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Reg. No.

Quarterly Examination - 2022
COMMERCE

Max. Marks : 90

Time : 3.00 hrs.

PART - I

20 x 1 = 20

Note : (i) Answer all the questions.**(ii) Choose the most appropriate answer from the given four alternatives and write the option code and the corresponding answer.**

1. Management is what a does ?
a) Manager b) Subordinate c) Supervisor d) Superior
2. Scientific management is developed by
a) Fayol b) Taylor c) Mayo d) Jacob
3. Which of the following is verification function ?
a) Planning b) Organising c) Staffing d) Controlling
4. Delegation of Authority is Easily Done with the Help of
a) MBM b) MBE c) MBO d) MBA
5. Primary market is also called as
a) Secondary Market b) Money Market c) New Issue Market d) Indirect Market
6. Money market do not provide
a) Short term Funds b) Debenture Funds c) Equity Funds d) Long term Funds
7. 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
8. is the oldest stock exchange in the world.
a) London Stock Exchange b) Bombay Stock Exchange c) National Stock Exchange
d) Amsterdam Stock Exchange
9. 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
10. Human resource is a asset.
a) Tangible b) Intangible c) Fixed d) Current
11. 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
12. Transfer is an source of recruitment.
a) internal b) external c) outsourcing d) None of the above
13. Job first man next is one of the principles of
a) Test b) Interview c) Training d) Placement
14. Off the Job training is given
a) In the class room b) On off days c) Outside the factory d) In the playground
15. The spot market is classified on the basis of.....
a) Commodity b) Transaction c) Regulation d) Time
16. In the following variables which one is not the variable of marketing mix ?
a) Place variable b) Product Variable c) Program Variable d) Price Variable
17. Which one is the example of Intangible product ?
a) Education b) Mobiles c) Garments d) Vehicles
18. Pure play retailers are called
a) Market creators b) Transaction brokers c) Merchants d) Agents

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. 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 - II

Answer any 7 questions. Question No.30 is compulsory.

21. List out the management tools.
22. What is known as KRA?
23. What is Capital Market?
24. Who is called a Broker?
25. Give the meaning of Recruitment.
26. What is an interview?
27. What is Role play?
28. What is Market?
29. What is meant by Grdng?
30. What are the rights of consumer according to John F. Kennedy?

PART - III

Answer any 7 questions. Question No.40 is compulsory.

31. Differentiate management from Administration. (Any 3)
32. What are the various kinds of Capital Market? Explain.
33. Who are the participants of Money Market? (Any 6)
34. Explain Bull and Stag.
35. State the steps of Recruitment process outsourcing.
36. Write short note on trainer and trainee.
37. What can be marketed in the Market?
38. Explain the concept of marketing?
39. What are the important legislations related to consumerism in India? (any 3)
40. Nimmi visits a refrigerator show room to buy a fridge. Does she have the right to enquire about the brand name, instructions to use, date of manufacture, precautions, price, and tax of a refrigerator there? If it is yes means, say what kind of right it is and explain.

PART - IV

Answer all the question.

41. a) Explain the principles of modern management. (Any 5) (OR)
b) Explain the main functions of management? (Any 5)
42. a) Distinguish between New issue market and Secondary Market. (Any 5) (OR)
b) Difference between the Money Market and Capital Market. (Any 5)
43. a) Explain the functions of Stock Exchange. (Any 5) (OR)
b) What are the functions of SEBI?
44. a) Explain the Internal sources of Recruitment (Any 5) (OR)
b) Explain the important methods of interview (Any 5)
45. a) How the market can be classified? Explain (Any 5) (OR)
b) Discuss about the Evolution of marketing.
46. a) How consumers are exploited? Explain any 5 (OR)
b) Explain the duties of consumers. (any 5)
47. a) What are the difference between on the job training and off the job training? (any 5) (OR)
b) Explain the detail how traditional marketing differ from E-marketing.