

Koviloor Andavar Matirc Hr.Sec School –Koviloor XII Commerce Important Questions  
M.Sindhu Bharathi M.Com,M.Phil.B.Ed

S.NO	VERY SHORT ANSWER		SHORT ANSWER		LONG ANSWER
			Unit-1		
1.	What is management?	1.	Define the term management	1.	Explain the concept of management (5)
2.	List out the management tools?	2.	Differentiate management and administration	2.	Explain the principles of modern management (5)
3.	What do you mean by span of management?	3.	What are the principles of taylor	3.	Explain the various functions of management(5)
4.	Write a short note about planning	4.	List out the main functions of management	4.	What are the major advantages of MBO?(5)
5.	List the subsidiary functions of a management	5.	Write the features of MBO		
6.	What is known as KRA?				
			Unit-2		
7.	What are the components of organized sectors?	6.	Write a note on secondary market	5.	Distinguish between new issue market and secondary market
8.	What is spot market?	7.	What are the various kinds of capital market(3)	6.	Enumerate the different types of financial markets (5)
9.	What is debt market?	8.	What are the features of treasury bills(3)	7.	Discuss the characters of capital market
10.	How is price decided in a secondary market?	9.	Who are the participants of money market (3)	8.	Differentiate between the money market and capital market
11.	Write a note on OTCEI	10.	Explain the types of treasury bills (3)		
12.	Who are the participants in a capital market?	11.	What are the types of commercial bills(3)		
13.	How is price determined in a capital market?				
14.	What is a CD market?				
15.	What is government securities market?				
16.	What do you meant by auctioning?				
17.	What do you meant by switching?				

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18.	Write any 5 stock exchange in India	12.	Unit-3 Explain bull and bear	9.	Explain the functions of stock exchange (5)
19.	What is meant by remisier ?	13.	Explain stag and lame duck	10.	Explain the features of stock exchanges(5)
20.	Who is called a broker?	14.	What is meant by dematerialization	11.	Distinguish between stock exchange and commodity exchange(5)
21.	What are the types of speculator?	15.	Draw the organization structure of SEBI	12.	Explain the powers of SEBI
22.	Mention the head quarters of SEBI				
23.	What are the various ID proofs?				
24.	What is human resource management?	16.	Unit-4 Define the term human resource management	13.	Explain the characteristic of human resource (5)
25.	State two features of HRM	17.	What is the significance of human resource?	14.	Discuss the operative functions HRM
26.	What are the managerial function of HRM	18.	What is meant by unsolicited applicants	15.	Explain the internal sources of recruitment
27.	What is promotion?	19.	What is meant by job portals?	16.	Explain the external sources of recruitment
28.	What is meant by poaching?	20.	Sate the steps in recruitment process	17.	What is the recent trends in recruitment
29.	What is selection?	21.	outsourcing	18.	
30.	What is an interview?				

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31.	What is intelligence test?	22.	What is stress interview?	19.	Briefly explain the various types of tests(5)
32.	What do you mean by placement?	23.	What is structured interview?		
33.	What is role play?	24.	Name the types of selection test?		
		25.	What do you mean by achievement test	20.	What are the different between on the job training and off the job training?(5)
		26.	What is vestibule training  Write down various steps in a training programmes		
Unit-5					
34.	Define marketer	27.	What can be marketed in market	21.	How the market can be classified? (5)
35.	What is mean by regulated market?	28.	Explain the type of market on the basis of time	22.	Discuss about the evolution of marketing (5)
36.	What is meant by commodity market?	29.	Mention any three role of marketer	23.	Explain the detail how traditional marketing differ from E-marketing
37.	Define marketing mix		30.		
38.	What is meant by grading?	31.	What do you mean by marketing mix? write any two elements	24.	Discuss any two new methods of marketing
39.	What id green marketing?	32.	Discuss the objectives E-marketing		
40.	What is ambush marketing?	33.	Explain in detail about niche marketing		
41.	What is social marketing				
Unit-6					
42.	Who is consumer?	34.	What is the important legislation related to consumerism in India?	25.	How consumers are exploited?(5)
43.	Give two examples of adulteration	35.	What is meant by artificial scarcity?	26.	What are the objectives of consumer protection act 1986?(5)
44.	What is caveat emptor?		36.		
45.	What is caveat venditor?		What do you understand by "Right to	27.	Explain the duties of consumers (5)  What are the responsibilities of

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46.	Write a short notes on consumer protection act 1986	37.	redressel”	28.	consumers?(5)
47.	Write short note on “right to be informed”	38.	What do you understand about “Right to protection of health and safety	29.	Explain the overall performance of national commission
48.	What are the rights of consumer according to john f Kennedy	39.	Who are the members of the national commission?	30.	Explain the overall performance of state commission
49.	What do you meant by redressal mechanism?	40.	Who are the members of the state commission?		
50.	What do you know about national commission?				
51.	What is an term district forum?				
52.	State the branches of new economic policy?		Unit-7		
53.	Mention any two disadvantages of liberalisation	41.	State any three impacts of globalization?’	31.	Explain the advantage s and disadvantages of liberalization (5)
		42.	Write a short note on new economic policy	32.	What are the highlights of the LPG policy (5)
54.	What is a contract of sale of goods		Unit-8		
55.	List down the essential elements of contract of sale	43.	Discuss the implied conditions and guaranties in sale of goods contract?	33.	Explain in detail the elements of contract of sale
56.	What is contingent goods	44.	Distinguish between negotiability and assignability	34.	Distinguish in between conditions and warranty
57.	What is meant by negotiable instrument	45.	What are the characteristic of bill of exchange	35.	Distinguish a cheque an d a bill of exchange
58.	List three characteristics of promissory notes?	46.	Draw the two different types of crossing	36.	What are the requisites for avalid endorsement (5)
59.	What is meant by cheque?				

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<p>60. Mention any two characteristics of entrepreneurs</p> <p>61. List down the managerial functions of entrepreneurs(2)</p> <p>62. Who are agricultural entrepreneur?</p> <p>63. Give some examples of pure entrepreneurs</p> <p>64. Name any two governmental entrepreneurial schemes</p> <p>65. Give a note on digital India</p>			<p style="text-align: center;">Unit-9</p> <p>47. Distinguish between the entrepreneur and an interpreneur</p> <p>48. Discuss the challenges faced by women entrepreneurs</p> <p>49. Explain about the limitative entrepreneur</p> <p>50. Write about Fabian entrepreneur</p> <p>51. What is “state up India”</p> <p>52. Explained the following i) STED ii) JAM iii) SEED</p>		<p>37. Distinguish between an entrepreneur and an interpreneur (5)</p> <p>38. Discuss the challenges faced by women entrepreneur</p> <p>39. Explain in detail on classification according to the type of business (5)</p> <p>40. Explain any five government entrepreneurial schemes</p> <p>41. Discuss the steps promoting entrepreneurial venture</p>
<p>66. What are the four stages of formation of a company?</p> <p>67. What is bonus shares?</p> <p>68. What is a right share?</p> <p>69. What is a debenture?</p> <p>70. Name the companies required to appoint KMP</p> <p>71. Who is called as managing director?</p> <p>72. Who can be executive directors?</p> <p>73. Who is a secretary?</p> <p>74. What is meant by meeting?</p> <p>75. Write a short note on “proxy”?</p>			<p style="text-align: center;">Unit-10</p> <p>53. What do you understand by issue of securities at premium</p> <p>54. Explain different kinds of preference shares</p> <p>55. What are alternative directors appointed?</p> <p>56. Who is shadow director?</p> <p>57. State the minimum number of directors of a private company</p> <p>58. What is special resolution?</p> <p>59. Give any three cases in which an ordinary resolution need to be passed</p>		<p>42. Write the differences between shares and dentures (5)</p> <p>43. Briefly different types of directors (5)</p> <p>44. State the qualification of directors</p> <p>45. Brief state different types o company meeting</p> <p>46. Explain different types of open and secret types of voting</p>

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76.	What is voting?				
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