

206

SECOND REVISION EXAM - 2023

STD - XII

COMMERCE

MARKS : 90

TIME : 3.00 Hrs

PART - I

I. Choose the correct Answer :

20 x 1 = 20

1. Scientific management is developed by
a) Fayol b) Taylor c) Mayo d) Jacob
2. Delegation of Authority is easily done with the help of
a) MBM b) MBE c) MBO d) MBA
3. Primary market is also called as
a) secondary market b) money market c) New issue market d) indirect market
4. When the NSEI was established
a) 1990 b) 1992 c) 1998 d) 1997
5. The money invested in the call money market provides high liquidity with
a) Low profitability b) high profitability c) limited profitability d) medium profitability
6. The headquarters of SEBI is
a) Calcutta b) Bombay c) Chennai d) Delhi
7. Human resource is a asset.
a) tangible b) intangible c) fixed d) current
8. Advertisement is a source of recruitment.
a) internal b) external c) agent d) outsourcing
9. Stock exchange market is also called
a) Spot market b) local market c) security market d) National market
10. Who is supreme in the market?
a) Customer b) seller c) wholesaler d) Retailer
11. The International organisation of consumers unions (IOCU) was first established in
a) 1960 b) 1965 c) 1967 d) 1987
12. means permitting the private sector to setup industries which were previously reserved for public sector.
a) Liberalisation b) privatisation c) Globalisation d) Public Enterprise
13. Which of the below is not a good?
a) Stocks b) Dividend due c) Crops d) Water
14. Entrepreneur supply services unlike
a) Hoteliers b) Banking c) Airlines d) Live stock
15. is the Government of India's endeavour to promote culture of innovation and entrepreneurship
a) AIM b) STEP c) SEED d) AIC
16. A person shall hold office as a director in companies as per the Companies Act, 2013.
a) 5 companies b) 10 companies c) 20 companies d) 25 companies
17. Mention the company which need not convene the statutory meeting.
a) widely held public b) private limited c) public limited d) Guarantee having a share capital
18. The final aim of modern marketing is.....
a) Maximum profit b) minimum profit c) consumer satisfaction d) service to the society
19. Which one of the following is not correctly matched
a) Telephone interview - Last stage
b) Structure interview - prepared by the interviewer
c) Preliminary interview - Removed unqualified and unfit candidates
d) online interview - Google duo

20. Match List I with II and select the correct answer using the codes below.

List - I	List II	i	ii	iii	iv
i) Service marketing -	1. STAR Sports	a) 1	2	3	4
ii) Social marketing -	2. Facebook, twitter	b) 4	3	1	2
iii) Niche marketing -	3. Child care, Don't smoke	c) 2	3	4	1
iv) Viral marketing -	4. Banking and health care	d) 3	1	2	4

PART - B

II. Answer any seven questions. Q.No.30 is compulsory

7 x 2 = 14

21. List out the management tools.
22. What are the components of organized sectors?
23. Write a note on OTCEI.
24. What is Government Securities market?
25. What is meant stock Exchange?
26. What is promotion?
27. Define marketing mix.
28. Expand VUCA.
29. Write short notes on 'Proxy'.
30. Explain test conducted by the educational institution?

PART - C

III. Answer any seven questions. Q.No.40 is compulsory

31. Differentiate management from Administration (any 3)
32. Write a note on secondary market.
33. Explain about factoring and venture capital Institution.
34. Explain the types of Treasury Bills? (any 3) Bull and Bear.
35. What is meant by Dematerialization?
36. What are the characteristics of Human resources?
37. Explain in detail about Niche marketing.
38. What is 'Start up India' ?
39. When are alternative directors appointed?
40. Give any three cases in which a special resolution need to be passed.

PART - D

IV. Answer all the questions.

7 x 5 = 35

41. a) List out the main functions of management? (OR)
- b) What are the major advantages of MBO? (any five)
42. a) Differentiate between the money market and capital market. (any five) (OR)
- b) Distinguish between stock exchange and commodity exchange (any five)
43. a) Explain the powers of SEBI. (any five) (OR)
- b) What is the recent trends in Recruitment?
44. a) What are the difference between On the Job Training and Off the Job Training. (any five) (OR)
- b) How the market can be classified on the-basis of Economics?
45. a) How consumers are exploited? (any five) (OR)
- b) Explain the micro environmental factors of business.
46. a) What are the highlights of the LPG policy? (OR)
- b) Distinguish a cheque and a bill of exchange. (any 5)
47. a) Write short notes about i) class meetings ii) meetings of the creditors (OR)
- b) Write the differences between shares and Debentures. (any five)