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12Th std

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Commerce

Choose the correct answers

20*1=20

1. Who is the Father of Consumer Movement?

a. Mahatma Gandhi b. Mr. John F. Kennedy c. Ralph Nader d. Jawaharlal Nehru

2. Indian companies act Act was Passed in the Year----

a. 1963 b. 1930 c. 1950 d. 1956

3. Pick the Odd One Out

a. Adulteration b. Duplicate c. Artificial Scarcity d. Invoice

4. Which One of the Following is Not Correctly Matched?

a. Adulteration- Mixing of Stones with Grains

b. Spurious Goods- Automobile Spare Parts

c. Artificial Scarcity- Cinema Houses d. Sub Standard- Black Market

5. ---- is the King of Modern Marketing

a. Consumer b. Wholesaler c. Retailer d. All the above

7. Submarket is ---

a. Homogenous market b. Mixed market c. Multiple market d. None

8. Which of the Below is not a Good?

a. Stocks b. Dividend Due c. Crops d. Water

9. Micro environment is also called as

a.General environment b.Operating environment c.Economics environment d.Political environment

10. ____and____ are the two sides of a coin.

a.Consumer dependency, Social responsibility b.Social activity, Consumer satisfaction

c.Consumer dependency, Business responsibility d.None of these

11.i) A demat account holds all the shares that are purchase in electronic or dematerialized

form. ii)certain banks also permit holding of both equity and debit securities in a single account.

(iii). the lack of paper work enables quicker transactions and higher efficiency in trading.
a.(i) is correct b.(i) and (ii) are correct c.(ii) and (iii) are correct d.(i), (ii) and (iii) are correct

12. Pick odd one out

Verbal reason test b. Inductive reasoning test c. Vocabulary test d., personality inventory test

13. With a wider span, there will be _____ hierarchical levels..

More (b) Less (c) Multiple (d) Additional

14. _____ keeps Management Alert to Opportunities and Threats by Identifying Critical Problems.

a) MBA (b) MBE (c) MBM (d) MBO

15. How many times a security can be sold in a secondary market?

a) Only one time (b) Two time (c) Three times (d) Multiple times

16. Primary market is a Market where securities are traded for the _____

a) First Time (b) Second Time (c) Third Time (d) Several Times

17. Poaching is a _____ source of recruitment.

a) internal b) external (c) agent (d) outsourcing

18. The marketer initially wants to know in the marketing is _____

a) Qualification of the customer (b) Quality of the product (c) Background of the customers d) Needs of the customers

19. Stakeholders of the company is ----

a) debenture b) creditors c) financier d) tax regulate body.

20. CWEL -----

a) Consortium of Women Entrepreneurs of India b) Consort of Women Entrepreneurs of India c) Continue of Women Entrepreneurs of India d) Constraints of Women Entrepreneurs of India

Answer the any seven question (Q. No 30 compulsory) 7*2=14

21. What is meaning of a) controlling b) communication

22. What is meaning of jobbers?

23. What is different between caveat empotor and caveat vendor

24. What is bounes shares?

25. What is example of pure entrepreneurs?

26. What is service marketing?

27. What is corporate governance?

28. How to price decided of secondary market?

29. Write a two impact of globalisation?

30. a) A person who keenly observes the dynamics of the market with eagle eye and identify the unfilled gaps, if any in product/service marketed. He/she takes initiative in starting the venture to cater to the unmet needs of the market.- what kind of entrepreneur is he/ she?

b) what is timing of stock exchange?

Answer the any seven question (Q. No 40 compulsory) 7*3=21

31. Write a short notes on a) proxy b) quorum

32. What is meaning of right to seek redressal mechanism?

33. What is advantages of MBO?

34. What are limitations of stock exchange?

35. Explain role of marketer.

36. What is voluntary organization of consumer protection?

37. Explain types of selection test.

38. What is technical environment?

39. Different between shares and stock.

40.a) A person duly authorised to endorse a cheque or a bill must indicate that he is signing in it on behalf of his principal by using certain words. What kind of words will he use for endorsement?

B) X and Y gets into a contract where X has to deliver 20 bags rice of 10 kg of rice to Y and he arranges for it. Mean while a fire accident occurs. Is Y liable to pay X or not- explain

Details 7*5=35

41. a.Explain disadvantages of MBE (or) b. How to classified into financial market

42. a. Difference between conditions and warranty (or) b. Explain character of cheque.

43. a. Explain powers of SEBI (or) b. Write a short notes of a) sweat equity shares b) meeting of creditors
c) preference shares d) Resolution

44. a. Explain types of interview (or) b. Explain new recent trends in marketing.

45. a. Explain character of entrepreneur (or) b. Explain new financial institutions

46. a. Explain over all performance of district forum (or) b. Explain advantages of privatisation.

47. a. Different between on the job training and off the job training (or) b. Explain types of directors.

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