

**+2 Com Mdu Dist. Hly Dec- 22**

Choose the Best answer 20 x 1 =20

1. b) Taylor
2. d) Defining organizational objectives
3. a) To raise funds
4. a) Short term fund
5. b) Bear
6. b) Mumbai
7. a) Internal resource
8. b) Social class
9. c) 15.04.1987
10. a) Internal thinkers
11. c) Ownership of goods
12. b) Promissory note
13. d) All of the above
14. d) Entrepreneurs
15. a) Bonus share
16. d) Two
17. c) Proxy
18. c) iv iii I ii
19. a) A and R are correct and R is the correct explanation of A
20. c) Debenture

**Answer Any 7 Questions 7X2=14****21. List out the management tools.**

Tools of management have been developed such as, accounting, business law, psychology, statistics, econometrics, data processing, etc.

**22. Who are the participants in a Capital Market?**

Corporations, institutions, investment banks, and public accounting firms.

**23. Remisier:** He acts as an agent of a member of a stock exchange. He obtains business for his principal i.e., the member and gets a commission for that service.

**24. Poaching:** Organisations instead of training and developing their own employees hire employees of other competitive companies by paying them more.

**25. Define Marketing Mix.**

"Marketing mix is a pack of four sets of variables namely product variable, price variable, promotion variable, and place variable". - Mr. Jerome McCarthy.

**26. Give two examples of adulteration.**

- 1.) Urea, caustic soda are added to make the milk dense and white.
- 2.) Coffee powder is adulterated with tamarind seed.

**27. Give any two advantages of Globalisation.**

1. Increase in foreign collaboration
2. Expansion of market.

**28. Give an example of clear (pure) entrepreneurship. Dhirubai Ambani, Jamshadji**

Tata, T.V. Sundaram Iyengar, Seshadriji, Birla, Narayanamurthi, Aziz Premji.

**29. Which director can act as Executive Director?**

A Chief Executive Officer (CEO) or Managing Director of an organization, company, or corporation can act as executive director.

**30. DIGITAL INDIA****Answer Any 7 Questions 7X3=21****31. Write the features of MBO.**

1. An attempt is made by the management to integrate the goals of an organization and individuals.
2. MBO tries to combine the long run goals of organization with short run goals.
3. Management tries to relate the organization goals with society goals.

**32. Write a note on Secondary Market.**

Secondary Market is the market for securities that are already issued. Stock Exchange is an important institution in the secondary market.

**33. Explain the types of Treasury Bills?****1) 91 days Treasury Bills**

Ninety one days Treasury Bills are issued at a fixed discount rate of 4 per cent as well as through auctions.

**2) 182 days Treasury Bills**

The RBI holds 91 days and 182 Treasury Bills and they are issued on tap basis throughout the week.

**3) 364 days Treasury Bills**

364 days Treasury Bills do not carry any fixed rate. The discount rate on these bills are quoted in auction by the participants and accepted by the authorities. Such a rate is called cut off rate.

**34. Explain Stag and Lame Duck.**

**STAG:** A stag is a **cautious** speculator in the stock exchange. He applies for shares in new companies and expects to sell them at a premium, if he gets an allotment. He is also called a **premium** hunter

**LAME DUCK:** When a bear finds it difficult to fulfill his commitment, he is said to be **struggling** like a lame duck. A bear speculator contracts to sell securities at a later date.

**35. Strees interview:** This type of interview is conducted to test the temperament and emotional balance of the candidate interviewed.

Interviewer deliberately creates stressful situation by directing the candidate to do irrational and irritating activities.

**36. Explain the activities of private (Niche) marketing.**

Actually, there is no market in Niche market. It is found by company, by identifying the need of customers which are not served or under served by the

competitors. Eg: Sports channels like STAR SPORTS, ESPN, etc,

### 37. What is meant by artificial scarcity?

□ Artificial scarcity is the scarcity of items that exists even though when there is sufficient stock.

□ In some situations the shop keepers put up the board "No Stock" in front of their shops, even though there is plenty of stock in the store.

### 38. What are the political environment factors?

1) Political stability is reflected by the following parameters like the election system, the law and order situation, the role and structure of Military, etc.,

2) The image of the leader and the country in the international arena.

3) Legal framework of business and their degree of flexibility.

### 39. What is Special Resolution?

□ A special resolution is the one which is passed by a not less than 75% of majority.

□ The number of votes, cast in favour of the resolution should be three times the number of votes cast against it.

□ The intention of proposing a resolution as a special resolution must be specifically mentioned in the notice of the general meeting.

### 40. CONTINGENT GOODS.

#### Answer any 7 Questions 7X5=35

#### 41.a Explain the principles of modern management.

**1. Division of Work:** According to this principle the whole work is divided into small tasks.

**2. Authority and Responsibility:** Authority means the right of a superior to give the order to his subordinates whereas responsibility means obligation for performance.

**3. Discipline:** It is obedience, proper conduct in relation to others, respect of authority, etc. It is essential for the smooth functioning of all organizations.

**4. Unity of Command:** This principle states that each subordinate should receive orders and be accountable to one and only one superior.

**5. Unity of Direction:** All related activities should be put under one group, there should be one plan of action for them, and they should be under the control of one manager.

41.b DEBENTURES	SHARES
Debentures constitute a loan	Shares are part of the capital of a company
Middle and Lower Level	Top level
Debenture holder gets fixed rate of Interest	Shareholders gets dividends with a

which carries a priorities over dividend.	varying rate.
Debentures generally have a charge on the assets of the company.	Shares do not carry any such charge.
Debentures can be issued at a discount without restrictions.	Shares cannot be issued at a discount

#### 42.a. Discuss the nature of (career) functional entrepreneurs.

##### 1. Innovative entrepreneurs:

These entrepreneurs have the ability to think newer, better and more economical ideas of business organisation and management. They are the business leaders and contributors to the economic development of a country.

##### 2. Imitating entrepreneurs:

These entrepreneurs are people who follow the path shown by innovative entrepreneurs.

They imitate innovative entrepreneurs because the environment in which they operate is such that it does not permit them to have creative and innovative ideas on their own.

##### 3. Fabian entrepreneurs:

Fabian entrepreneurs are those individuals who do not show initiative in visualising and implementing new ideas and innovations wait for some development which would motivate them to initiate unless there is an imminent threat to their very existence.

##### 4. Drone entrepreneurs:

Drone entrepreneurs are those individuals who are satisfied with the existing mode and speed of business activity and show no inclination in gaining market leadership.

##### 5. Social Entrepreneur:

Social entrepreneurs drive social innovation and transformation in various fields including education, health, human rights, workers' rights, environment and enterprise development.

#### 42.b. Enumerate the different (kinds) types of financial markets.

(i) **Debt Market** is the financial market for trading in Debt Instrument (i.e. Government Bonds or Securities, Corporate Debentures or Bonds)

(ii) **Money Market** is the market for short term financial claim (usually one year or less)

E.g. Treasury Bills, Commercial Paper, Certificates of Deposit

(iii) **Capital Market** is the market for long term financial claim more than a year E.g. Shares, Debentures

**(iv) Primary Market** is a term used to include all the institutions that are involved in the sale of securities for the first time by the issuers (companies). Here the money from investors goes directly to the issuer.

**(v) Cash/Spot Market** is a market where the delivery of the financial instrument and payment of cash occurs immediately. i.e. settlement is completed immediately.

#### 43.a. What are the functions of SEBI?

- i.) Safeguarding the interests of investors by means of adequate education and guidance.
- ii.) Regulating and controlling the business on stock markets.
- iii.) Barring insider trading in securities.
- iv.) SEBI issues Guidelines and Instructions to businesses concerning capital issues.
- v.) SEBI regulates mergers and acquisitions as a way to protect the interest of investors

#### 43.b. Discuss various methods of training.

**i) Coaching Method** In the coaching method of training, the superior teaches or guides the new employee about the knowledge and skills relevant to a given job

**ii) Mentoring method** Mentoring is the process of sharing knowledge and experience of an employee.

#### iii) Job Rotation Method

Job rotation is an important method for broadening the knowledge of executives. Under this method a trainee is periodically shifted from one work to another work and from one department / division to another department / division for a particular period of time.

#### iv) Group Discussion Method

Group of people participate and discuss particular subject or one topic. Under this method participants are divided into various groups. Each groups has to prepare solution after deep discussion with their group members.

#### v) E-learning Method

E learning is the use of technological process to access of a traditional classroom or office. E learning is also often referred to us online learning or web based training.

#### 44.a. Distinguish a cheque and a bill of exchange.

Basic	Bill of Exchange	Cheque
Drawn	A bill of exchange can be drawn on any person including a banker	A cheque can be drawn only on a particular banker.
Payability	It is payable on demand or on the expiry of a certain	It is payable on demand only.

	period.	
Validity	A bill made payable to bearer on demand is void by virtue of section 31 of the RBI Act.	A cheque drawn payable to bearer on demand is perfectly valid.
Acceptance	In case of time bill, acceptance by the drawee is necessary before he can be made liable on it.	A cheque does not require any acceptance.
Grace period	Three days of grace are allowed	No days of grace are allowed.

#### 44.b. Discuss about the Evolution of marketing.

**i. Barter system:** The goods are exchanged against goods, without any other medium of exchange, like money.

**ii. Production orientation:** This was a stage where producers, instead of being concerned with the consumer preferences, concentrated on the mass production of goods for the purpose of profit.

**iii. Sales orientation:** The stage witnessed major change in all the spheres of economic life. The selling became the dominant factor, without any efforts for the satisfaction of the consumer needs.

**iv. Marketing orientation :** Customers importance was realized but only as a means of disposing of goods produced. Competition become more stiff.

**v. Consumer orientation:** Under this stage only such product are brought forward to the markets which are capable of satisfying the tastes, preferences and exceptions of the consumers' consumer satisfaction.

#### 45.a. How consumers are exploited?

##### 1. 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.

##### 2. Duplicate or Spurious goods

□ Duplicate products of popular products are illegally produced and sold.

□ Duplicate medicines are sold in large measure, from Cape to Kashmir

##### 3. Artificial Scarcity

□ Artificial scarcity is the scarcity of items that exists even though when there is sufficient stock.

##### 4. Sub-standard

□ On opening a packet or sealed container one may find the content to be of poor quality.

□ If defective or damaged items are found in a pack, a consumer finds it difficult to exchange the defective one for good one.

##### 5. 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.

#### 45.b. Explain the micro environmental factors of business.

##### i) Suppliers:

In any organization the suppliers of raw materials and other inputs play a very vital role.

Timely procurement of materials from suppliers enables continuity in production and reduces the cost of maintaining stock/inventory.

##### ii) Customers:

The aim of any business is to satisfy the needs of its customers. The customer is the king and the fulcrum around which the business revolves.

Customer relationship management aim sat creating and sustaining cordial relations with customers.

##### iii) Competitors:

All organizations face competition at all levels local, national and global.

Competitors may be for the same product or for similar products.

##### iv) Financiers:

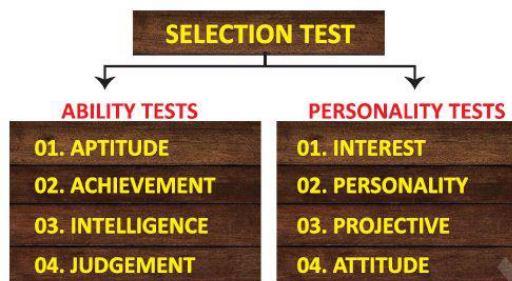
The financiers of a business which includes the debenture holders and financial institutions play a significant part in the running of a business.

##### v) Public

This refers to any group like media group, citizen action group and local public which has an impact on the business.

The public group has the ability to make or mar a business.

#### 46.a. Briefly explain the various types of tests



##### 1. Aptitude test

Aptitude test is the a test to measure suability of the candidates for the post or role.

##### 2. Achievement Test

This test measures a candidate's capacity to achieve in a particular field

The regular examination conducted in educational institution represents achievement test.

##### 3. Intelligence Tests

Intelligence tests are one of the psychological tests, that is designed to measure a variety of mental ability, individual capacity of a candidate.

##### 4. Judgment Test

This test is conducted to test the presence of mind and reasoning capacity of the candidates

##### 5. Personality test

Personality test refers to the test conducted to find out the non-intellectual traits of a candidate namely temperament, emotional response, capability and stability.

#### 46.b. Kinds of Company Meetings

Under the Companies Act, 2013, Company meetings can be classified as under:

##### 1. Meetings of Shareholders:

The meeting held with the shareholders of the company is called shareholders meeting.

These are (a) Statutory Meeting (b) Annual General Meetings (AGM) (c) Extraordinary General Meetings (EGM)

##### 2. Meetings of the Directors:

The meeting held with the directors of the company.

These are (a) Board meetings (b) Committees meetings

##### 3. Special Meetings

These Meetings held by Creditors ,Particular Share or Debenture Holders.

They are (a) Class Meetings, (b) creditor meetings, (c) Debenture holders meetings.

#### 47.a. Discuss the problems faced by Women Entrepreneurs.

##### 1. Problem of Finance

The access of women to external sources of funds is limited as they do not generally own properties in their own name. Financial institutions too do not consider women in general creditworthy as they are sceptical of their entrepreneurial capabilities of women.

##### 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. This restricts the mobility of women entrepreneur significantly

##### 3. Lack of Education

Illiterate and semi-literate women entrepreneurs encounter a lot of challenges in their entrepreneurial journey with respect to maintaining accounts, understanding money matters, day-to-day operations of the company, marketing the products, applying technology etc.,

##### 4. Lack of Network Support

The successful operation of any venture irrespective of the size depends upon the network of support extended by various constituencies like family members, friends, relatives, acquaintances, neighbours, institutions and so on

##### 5. Stiff Competition

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

#### 47.b. The buyer can very well return the goods subject to the following conditions:

- The bulk of the goods must correspond with the sample in quality
- The buyer should have a reasonable opportunity of comparing the bulk with the sample and
- The good must be free from any defect rendering them unsalable.