

+2 Com Model Hly 2022

Date : 03-Dec-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

16 x 1 = 16

- 1) Dividing the work into small tasks is known as
(a) Discipline (b) Unity (c) Division of work (d) Equity
- 2) How many times a security can be sold in a secondary market?
(a) Only one time (b) Two time (c) Three times (d) Multiple times
- 3) An optimistic speculator is
(a) Bull (b) Bear (c) Stag (d) Lame duck
- 4) Human resource management determines the _____ relationship.
(a) internal, external (b) employer, employee (c) Owner, Servant (d) Principle, Agent
- 5) The Spot market is classified on the basis of _____
(a) Commodity (b) Transaction (c) Regulation (d) Time
- 6) Who is the father of Consumer Movement?
(a) Mahatma Gandhi (b) Mr. Ihon F.Kennedy (c) Ralph Nader (d) Jawaharlal Nehru
- 7) The Chairman of the District Forum is _____.
(a) District Judge (b) High Court Judge (c) Supreme Court Judge (d) None of the above
- 8) _____ means permitting the private sector to setup industries which were previously reserved for public sector.
(a) Liberalisation (b) Privatisation (c) Globalisation (d) Public Enterprise
- 9) Sale of Goods Act was passed in the year
(a) 1940 (b) 1997 (c) 1930 (d) 1960
- 10) Number of parties in a bill of exchange are
(a) 2 (b) 6 (c) 3 (d) 4
- 11) Entrepreneur is not classified as
(a) Risk Bearer (b) Innovator (c) Employee (d) Organizer
- 12) Find the odd one out in context of Trading Entrepreneur.
(a) Selling (b) Commision (c) Buying (d) Manufacturing
- 13) The _____ initiative was launched to modernize the Indian economy to make all governments services available electronically.
(a) Standup India (b) Startup India (c) Digital India (d) Make in India
- 14) _____ is the Government of India's endeavour to promote culture of innovation and entrepreneurship.
(a) AIM (b) STEP (c) SEED (d) AIC
- 15) The Company will have to issue the notice of situation of Registered Office to the Register of Companies within _____ days from the date of incorporation.
(a) 14 days (b) 21 days (c) 30 days (d) 60 days
- 16) Which meeting will be held only once in the life time of the company?
(a) Statutory (b) Annual General (c) Extra - ordinary (d) Class General

Part A Assertion and reason

1 x 1 = 1

- 17) **Assertion (A):** A Bull or Tejiwala is an operator who expects a rise in prices of securities in the future.
Reason (R): He is called bull because just like a bull tends to throw his victim up in the air, the bull speculator stimulates the price to rise.
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 Odd one out

1 x 1 = 1

- 18) (a) product
(b) packing
(c) Price
(d) Promotion

Part A Choose the correct pair

1 x 1 = 1

- 19) (a) Preliminary interview - Unqualified and unfit candidates
(b) Structure interview - Pre-prepared by the interviewer
(c) Panel interview - Group of people
(d) Stress interview - Motivate by the people

Part A Find out the wrong pair

1 x 1 = 1

- 20) (a) Debt market - Bonds
(b) Money market - Commercial paper
(c) Capital market - Stock exchange
(d) Equity market - Equity shares of companies

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

7 x 2 = 14

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- 21) List out the management tools.
- 22) What is debt market?
- 23) Write any two objectives of SEBI.
- 24) What is meant by Poaching?
- 25) Define Marketer
- 26) Expand VUCA.
- 27) What is meant by Negotiable Instrument?
- 28) Name any four Governmental Entrepreneurial schemes.
- 29) Write short note on 'Proxy'.
- 30) Definition of company secretary.

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

7 x 3 = 21

- 31) Define the term management.
- 32) Write a note on Secondary Market.
- 33) What are the documents required for a Demat account?
- 34) Write short note on trainer and trainee.
- 35) Explain detail about Niche marketing.
- 36) What do you understand about "Right to protection of health and safety"?
- 37) What do you mean by Liberalisation?
- 38) Distinguish between entrepreneur and Manager.
- 39) What do you understand by Issue of Securities at Premium?
- 40) What is Special Resolution?

Part D Answer All

7 x 5 = 35

- 41) a) What are the advantages of MBE?
(OR)
b) Explain the micro environmental factors of business.
- 42) a) Differentiate between the Money Market and Capital Market
(OR)
b) Distinguish between Stock Exchange and Commodity Exchange.
- 43) a) Explain the internal sources of recruitment.
(OR)
b) Explain the impact of LPG on Indian Economy.
- 44) a) Narrate the Elements of Marketing mix.
(OR)
b) Discuss the challenges faced by Women Entrepreneurs
- 45) a) How consumers are exploited?
(OR)
b) Explain in detail on classification according to the type of business.
- 46) a) Explain the overall performance of State Commission.
(OR)
b) State the qualification of Director.
- 47) a) Distinguish between Conditions and Warranty.
(OR)
b) Explain different types of open and secret types of voting.

“Do not fear failure but rather fear not trying.”

+2 Com Model Hly 2022

Date : 23-Nov-22

12th Standard

CommerceReg.No. :

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Time : 03:00:00 Hrs

Total Marks : 90

16 x 1 = 16

Part A Multiple Choice Question

- 1) (c) Division of work
- 2) (d) Multiple times
- 3) (a) Bull
- 4) (b) employer, employee
- 5) (b) Transaction
- 6) (c) Ralph Nader
- 7) (a) District Judge
- 8) (b) Privatisation
- 9) (c) 1930
- 10) (c) 3
- 11) (b) Innovator
- 12) (d) Manufacturing
- 13) (c) Digital India
- 14) (a) AIM
- 15) (c) 30 days
- 16) (a) Statutory

Part A Assertion and reason

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

1 x 1 = 1

Part A Odd one out

- 18) packing

Reason : Packing means wrapping and crating of goods before distribution. Other three are elements of marketing of mix.

1 x 1 = 1

Part A Choose the correct pair

- 19) Stress interview - Motivate by the people

1 x 1 = 1

Part A Find out the wrong pair

- 20) (c) Capital market - Sock exchange

1 x 1 = 1

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

7 x 2 = 14

- 21) (i) Accounting
(ii) Business Law
(iii) Psychology
(iv) Statistics
(v) Econometrics
(vi) Data processing
- 22) Debt Market is the financial market for trading in Debt Instrument (i.e.) Government Bonds or Securities, Corporate Debentures or Bonds.
- 23) (i) Regulation of Stock Exchanges
(ii) Protection to the Investors
(iii) Checking the Insider Trading
(iv) Control over Brokers
- 24) Organizations instead of training and developing their own employees hire employees of other competitive companies by paying them more both financial and non financial benefits. It is also called raiding.
- 25) 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
- 26) The future environment of business in this age of rapid technological advancement has been captured aptly in the acronym VUCA Volatility Uncertainty, Complexity and Ambiguity, developed in the late 80's by the U.S military.
- 27) A negotiable instrument is a document which entitles a person to a certain sum of money and which is transferable from one person to another by mere delivery or by endorsement and delivery.
- 28) (i) Modified Special incentive Package Scheme (M-SIPS).
(ii) New Gen Innovation and Entrepreneurship Development Centre (NEWGEN IEDC).
(iii). Single Point Registration Scheme (SPRS).
(iv) Atal Incubation Centres (AIC),
(v) Dairy Entrepreneurship Development Scheme.
- 29) A Proxy is an agent legally authorized to act on behalf of another party. The proxy may also be a format that allows an inverse to vote without being physically present at the annual share holder's meeting.
- 30) According to Section 2(24) of the Companies Act, 2013 defines "Company Secretary" or "Secretary" means any individual possessing the prescribed qualifications, appointed to perform the duties which may be performed by a secretary under this Act and any other ministerial or administrative duties.

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)

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- (i) Secondary Market is the market for securities that are already issued.
(ii) Stock Exchange is an important institution in the secondary market.
(iii) Price is decided in secondary market is based on fluctuates, depends on the demand and supply force.
- 33) (i) You need to submit proof of identity and address along with a passport size photograph and the account opening form.
(ii) Only photocopies of the documents are required for submission, but originals are also required for verification.
- 34) **Trainer :**
A person who teaches skills to employee and prepare them for a job activity.
Trainee
1. A person who is learning and practising the skills of particular job.
2. Trainees should be selected on the basis of self-interest and recommendation by the supervisor or by the human resource department itself.
- 35) (i) Niche marketing denotes a strategy of directing all marketing efforts towards one well defined segment of the population.
(ii) Actually there is no market niche market.
(iii) It is found by company, by identifying the need of customers which are not served or under served by the competitors.
(iv) The company which identified niche market develops solution to satisfy the needs of niche market.
(v) A niche market does not mean a small market, but it involves specific target audience with a specialized offering.
(vi) It aimed at being a big fish in a small pond instead of being a small fish in a big pond.
- 36) 1. There may be few products that are more likely to cause physical danger to consumers health lives and property.
2. They may contain potentially harmful substances which are dangerous from the consumer welfare point of view.
3. In case of food items and drugs both life saving and life sustaining safety is to be guaranteed.
4. Responsibility for the production of such unsafe items onto the shoulders of sellers rather than on buyers.
- 37) Liberalization means relaxation of various government restrictions in the areas of social and economic policies in order to make economies free to enter in the market and establish their venture in the country.

Basis of Difference	Entrepreneur	Manager
Motive	The very motive of an entrepreneur is to start a venture by setting of an entity.	The very motive of manager is to render service in an entity setup for execution of venture.
Status	Entrepreneur is owner of the entity.	Manager is a salaried employee in the entity set up for carrying on the venture.
Risk Bearing	Entrepreneur bears the eventual risk and uncertainty in operating the enterprise	Manager doesn't bear any risk in the venture where the venture is unsuccessful he/ she simply quits the enterprise.
Rewards	Entrepreneur is rewarded by profit for the risk bearing exercise. The reward for entrepreneur is totally uncertain	Manager's reward salary, bonus, allowance is certain and regular.
Skills	An entrepreneur requires creative talent, intuition and urge for innovation.	Manager requires conceptual skills and human relations skills.

- 39) (i) When shares are issued at a price above the face or nominal value, they are said to be issued at a premium.
(ii) For example, a share having the face value of Rs.10 is issued at Rs.12. Here, Rs.2 is the premium.
(iii) The amount of share premium has to be transferred to an account called the 'Securities Premium Account'.
- 40) (i) A special resolution is the one which is passed by a not less than 75% of majority.
(ii) The number of votes, cast in favour of the resolution should be three times the number of votes cast against it.
(iii) The intention of proposing a resolution as a special resolution must be specifically mentioned in the notice of the general meeting.

Part D Answer All

7 x 5 = 35

- 41) a)
- It saves the time of managers because they deal only with exceptional matters. Routine problems are left to subordinates.
 - It focuses managerial attention on major problems. As a result, there is better utilisation of managerial talents and energy.
 - It facilitates delegation of authority. Top management concentrates on strategic decisions and operational decisions are left to the lower levels.
 - There is increase in span of control. This leads to motivation and development of subordinates.
 - is a technique of separating important information from unimportant one. It forces managers to review past history and study related business data for identifying deviations.
 - There is better use of knowledge of trends, history and available business data.
 - MBE keeps management alert to opportunities and threats by identifying critical problems. It can avoid uninformed and impulsive action.
 - Management by exception provides better yardsticks for judging results. It is helpful in objective performance appraisal.

(OR)

- b)
- This refers to those factors which are in the immediate environment of a business affecting its performance. These include the following:
- Suppliers:
(i) In any organization the suppliers of raw materials and other inputs play a very vital role.
(ii) Organisations generally obtain supplies from a panel of suppliers instead of relying on a single source
 - Customers:
The aim of any business is to satisfy the needs of its customers. Customer is the king and the fulcrum around which the business revolves.
 - Competitors:
(i) All organizations face competition at all levels local, national and global.
(ii) Competitors may be for the same product or for similar products.
 - Financiers:
The financiers of a business which includes the debenture holders and financial institutions play a significant part in the running of a business.
 - Marketing Channel members:
The middlemen like dealers, wholesalers and retailers ensure transfer of products to customers. Physical distribution is facilitated by transporters and warehouses help in storing goods.
 - Public:
(i) This refers to any group like media group, citizen action group and local public which has an impact on the business
(ii) The public group has the ability to make or mar a business.

- 42) 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 Primary market and secondary 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.	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.

43) a)

The different methods of recruitment

The following are the internal sources of Recruitment

- (i) Transfer : The simplest way by which an employee requirement can be filled is through transfer of employee from one department with surplus staff to that of another with deficit staff.
- (ii) Upgrading : Performance appraisal helps in the process of moving employees from a lower position to a higher position
- (iii) Promotion : Based on seniority and merits of the employees they are given opportunity to move up in the organisational hierarchy
- (iv) Demotion : Movement of employee from a higher position to a lower position because of poor performance continuously to make him realise the significance of performance
- (v) Recommendation by existing Employees : A family member, relative or friend of an existing employee can be recruited and placed
- (vi) Job rotation : One single employee managing to learn how to perform in more than one job on rotation. This familiarises the employees with all kind of jobs performed and becomes a source
- (vii) Retention : The retiring employees can be used to meet the requirement after superannuation as per management discretion

(OR)

b)

(i) Liberalization has opened up new business opportunities abroad and increased foreign direct investment.

(ii) It became very easy to obtain loans from banks for business expansion.

(iii) "Foreign Collaboration" is the latest outcome of liberalization.

(iv) Privatization has a positive impact on the financial growth by decreasing the deficit and debit

(v) Increase in the efficiency of government undertakings

(vi) Provide better goods and sources to the consumers

(vii) Globalization has led to a boom in consumer products market

(viii) Globalization has touched every aspect of agriculture like technological advancements, improved production techniques and quality based enhancement.

44) a)

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.

(OR)

b)

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The challenges faced by Women Entrepreneur

1. Problem of Finance

(i) They are pushed to rely on their own savings and small loans from friends and relatives.

(ii) Because of the limited funds, women entrepreneurs are not able to effectively and efficiently to run and expand their business.

2. Limited Mobility

Indian women cannot afford to shed their household responsibilities towards their family even after they plunge into the venture started by them.

3. Lack of Education

Illiterate and semi-literate women entrepreneurs encounter a lot of challenges in their entrepreneurial journey to maintain their day to day operations of the company.

4. Lack of Network Support

The successful operation of any venture irrespective of size depends upon the network of support extended by family members.

5. Stiff Competition

Women entrepreneurs have to face acute competition for their goods from organised sector and from their male counterparts.

6. Sensitivity

Women are more prone to a variety of emotions. Being mother, women are vulnerable to many emotions. They tend to have sympathy and empathy for others.

7. Lack of Information

Women entrepreneurs are reported not to be generally aware of subsidies and incentives available for them due to their poor literacy levels.

8. Dependent culture

In India, women however educated and talented are groomed to be dependent on their parents, lite partners and children during the various phases of their life cycle.

45) a)

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.

(OR)

b)

(i) Business Entrepreneur:

(a) He/She is the one who conceives an idea for a new product / service and establishes a business enterprise to translate his idea into reality.

(b) He/she may establish small or large enterprise to commercially exploit his/he idea.

(ii) Trading Entrepreneur:

(a) Trading entrepreneurs are those who restrict themselves to buying and selling finished goods.

(b) They get their income by way of commission and marketing.

(iii) Industrial Entrepreneur:

(a) These are entrepreneurs who manufacture products to cater to the needs of consuming public after identifying the need left unfulfilled by the manufacturer hitherto.

(iv) Corporate Entrepreneur:

(a) It corporate entrepreneur assembles all the resources and put in place organisation to run the business on a day-to-day basis.

(b) In corporate form of organisation, ownership and management are separated.

(v) Agricultural Entrepreneur:

(a) Agricultural entrepreneurs are those entrepreneurs who raise farm products and market them.

They use the various inputs like labour, fertilizer, insecticide, water technology, etc.

(vi) Retail Entrepreneurs

They used to buy the goods in small quantities from numerous wholesalers and make it available different products of different brands under one roof to end consumer.

(vii) Service Entrepreneurs

Service entrepreneurs enter into the venture of supplying service products to end consumers. Example - Hoteliers, airlines, banking, bus operators, etc.

46) a)

(i) The State Commission is to be appointed by the State Government in consultation with the Centre.

(ii) A consumer has to be protected against defects, deficiencies and unfair and restrictive trade practices.

Powers

The following are the powers of the State Commission.

(i) The State Commission also has the power to call for the records and pass appropriate orders in any consumer dispute which is pending before or has been decided by any District Forum within the State.

(ii) To produce before and allow to be examined by an officer of any of these agencies, such books of accounts, documents or commodities as may be required and to keep such books, documents, etc.

(iii) To furnish such information that may be required for the purposes of the Act to any officer so specified.

(OR)

b)

The qualification of a directors:

- (i) A director must be a person of sound mind.
- (ii) A director must hold share qualifications of the article of association provides such.
- (iii) A director must be an individual.
- (iv) A director should be a solvent person.
- (v) A director should not be convicted by the Court for any offence, etc.

47) a)

Sl.No	Basis of Difference	Conditions	Warranty
1.	Meaning	is a stipulation which is essential to the main purpose of the contract of sale.	It is a stipulation which is collateral to the main purpose of contract.
2.	Significance	Condition is so essential to the contract that the breaking of which cancels out the contract.	It is of a subsidiary or inferior character. The violation of warranty will not revoke the contract.
3.	Transfer of ownership	Ownership on goods cannot be transferred without fulfilling the conditions.	Ownership on goods can be transferred on the buyer without fulfilling the warranty.
4.	Remedy	In case of breach of contract, the affected party can cancel the contract and claim damages.	In the case of breach of warranty, the affected party cannot cancel the contract but can claim damages only.
5.	Treatment	Breach of condition may be treated as a breach of warranty.	Breach of warranty cannot be treated as a breach of condition.

(OR)

b)

I. Open Procedure

This type of voting has no secrecy as the all the members assembled can see voting.

a) By Voice:

Voice voting is a popular type of voting in which the chairman allows the members to raise their voice in favour or against an issue Yes for approval and No for rejection.

b) By Show of Hands:

The chairman, requests the members to raise their hands of those who are in favour of the proposal or candidate and then requests those are against.

II Secret Procedure

Secret procedure is adopted to decide certain vital issues. It is a popular voting method that could maintain the secrecy of the voter.

a) By Ballot

Under this system, ballot paper bearing serial number is given to the members to record their opinion by marking with the symbol or Shareholders have to cast their vote in a secret chamber and put the ballot paper into the ballot box.

b) Postal Ballot

(i) Under this method serially numbered ballot papers are sent by post in sealed covers to the members, who, living at a distant place

(ii) Ballot papers and return them in sealed covers which are opened when the ballot box is opened for counting the votes.

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