



**V.M.G.RAJASEKARAN-RAMANI  
SRI SARADA SAKTHI  
MAT. HR. SEC. SCHOOL  
COMMERCE-5 MARK**

**STD:XII**

**1. Concept of management**

- Body of knowledge
- Management tools
- Separate Discipline
- Code of Conduct
- Professional Association

**2. Principle of modern management**

- ❖ Division of work
- ❖ Authority and Responsibility
- ❖ Discipline
- ❖ Unity of Command
- ❖ Unity of direction

**3. Various functions of Management**

- ❖ Planning Innovation
- ❖ Organizing Representation
- ❖ Staffing Decision -Making
- ❖ Directing Communication
- ❖ Motivation
- ❖ Controlling
- ❖ Coordination

**4. New issue market & Secondary Market**

- ✓ Meaning
- ✓ Buying
- ✓ Financing
- ✓ Gained person
- ✓ Intermediary
- ✓ Price

**5. Types of financial markets.**

- ❖ Debt market
- ❖ Equity market
- ❖ Capital market
- ❖ Money market
- ❖ Primary market
- ❖ Secondary market

**6. Role of financial marketing**

- Saving mobilization
- Investment
- National growth
- Entrepreneurship growth
- Industrial development

**7. Characteristics of capital market**

- ❖ Securities market
- ❖ Price
- ❖ Participants
- ❖ Location
- ❖ Market for financial assets

**8. Functions of capital Market**

- ✓ Savings & Capital formation
- ✓ Permanent capital
- ✓ Industrial growth
- ✓ Ready & continuous market
- ✓ Easy liquidity

**9. Money market & capital market**

- Duration of funds
- Claims
- Risk
- Liquidity
- Regulator
- Underwriting

**10. Characteristic of Money market**

- ❖ Short term funds
- ❖ Maturity period
- ❖ Conversion of cash
- ❖ Sub-market
- ❖ Role of market
- ❖ Flexibility

**11. Characteristics of Government securities**

- ✓ Agencies
- ✓ RBI special role
- ✓ Market
- ✓ Forms
- ✓ Participants
- ✓ Switching
- ✓ Auctioning

**12. Functions of stock exchange**

- ❖ Ready & continuous market
- ❖ Correct Evaluation of securities
- ❖ Protection to investors
- ❖ Aid to capital Formation
- ❖ Facilities for speculation

### 13. Stock exchange & Commodity Exchange'

- Meaning
- Function
- Participants
- Period of dealing
- Speculation

### 14. Powers of SEBI

- ❖ Powers relating to stock exchange & intermediaries
- ❖ Power to impose monetary penalties
- ❖ Power to initiate Actions in function assigned
- ❖ Power to regulate insider Trading
- ❖ Power under securities contracts Act

### 15. Significance of HRM

- To identify manpower needs
- To incorporate change
- To select right man for right job
- To update the skill & knowledge
- To improve competitive advantage

### 16. Operative functions of HRM

- ❖ Procurement
- ❖ Development
- ❖ Compensation
- ❖ Retention
- ❖ Maintenance

### 17. Source of Recruitment

#### i) Internal source

- Transfer
- Upgrading
- Promotion
- Demotion
- Retired employees

#### ii) External source

- ✓ Advertisement
- ✓ Unsolicited applicants
- ✓ Walkins
- ✓ Campus Recruitment
- ✓ E-Recruitment

### 18. Types of test

- ❖ Aptitude test
- ❖ Achievement test
- ❖ Intelligence test
- ❖ Judgement test
- ❖ Personality test

### 19. various types of interview

- Screening interview
- Group interview
- Panel interview
- Preliminary interview
- Stress interview

### 20. Recruitment & selection

- ✓ Meaning
- ✓ Approach
- ✓ Sequence
- ✓ Method
- ✓ Process

### 21. Types of Training

#### i) on the job Training

- ❖ Coaching method
- ❖ Mentoring method
- ❖ Job rotation method
- ❖ Apprenticeship training method
- ❖ Committee Assignment method

#### ii) Off the job Training

- ❖ Lecture method
- ❖ Group discussion method
- ❖ Case study method
- ❖ Role play method
- ❖ Field trip method

### 22. On the job training & off the job training

- ❖ Meaning
- ❖ Cost
- ❖ Location
- ❖ Approach
- ❖ Principle

### 23. Market-on the basis of Economics

- ❖ Perfect market
- ❖ Imperfect market

### 24. Evolution of Marketing

- Barter system
- Production orientation
- Sales orientation
- Marketing orientation
- Consumers orientation
- Management orientation

## 25.Consumer Exploited

- ✓ Selling at higher price
- ✓ Adulteration
- ✓ Duplicate goods
- ✓ Sub-standard
- ✓ False advertisement

## 26.Role of business in consumer protection

- Avoidance of price hike
- Guarantees for good quality
- Product information
- Truth in advertising
- Consumer grievances

## 27.Duties of Consumers

- Buying quality products at reasonable price.
- Reading the table carefully
- Beware of false advertisement
- Ensuring the receipt of cash bill
- Buying from reputed shops.

## 28.Role of Macro environment of business

- Economic environment
- Social culture environment
- Political & legal environment
- Technological environment
- Global environment

## 29.Micro environment factors of business

- ✓ Suppliers
- ✓ Customers
- ✓ Competitors
- ✓ Public
- ✓ Marketing channel members

## 30.Elements of contract of sale

- Two parties
- Transfer of property
- Goods
- Price
- Includes both sale & Agreement to sell

## 31.Condition & Warranty

- ❖ Meaning
- ❖ Significance
- ❖ Remedy
- ❖ Treatment
- ❖ Transfer of ownership

## 32.Cheque & Bill of exchange

- Drawn
- Pay ability
- Discounting
- Stamping
- Crossing

## 33.Features of a cheque

- ✓ Instrument in writings
- ✓ Unconditional orders.
- ✓ A certain sum of money only
- ✓ Payee to be certain
- ✓ Signed by the drawer

## 34.Characteristics of an Entrepreneur.

- ✓ Spirit of Entrepreneur
- ✓ Flexibility
- ✓ Innovation
- ✓ Hardwork
- ✓ Foresight

## 35.Government entrepreneurial schemes.

- ❖ Digital India
- ❖ Start-up India
- ❖ Make in India
- ❖ Stand-up India
- ❖ Jam Dhan –Aadhaar mobile

## 36.Challenges faced by women entrepreneurs.

- ❖ Problem of finance
- ❖ Limited mobility
- ❖ Lack of education
- ❖ Lack of information
- ❖ Dependent culture

## 37.Types of debenture

- ✓ Secured debenture
- ✓ Unsecured debenture
- ✓ Redeemable debenture
- ✓ Irredeemable debenture
- ✓ Register debenture

## 38.Types of directors.

- Residential director
- Nominee director
- Women director
- Additional director
- Alternate director

### 39.Types of company meeting

- ❖ Statutory meeting
- ❖ Annual general meeting
- ❖ Extra general meeting
- ❖ Board meeting
- ❖ Committee meeting

### 40.Types of voting

i)open procedure

- By voting
- By show of hands

ii)secret procedure

- By ballot
- Postal ballot

### 41.Features of stock exchange

- ✓ Market for securities
- ✓ Deals in secondhand securities
- ✓ Association of persons
- ✓ Recognition from central government
- ✓ Financial barometers.

### 42.Classification of market

- ❖ Spot market
- ❖ Future market
- ❖ Regulated market
- ❖ Unregulated market
- ❖ Primary market
- ❖ Secondary market

### 43.Elements of marketing mix

- Product
- Price
- Place
- Promotion

### 44.Entrepreneur &Intrapreneur

- Thinking
- Dependency
- Fund mobilization
- Reward
- Risk bearing

### 45.Types of business

- ❖ Business entrepreneur
- ❖ Trading entrepreneur
- ❖ Industrial entrepreneur
- ❖ Corporate entrepreneur
- ❖ Agricultural entrepreneur
- ❖ Service entrepreneur

### 46.classification of according to function

- ✓ Innovating entrepreneur
- ✓ Imitative entrepreneur
- ✓ Fabian entrepreneur
- ✓ Drone entrepreneur