



K V MATRIC. HR. SEC. SCHOOL

CREATIVITY * PROSPERITY * ACHIEVEMENT

KURUMBAPALAYAM, COIMBATORE – 641 107.

 “EDUCATION IS ONE THING NO ONE CAN TAKE AWAY FROM YOU.” – ELIN NORDEGREN

12 STD – COMMERCE (EM)

IMPORTANT 2, 3 AND 5 MARKS QUESTIONS–2022-23

PART - B

IMPORTANT TWO (2) MARKS:

- 1) What is Management?
- 2) List out the management tools.
- 3) State the meaning of Authority.
- 4) What do you mean by Span of management?
- 5) Write a short note about Planning.
- 6) What is meant by Motivation?
- 7) List the subsidiary functions of management
- 8) What is the traditional proverb used in planning?
- 9) What are the objectives of MBO?
- 10) Bring out the meaning of MBE.
- 11) Mention any two advantages of MBO.
- 12) What is known as KRA?
- 13) What are the components of organized sectors?
- 14) What is debt market?
- 15) How is price decided in a Secondary Market?
- 16) What is Spot Market?
- 17) What is Capital Market?
- 18) Write a note on OTCEI.
- 19) Who are the participants in a Capital Market?
- 20) How is price determined in a Capital Market?
- 21) What is a CD market?
- 22) What is Government Securities Market?
- 23) What do you meant by Auctioning?
- 24) What do you meant by Switching?
- 25) What is meant Stock Exchange?
- 26) Write any 5 Stock Exchanges in India.
- 27) What is meant by Remisier?
- 28) Who is called a Broker?
- 29) What are the types of Speculator?
- 30) Write a short notes on SEBI.
- 31) Write any two objectives of SEBI.
- 32) Mention the headquarters of SEBI.
- 33) What are the various ID proofs?
- 34) What is Human Resource Management?
- 35) Mention two characteristics of Human Resource.
- 36) Give the meaning of Recruitment.
- 37) What is promotion?
- 38) Write any two internal source of recruitment
- 39) What is meant by Poaching?
- 40) What is selection?
- 41) What is an interview?
- 42) What is intelligence test?



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- 43) What do you mean by Placement?
 - 44) What is meant by training?
 - 45) What is Role play?
 - 46) State e-learning method?
 - 47) Define Marketer
 - 48) What is mean by Regulated Market?
 - 49) What is meant by Commodity Market?
 - 50) What is meant by Spot market?
 - 51) Define Marketing Mix
 - 52) What is Marketing?
 - 53) What is green marketing?
 - 54) What is service marketing?
 - 55) What is Social marketing?
 - 56) What is Ambush Marketing?
 - 57) Give two examples of adulteration.
 - 58) What is Caveat Emptor?
 - 59) What is Caveat Venditor?
 - 60) Write a short notes on Consumer Protection Act, 1986.
 - 61) Write short notes on: "Right to be informed".
 - 62) What are the rights of consumer according to John F. Kennedy?
 - 63) Which is the supreme objective of business?
 - 64) What do you know about National Commission?
 - 65) State the meaning of the term State commission.
 - 66) What is internal environment?
 - 67) Give the meaning of corporate governance.
 - 68) What is GST?
 - 69) Expand VUCA.
 - 70) State the branches of New Economic Policy.
 - 71) What is Privatization?
 - 72) Mention any two disadvantages of Liberalisation.
 - 73) Give any two advantages of Globalisation.
 - 74) What is a contract of sale of goods?
 - 75) List down the essential elements of a contract of sale.
 - 76) What is meant by Negotiable Instrument?
 - 77) List three characteristics of a Promissory Note.
 - 78) List down the managerial functions of entrepreneurs.
 - 79) List down the promotional functions of entrepreneurs.
 - 80) What is the other name of business entrepreneur?
 - 81) Mention the other name for corporate entrepreneur.
 - 82) Who are agricultural entrepreneur?
 - 83) Give some examples of pure entrepreneurs
 - 84) Name any four Governmental Entrepreneurial schemes.
 - 85) Give a note on 'Digital India'.
 - 86) What are the four stages of formation of a company? What is Bonus Shares?
 - 87) What is Right Shares?
 - 88) What is Debentures?
 - 89) Name the companies required to appoint KMP.



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- 90) Who is whole time Director?
 - 91) Who is called as Managing Director?
 - 92) Who can be Executive Director.
 - 93) Who is a secretary?
 - 94) What is meant by Meeting?
 - 95) Write short note on 'Proxy'.
 - 96) What is voting?

PART - C

IMPORTANT (THREE) 3 MARKS:

- 1) Define the term management.
- 2) Differentiate management from Administration.
- 3) What are the principles of Taylor?
- 4) What determines the span of management?
- 5) List out the main functions of management?
- 6) State the importance of staffing.
- 7) How the employees are informed about important matters in a company?
- 8) Write the features of MBO.
- 9) What are the Process of MBE?
- 10) List out any three process of MBO.
- 11) Give the meaning and definition of Financial Market.
- 12) Write a note on Secondary Market.
- 13) Bring out the scope of financial market in India.
- 14) What are the various kinds of Capital Market? Explain.
- 15) Explain any two functions of Capital Market.
- 16) Explain about Factoring and Venture Capital Institutions.
- 17) What are the features of Treasury Bills?
- 18) Who are the participants of Money Market?
- 19) Explain the types of Treasury Bills?
- 20) What are the types of Commercial Bill?
- 21) What are the limitations of Stock exchange?
- 22) Explain Bull and Bear.
- 23) Explain Stag and Lame Duck.
- 24) What is meant by Dematerialization?
- 25) What are the documents required for a Demat account?
- 26) Draw the organization structure of SEBI.
- 27) Define the term Human Resource Management.
- 28) State the steps in Recruitment process outsourcing
- 29) What is meant by unsolicited applicants?
- 30) What is stress interview?
- 31) What is structured interview?
- 32) What do you mean by achievement test?
- 33) What do you mean by on the job Training?
- 34) Write short note on trainer and trainee.
- 35) What can be marketed in the market?
- 36) Mention any three role of Marketer.
- 37) Explain the types of market on the basis of time.
- 38) What are the concept of marketing?



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- 39) Discuss the objectives E-Marketing
 - 40) Explain detail about Niche marketing.
 - 41) What are the important legislations related to consumerism in India?
 - 42) What is meant by artificial scarcity?
 - 43) Write the importance of consumerism.
 - 44) What do you understand by "Right to redressal"?
 - 45) What do you understand about "Right to protection of health and safety"?
 - 46) Who are the members of the National Commission?
 - 47) Write a note on the Voluntary Consumer Organisation.
 - 48) Who are the members of the State Commission?
 - 49) Write about any three internal environmental factors of business.
 - 50) What do you mean by Liberalisation?
 - 51) State any three impacts on Globalisation.
 - 52) Write a short note on New Economic Policy.
 - 53) Distinguish between Negotiability and Assignability.
 - 54) What are the characteristics of a bill of exchange?
 - 55) Draw the two different types of crossing.
 - 56) Distinguish between entrepreneur and Manager.
 - 57) Who is a private entrepreneur?
 - 58) Explain about the imitative entrepreneur
 - 59) Write about Fabian entrepreneur.
 - 60) What is 'Startup India'?
 - 61) Expand the following: "STEP, JAM, TREAD, M-SIPS, SEED, and New Gen IEDC".
 - 62) What do you understand by Issue of Securities at Premium?
 - 63) Explain different Kinds of Preference shares.
 - 64) When are alternative directors appointed?
 - 65) Who is a shadow director?
 - 66) State the minimum number of Directors for a Private company.
 - 67) What is Special Resolution?
 - 68) What do you mean by Statutory Meeting?
 - 69) Give any three cases in which an ordinary resolution needs to be passed

PART - D

IMPORTANT FIVE (5) MARKS:

- 1) Explain the principles of modern management.
- 2) Explain the concept of management.
- 3) Explain the various functions of management.
- 4) What are the major advantages of MBO?
- 5) What are the advantages of MBE?
- 6) Discuss the disadvantages of MBE.
- 7) Distinguish between new issue market and secondary market.
- 8) Enumerate the different types of financial markets.
- 9) Discuss the role of financial market.
- 10) Discuss the characters of a Capital Market.
- 11) Briefly explain the functions of capital market.
- 12) Explain the various types of New Financial Institutions.
- 13) Differentiate between the Money Market and Capital Market
- 14) Explain the characteristics of Money Market?



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- 15) What are the characteristics of Government Securities?
 - 16) Explain the functions of Stock Exchange.
 - 17) Explain the features of Stock Exchange.
 - 18) Distinguish between Stock Exchange and Commodity Exchange.
 - 19) What are the functions of SEBI?
 - 20) Explain the powers of SEBI.
 - 21) Explain the characteristics of Human Resource.
 - 22) Describe the significance of Human Resource Management.
 - 23) Explain the internal sources of recruitment.
 - 24) Explain the external sources of recruitment.
 - 25) Differentiate Recruitment and Selection.
 - 26) What are the difference between on the job training and off the job training
 - 27) How the market can be classified?
 - 28) How the market can be classified on the basis of Economics?
 - 29) Explain in detail how traditional marketing differ from E-marketing.
 - 30) How consumers are exploited?
 - 31) Explain the role of business in consumer protection.
 - 32) What are the objectives of Consumer Protection Act, 1986?
 - 33) What are the rights of consumers?
 - 34) What are the responsibilities of consumers?
 - 35) Explain the overall performance of the National Commission.
 - 36) Explain the overall performance of State Commission.
 - 37) Explain the advantages and disadvantages of liberalisation.
 - 38) What are highlights of the LPG Policy?
 - 39) Explain in detail the elements of Contract of sale.
 - 40) Distinguish between Conditions and Warranty.
 - 41) Distinguish a cheque and a bill of exchange.
 - 42) What are the requisites for a valid endorsement?
 - 43) Distinguish between an Entrepreneur and an Intrapreneur.
 - 44) Discuss the challenges faced by Women Entrepreneurs
 - 45) Explain any five Government Entrepreneurial schemes.
 - 46) Write the difference between Debentures and Shares.
 - 47) What are the various kinds of Debentures?
 - 48) Who are the KMP?
 - 49) Brief different types of Directors.
 - 50) State the qualification of Director.
 - 51) Briefly state different types of company meetings.
 - 52) Explain different types of open and secret types of voting.
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"TEACHERS OPEN THE DOOR, BUT YOU MUST ENTER BY YOURSELF" –PROVERB

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