## 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		$20 \times 1 = 20$
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) ME	BM (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	nt
5. When the NSEI was established		
a) 1990 b) 1992 c) 199	8 d) 1997	
6. SEBI is empowered by the Finance ministry to nominate members on the		
Governing body of every stock	c exchange.	
,	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 .		
	er b) Needs of the customer	
c) Quality of the product	d) Background of the cus	tomers
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 obtai as a proof for the		
purchase of goods.		
a. Cash receipt	b. Warranty card	
c. Invoice	d. All of these	

11. The District Forum can entertain	n complaints where the value of goods or
services and the compensation if	any claimed is less than
a) Below Rs.10,00,000 b)	Below Rs.20,00,000
c) Below Rs.40,00,000 d)	Below Rs.50,00,000
12 means permitting the	private sector to setup industries which were
previously reserved for public sect	tor.
(a) Liberalization	(b) Privatization
(c) Globalization (d)	
13. Which endorsement relieves the	endorser from incurring liability in the event of
dishonor	
a. Restrictive b. Facultative	c. sans recourse d. Conditional
14. Which of the following is the Act	ivity of a Business Entrepreneur?
a. Production b. Marketing	c. Operation d. All of the above
15. Which of the below is not a Char	acteristic of a Fabian Entrepreneur?
a. Conservative b. Risk averse	C) Sceptical d. Adaptive
16. What percentage of shareholder	s is needed to pass special resolution?
(a) More than 20% (b) Not les	ss than 75%
(c) More than 50 % (d) Not les	
17. Which one of the following is not	t a correct pair?
a) Sweat Equity Shares-Can be is:	sued at discount
b) Holder of Share Warrant-Gene	erally they cannot beconsidered members of a
company	
c) Bonus shares - issuing new sha	ares d) Debentures-Internal sources of fund
18. Assertion (A): A niche market do	oes not mean a small market, but it involves
specific target aud	ience with a specialized offering
Reason (R): It helps to eradicate	e social evils that affect the society and quality of
life. Select the corre	
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.	
19. Which one of the following is not	t correctly matched.
a) ResidentialDirector	- 149 (3)
b) Women director	- 149 (1) (a)
c) Independent Director	- 149(6)
d) Additional Director	- 149 (4) (b)

- 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 $7 \times 2 = 14$

- 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. Writeshort 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  $7 \times 3 = 21$
- 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.

 $7 \times 5 = 35$ 

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 \*\*\*\*\*\*