Money market deals with financial assets having a maturity period up to one year only.
(ii) Money market is a single homogeneous market.
(iii) Commercial banks generally play a dominant role in this market.
(a) (i) is correct (b) (ii) is correct (c) (i) and (ii) are correct (d) (i) and (iii) are correct
- 18) Odd one out (a) Job rotation method (b) Committee assignment method
(c) E-Learning method (d) Coaching method

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- 19) Choose the correct pair
 (a) NSE National Stock Exchange
 (b) SHCIL Stock Corporation of India Ltd
 (c) STCI Short term Trading corporation of India
 (d) NSDL National Debenture Depository Limited
- 20) Find out the wrong pair.
 (a) Treasury bills Monetary Managements
 (b) Certificate of Deposits Foreign bills
 (c) Commercial bills Endorser
 (d) Government securities- Gilt-Edged securities

PART - B

Answer Any 7 Questions and Question number 30 is compulsory. $7 \times 2 = 14$

- 21) List out the management tools.
- 22) Write a note on OTCEI.
- 23) Write any 5 Stock Exchanges in India.
- 24) What is promotion?
- 25) Define Marketer
- 26) What is green marketing?
- 27) Define Consumerism.
- 28) Write a short notes on Consumer Protection Act, 1986.
- 29) What are the rights of consumer according to John F. Kennedy?
- 30) What do you mean by "PAN"?

PART - C

Answer Any 7 Questions and Question number 40 is compulsory. $7 \times 3 = 21$

- 31) List out the main functions of management.
- 32) Write a note on Secondary Market.
- 33) What are the features of Certificate of Deposit?
- 34) Explain Bull and Bear.
- 35) What is meant by Dematerialization?
- 36) Define the term Human Resource Management
- 37) What is meant by unsolicited applicants?
- 38) Discuss the objectives E-Marketing
- 39) What do you understand by "Right to redressal"?
- 40) Write a note on Guerrilla marketing

PART - D

Answer All .

$7 \times 5 = 35$

- 41) a) Explain the principles of modern management.
 b) What are the responsibilities of consumers? (OR)
- 42) a) Distinguish between new issue market and secondary market. (OR)
 b) How consumers are exploited?
- 43) a) Briefly explain the functions of capital market. (OR)
 b) Explain the external sources of recruitment.
- 44) a) Differentiate between the Money Market and Capital Market. (OR)
 b) Differentiate Recruitment and Selection.
- 45) a) Distinguish between Stock Exchange and Commodity Exchange. (OR)
 b) What are the difference between on the job training and off the job training.
- 46) a) Explain the powers of SEBI. (OR)
 b) Explain advantages and disadvantages of E-Marketing.
- 47) a) Explain the characteristics of Human Resource. (OR)
 b) How the market can be classified on the basis of Economics?

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