

**SILVER JUBILEE MATRICULATION HIGHER SEC SCHOOL- MAYILADUTHURAI
HALF YEARLY EXAMINATION - 2022**

CLASS: 12
SUB: COMMERCE

MARKS: 90
TIME: 3.00 Hrs

PART- I

I. Choose the correct answers.

20 x 1 = 20

1. Scientific management is developed by
a) Fayol b) Taylor c) Mayo d) Jacob
2. _____ keeps Management Alert to Opportunities and Threats by Identifying Critical Problems.
a) MBA (b) MBE (c) MBM (d) MBO
3. 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.
4. Financial market facilitates business firms
a) To rise funds b) To recruit workers
c) To make more sales d) To minimize fund requirement
5. When the NSEI was established
a) 1990 b) 1992 c) 1998 d) 1997
6. 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
7. E-recruitment is possible only through _____ facility.
a) Computer b) internet c) Broadband d) 4G
8. Vestibule training is provided
a) On the job b) In a situation similar to actual working environment
c) In the class room d) By the committee
9. The marketer initially wants to know in the marketing is .
a) Qualification of the customer b) Needs of the customers
c) Quality of the product d) Background of the customers
9. Who is the father of Consumer Movement?
a) Mahatma Gandhi b) Mr. Jhon F. Kennedy
c) Ralph Nader d) Jawaharlal Nehru
10. 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

20. Find the odd one out

- a) Acquisitions b) Upgrading c) Unsolicited applicants d) Previous applicants

PART - II

II. Answer any seven in which question no. 30 is compulsory 7 x 2 = 14

21. What do you mean span of management

22. What is KRA?

23. How is price decided in secondary market?

24. What is meant by Remisier?

25. State e- learning methods

26. Define Marketer.

27. Write short note on: "Right to be informed".

28. Give the meaning of Corporate Governance.

29. Write short note on 'Proxy'?

30. Expand the following:

- A) SPRS B) TREAD C) M-SIPS

PART - III

III. Answer any seven in which question no. 40 is compulsory 7 x 3 = 21

31. Write any three features of MBO.

32. Explain about Factoring and venture capital institution

33. What are limitations of stock exchange?

34. What is the characteristic of human resources? (any 3)

35. What do you mean by marketing mix? Write any two elements.

36. What are the important legislation related to consumerism in India?

37. Write a note on Voluntary consumer Organisation.

38. Distinguish entrepreneur and Manager. (any 3)

39. When are alternative directors appointed?

40. Why emergency holidays are declared under Negotiable Instrument Act?

PART - IV**IV. Answer all the following questions.****7 x 5 = 35**

41. (a) Explain the principles of modern management? (any 5)

(OR)

(b) Discuss the characteristics of a Capital Market.

42. (a) Distinguish between Stock Exchange and commodity Exchange (any 5)

(OR)

(b) Distinguish between condition and warranty.

43. (a) Briefly explain the various types of tests. (any 5)

(OR)

(b) What are the advantages MBE?

44. a) Explain the principles of placement.

(OR)

b) **Write short note on:**

a) Lombard street b) SENSEX c) NIFTY

45. a) Discuss the operative functions HRM.

(OR)

b) How the market can be classified on the basis of Economics?

46. a) Explain in detail about Niche marketing.

(OR)

b) Explain the overall performance of state commissions.

47. a) Discuss in detail the features cheque.

(OR)

b) What are the various kinds of Debentures?

***** All the best *****