



23-12-2022

Standard 12

COMMERCE

Time: 3.00 Hrs.

Marks: 90

20x1=20

I. Choose the best answer:

- 1) Dividing the work into small tasks is known as
a) Discipline b) Unity c) Division of work d) Equity
- 2) Delegation of Authority is Easily Done with the Help of _____
a) MBM b) MBE c) MBO d) MBA
- 3) How many times a security can be sold in a secondary market?
a) only one time b) two times c) multiple times d) three times
- 4) The money Invested in the call money market provides high liquidity with
a) low profitability b) high profitability c) limited profitability d) medium profitability
- 5) There are _____ stock exchange in the country.
a) 21 b) 24 c) 20 d) 25
- 6) Advertisement is a _____ source of requirement.
a) internal b) external c) agent d) outsourcing
- 7) Job first man next is one of the principles of
a) Test b) Interview c) Training d) Placement
- 8) The marketer initially wants to know is the marketing is _____
a) Qualification of the customers b) Quality of the product c) Background of the customers d) Needs of the customers
- 9) 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
- 10) Social marketing deals with
a) Society b) Social class c) Social change d) Social evil
- 11) Who is the father of consumer movement?
a) Mahatma Gandhi b) Mr. Jhon F. Kennedy c) Ralph Nader d) Jawaharlal Nehru
- 12) The final aim of modern marketing is
a) Maximum profit b) Minimum profit c) Consumer satisfaction d) Service of the society
- 13) The International organisation of consumers unions (IOCU) was first established in
a) 1960 b) 1965 c) 1967 d) 1987
- 14) _____ means permitting the private sector to setup Industries which were previously reserved for public sector.
a) Liberalisation b) Privatisation c) Globalization d) Public Enterprise
- 15) Sale of goods act was passed in the year
a) 1940 b) 1997 c) 1930 d) 1960
- 16) _____ cannot be a bearer Instrument.
a) Cheque b) Promissory note c) Bill of exchange d) None of these
- 17) What are the characteristics of an entrepreneur?
a) Spirit of enterprise b) Flexibility c) Self confidence d) All of the above
- 18) _____ is designed to transformation India to a global design and manufacturing hub.
a) Digital India b) Make in India c) Startup India d) Design India

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- 19) How does a person who envisages the idea the form a company called?
 a) Director b) Company secretary c) Registrar d) Promoter
- 20) According to company Acts, the Directors must be appointed by the
 a) Central Government b) Company law Tribunal
 c) Company in General Meeting d) Board of directors

7×2=14

II. Answer any 7 of the following:**Very short answer. (Compulsory question no. 30)**

- 21) What is meant by motivation?
 22) What is Government securities market?
 23) Write any two objectives of SEBI.
 24) State e-learning method.
 25) What is meant by spot market?
 26) What is caveat emptor?
 27) Expand VUCA.
 28) What is contingent goods?
 29) Give a note on 'Digital India'.
 30) Write short note on 'proxy'.

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III. Short answers (any 7) of the following:**(Compulsory question no. 40)**

- 31) Write the features of MBO.
 32) Write a note on secondary market.
 33) Explain Bull and Bear.
 34) What do you mean by achievement test?
 35) Explain in detail about Niche marketing.
 36) Write a note on the voluntary consumer organisation.
 37) What do you meant by liberalisation?
 38) What are the characteristics of bill of exchange? (any 3)
 39) Who is shadow director?
 40) What is special resolution?

7×3=21

IV. Long answer (any 7) of the following:

- 41) a) State qualification of Directors.
 (OR)
 b) Explain the principles of modern management (any 5)
- 42) a) Differentiate New Issue market and Secondary market.
 (OR)
 b) Explain any five Government Entrepreneurial schemes.
- 43) a) Distinguish a cheque and bill of exchange. (any 5)
 (OR)
 b) What are the functions of SEBI? (any 5)
- 44) a) Explain the Internal source of Recruitments (any 5).
 (OR)
 b) What are the highlights of the LPG policy? (any 5)
- 45) a) Narrate the elements of Marketing mix.
 (OR)
 b) Explain the duties of consumers. (any 5)
- 46) a) Difference between shares and debentures. (any 5)
 (OR)
 b) Explain the various functions of management. (any 5)
- 47) a) Explain the details of element of contract of sale.
 (OR)
 b) Discuss various types of training. (any 5)

7×5=35