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STD: XII

COMMERCE -INSIDE QUESTIONS

1. What are the other name of green Marketing ?

- ❖ Environmental marketing
- ❖ Ecological marketing
- ❖ Eco-friendly marketing
- ❖ Sustainable marketing

2. What are implications of green marketing ?

- ❖ Global warming
- ❖ non biodegradable solid waste
- ❖ harmful impact of pollutants

3. Give examples for social good ?

- ❖ anti Tobacco
- ❖ anti drug
- ❖ anti pollution
- ❖ anti dowry
- ❖ road safety
- ❖ protection of girl child
- ❖ against the use of plastic bags

4. Give examples for niche marketing ?

- ❖ Recliner seats to offer some cinema halls
- ❖ Sports channels like star sports, ESPN, Star cricket, Fox sports

5. Give example for ambush marketing ?

- ❖ X has sponsored a football event to promote his brand
- ❖ Every time camera zooms on reference, a group of people sitting on the bench wearing Y company brand name imposed shirt comes into focuses.
- ❖ In this case Y company promote its brand at X's companies expenses

6. Give three examples for adulteration

- ❖ Mixing of coconut oil with palmolein
- ❖ Coffee powder is adulterated with tamarind seed
- ❖ Papayas sees is added to black pepper

7. Give any three examples of consumer legislation

- ❖ The Indian Contract Act 1872
- ❖ The Sale of Goods Act 1930
- ❖ The Prevention of Food Adulteration Act, 1954

8. Mahatma Gandhi's quote about Consumerism?

"What is a man if he is not a thief who openly charges as much as he can for the goods he sells?"

9. What is the duty of the consumer can collected from seller when purchase made ?

Cash Receipt & warranty card along with bills

10. Mahatma Gandhi said about the Customer?

" A customer is the most important visitor on our premises. He is not dependent on us. We are dependent on him.

11. What is the Pecuniary Jurisdiction of Consumer Forum ?

- Complaints where the value of the goods or services and the compensation upto Rs. 20 lakhs - District Forum
- Complaints where the value of the goods or services and the compensation for Rs. 20 lakhs to but does not exceed Rs. 1 crore
- Complaints where the value of the goods or services and the compensation for the value of above Rs. 1 crore

12. Who can make complaint ?

- ✓ A consumer as defined under consumer protection Act 1986

- ✓ A registered Voluntary Consumer Association
- ✓ Central government / State government / Union Territory

13. What are the particulars that should be furnished along with the complaint ?

1. The name and complete address of the complainant
2. The name and complete address of the opposite party / parties
3. Particulars of goods purchased with number or details of service availed
4. The details of complaint, whether it is against unfair trade practices / supply of defective goods / deficiency in service provided / collection of excess price mentioned in the complaint petition
5. Bills/receipts and copies of related correspondence

14. Give any three examples for Socio-cultural environment factors?

- ✓ Caste system in the society
- ✓ Customs, beliefs and values
- ✓ Family structure prevalent in the society

15. Give any three examples for global environment factors ?

- ✓ Differences in language and culture
- ✓ Differences in currencies
- ✓ The tax structure relating to import and export

16. Give examples of Public Sector enterprise recently privatised ?

- ✓ Bharat Aluminium Co. Ltd., (BALCO) *
- ✓ Maruthi Udyog Ltd (MUI) *
- ✓ Modern Food Industries Ltd (MFIL)

17. Who is considered as the architect of Indian Economic reforms who introduced the policy of liberalisation in India in 1991?

Dr. Manmohan Singh

18. What are the industries reserved for Public sector ?

1. Atomic Energy
2. Defence and Railways

19. Give examples for Future goods?

A contractor agrees to supply 100 bags of rice to B for giving marriage feast

20. Give examples for Contingent goods ?

A rice merchant agrees to supply 10 bags of basmathi rice from Pakistan if he get supplies.

In this case basmathi rice representing Contingent goods

21. Why emergency holidays are declared under Negotiable Instruments Act?

- ✓ Where the maturity date of the negotiable instrument falls on notified public holiday, it is to be paid on the preceding working day
- ✓ Where the maturity date of the negotiable instrument falls on emergency holiday, it is to be paid on the next day

22. Where did you apply for power connection to the new entrepreneurial venture?

Entrepreneur has to make application to Assistant Divisional Engineer of State Electricity Board

23. Mention any three changes made in New companies act 2013 ?

1. OPC - One Person Company Introduced
2. A private company can have maximum of 200 members
3. Shares other than sweat equity shares, cannot be issued at a discount

24. What is QUORUM?

A single person does not contain a meeting so it has to be seen that the required number of people are present. Requisite number of person at the meeting is called as quorum.

25. Remuneration Allowed to Managerial Person in case of Company's having adequate profits?

- ❖ Directors including Managing Director and Whole-time Directors, and its managers which shall not exceed 11% of the net profit
- ❖ when a Company has only one Managing Director or Whole-time Director or manager the remuneration payable shall not exceed 5% of net profits

26. If the payee is an illiterate how can he endorse a negotiable instrument?

If the payee is an illiterate person, he can endorse it by affixing his thumb impression on the instrument. But it must be duly attested by somebody who should give his full address thereon.

27. Write any two web based job portals with website names?

- ❖ Indeed - <https://in.indeed.com>
- ❖ LinkedIn - <https://in.linkedin.com>

28. How many digits are present in IFSC Codes?

- ❖ IFSC – Indian Financial System Code
- ❖ IFSC code is an alphanumeric code which facilitates electronic fund transfer in India. This code uniquely identifies each bank branch participating in the two main Payment and Settlement systems in India.
- ❖ IFSC is a 11 character code. The first 4 alphabetic characters represent the bank name and the last 6 characters (usually numeric) represent the branch. The fifth character is 0 and reserved for future use.

29. Which company are selling “Clean Diesel”, “Earthy Friendly Vehicles” in Marketing?

Toyota's marketing of the Prius hybrid. Volkswagen/Mercedes-Benz' marketing of its vehicles as "clean diesel" "Earth Friendly" vehicles.

30. Give three suggestions to a salaried employee to invest in gilt-Edged securities?

- ❖ Gilt-Edged Market also known as Government Securities market is the market for Government and semi-Government securities.
- ❖ Guaranteed return on investments
- ❖ No speculation in securities
- ❖ Institutional based investors which are compelled by law to invest a portion of their funds in these securities.

31. Why medical examination of an employee is necessary?

1. Physical fitness of the candidate under selection to the job concerned
2. To protect the existing employees of business organization from the infectious diseases likely to be spread by the candidate selected
3. To check excessive expenditure in the treatment of selected employee after placement.

32. What is PMKVY?

Pradhan mantra Kaushal Vikas Yojana is a unique initiative by the Government of India that aims to offer 24 lakh Indian Youth meaningful ,industry relevant skill based training.

33. The company gets 30% of marginal profit for every year, but not increasing the salary of the employees for last three years. The employees conduct the indefinite strike against the company. Assume you are the manager of the company. How to solve the problem with using MBO or MBE?

As a manager I am using MBE model to clear the problem because MBE keeps management alert to opportunities and threats by identifying critical problems. It can avoid uninformed and impulsive action

34. Give the meaning and example of Financial asset ?

A financial asset is one which is used for production or consumption or for further creation of assets. For instance, a buys equity shares and these shares are financial assets since they earn income in future.

35. Give examples for Hard commodities? gold, oil, rubber, iron, and ore.

36. Give examples for Soft commodities? wheat, cotton, coffee, and sugar

37. What is period of Treasury Bills?

- 1) 91 days Treasury Bills
- 2) 182 days Treasury Bills and
- 3) 364 days Treasury Bills

38. What is period of Commercial Bills?

30 days, 60 days and 90 days maturity

39. Which is the oldest money market in the world?

London Money Market is the oldest, most developed and leading Money Market in the world.

40. How many stock exchanges in India?

There are 24 stock exchanges in the country, with 21 of them being regional in nature.

Three others that have been set up in the reforms era, viz.,

- National Stock Exchange (NSE),
- Over the Counter Exchange of India Limited (OTCEI),
- Interconnected Stock Exchange of India Limited (ISE)

41. What is the Meaning of NIFTY?

The word Nifty originates from 2 words, 'National' and 'Fifty'. Nifty basically means the index of the 50 most actively traded stocks from across all sectors.

42 . What is the Meaning of SENSEX?

Sensex is an index of the stocks in BSE (Bombay Stock Exchange). Sensex has a list of 30 stocks.

43. What is the stock trading timing in India?

The normal trading time for equity market is between 9:15 a.m to 03:30 p.m, Monday to Friday.

44. Which company shares were sold in demat form?

Trading in dematerialized shares commenced on the NSE in December 1996 where Reliance Industries was the first company to trade its 100 shares in demat form.

45. How to open a Demat Account?

- ❖ Select DP (Depository Participant)
- ❖ Fill up Account opening Form
- ❖ Submit Documents

- ❖ Inperson verification
- ❖ Account Number and Id Provided

46. What are the documents used for opening a Demat Account?

Proof of identity: PAN card, voter's ID, passport, driver's license, bank attestation,
Proof of address: Ration card, passport, voter ID card, driving license, bank passbook

47. What is PAN?

permanent account number, is a unique 10-digit alphanumeric identity allotted to each taxpayer by the Income Tax Department under the supervision of the Central Board of Direct Taxes. It also serves as an identity proof.

48. Give examples for Professional Associations?

- ❖ Institute of Chartered Accounts,
- ❖ The Indian Medical Association,
- ❖ The Institute of Training and Development,
- ❖ The Institute of Engineers,
- ❖ All India Management Association etc.

49. What are the steps in Employee selection process?

1. a) Application Blank b) Scrutinizing the Applications Selection test c) Selection test
2. Interview
3. a) Physical Examination b) Reference check
4. Approval of Higher Authority
5. Final selection 6. Contract of Employment

50. Give example for Achievement Test?

- a) A driver may be asked to drive a vehicle to test his driving efficiency
- b) Music student may be asked to play a given instrument
- c) Teacher candidate may be asked to give a demonstration

51. Give examples for Role play method of Training?

- ❖ Under this method trainees are explained the situation and assigned roles.
- ❖ For example the role of customer and salesman, management and union leader, foreman and worker etc.

52. Give any two examples for famous market in Tamilnadu?

- i. There is a Goat market in Aathur in Tamil Nadu.
- ii. There is a daily flower market in Hosur in Tamil Nadu

53. According to Marketing concepts Shall I first create products?

NO, FIRST CREATE A CUSTOMER, THEN CREATE PRODUCTS.

54. What is Guerrilla Marketing?

Guerrilla marketing represents an advertisement strategy to promote products/ services on streets or other public places with monkey like shopping malls, parks beach etc.,

55. Who is considered to be father of Consumer Movement?

He is considered to be the father of the Consumer Movement. He initially fought against automobile industry for violating safety standards and pollution control norms.

56. What is the Quote of Mahatma Gandhi about Consumerism?

“What is a man if he is not a thief who openly charges as much as he can for the goods he sells?”

57. What is the Legitimate Duty of Consumers?

It is a legitimate duty of consumers to collect cash receipt and warranty card supplied along with bills.

58. What is the Pecuniary Jurisdiction of Consumer Forum?

- ❖ For the District Consumer Forum (Value upto Rupees twenty lakhs)
- ❖ For the State Commission (Value above twenty Lakhs to Rupees one crore)
- ❖ For the National Commission (Value of above Rupees One Crore)

59. What do you know about IOCU?

- ❖ The International Organisation of Consumers Unions (IOCU) was first established in 1960 to create cross-border campaigns and share knowledge;
- ❖ it has over 250 member organisations in 120 countries.
- ❖ Its head office is based in London, England, with regional officers in Latin America, Asia, Pacific, Middle East and Africa.

60. Give examples of Ethical companies?

- Two Indian companies TATA Steel and WIPRO have been named as the world's most ethical companies by American Think tank Ethisphere Institute.
- Infosys, Murugappagroup, TVS group

61. What is VUCA?

- VUCA – volatility, uncertainty, complexity and ambiguity, developed in the late 80's by the U.S military.
- Every business has to take strategic decisions.
- The dynamic ever changing environment,

62. Which Committee worked for corporate Governance?

- In India the Kumara Mangalam Birla Committee 2000,
- Narayana Murthy Committee 2003 ,
- Adi Godrej Committee 2008, and presently Uday Kotak Committee were constituted to give a comprehensive framework for Corporate Governance.

63. Give Some examples of Public Sector Enterprises recently privatized?

- Bharat Aluminium Co. Ltd., (BALCO)
- Indian Petrochemicals Corporation Ltd (IPCL)
- Hindustan Zinc Ltd (HZL)
- Maruthi Udyog Ltd (MUI)

64. Who is considered as the architect of Indian Economic Reforms?

The former Prime Minister of India Dr. Manmohan Singh is considered as the architect of Indian economic reforms who introduced the policy of liberalisation in India in 1991.

65. What is MICR?

- ❖ MICR code is a character - recognition technology used mainly by the banking industry to ease processing and clearance of cheques and other documents.
- ❖ It is found at the bottom of the cheque. It includes bank code, bank account number, cheque number, cheque amount and a control indicator.

66. "Entrepreneur as an innovator" – who is coined this word? Why?

Joseph A Schumpeter in the year 1934 used innovation as a criterion to define an individual's entrepreneur

According to him, entrepreneur is one who

- i. Introduces a brand new product in the market
- ii. Institutes new technology to produce a product

67. Give examples for Pure Entrepreneur?

- ❖ Dhirubai Ambani,
- ❖ Jamshadji Tata,

❖ T.V. Sundaram Iyengar,

❖ Seshadriji, Birla,

68. Give examples for Naratnas Companies?

- Hindustan Petroleum Corporation Limited (HPCL)
- Neyveli Lignite Corporation Limited (NLCIL)
- Hindustan Aeronautics Limited (HAL)

69. Give examples for Maharatnas Companies?

- ❖ Oil and Natural Gas Corporation (ONGC)
- ❖ Steel Authority of India Limited (SAIL)
- ❖ Bharat Heavy Electricals Limited (BHEL)

70. What is the Minimum and Maximum number of directors in a company?

Section 149(1) of the Companies Act, 2013 requires

- ❖ minimum number of 3 directors in the case of a public company,
- ❖ two directors in the case of a private company,
- ❖ one director in the case of a One Person Company.
- ❖ A company can appoint maximum 15 fifteen directors.

71. Who are the Key Managerial Personnel?

- ❖ the Chief Executive Officer
- ❖ the Managing Director or the Manager;
- ❖ the Company Secretary;
- ❖ the Whole-time Director;
- ❖ the Chief Financial Officer

72. Residential Director minimum Requirement days to stay?

According to Section 149(3) of Companies Act 2013, Every company should appoint a director who has stayed in India for a total Period of not less than 182 days in the previous calendar year.

73. What is the maximum directorship by director?

Under Section 165 of the Companies Act 2013 A person can hold the position of Directorship in different companies up to maximum of 20.

74. Give examples for criminal Liabilities of Director?

- ❖ There is mis-statement in Prospectus
- ❖ There is failure to file return on allotment with the registrar
- ❖ There is failure to give notice to the registrar for conversion of share into stock
- ❖ There is failure to issue share Certificate and Debenture certificate
- ❖ There is failure to maintain register of the members and register of debenture holders

75. Which company can appoint company secretary?

Company having a paid up share capital of Rs.5 Crores or more

76. Who appointed the company secretary?

- The first secretary of a company is appointed by the promoters at pre incorporation stage
- After the company has been registered, the first board of directors appoints the secretary at the first board meeting.

77. Give examples for Ordinary Resolution is required matters?

- (i) To change or rectify the name of the company
- (ii) To alter the share capital of the company
- (iii) To redeem the debentures
- (iv) To declare the dividends

- (v) To approve annual accounts and balance sheet
- (vi) To appoint the directors

78. Give examples for Special Resolution is required matters?

- (i) To change the registered office of the company from one state to another
- (ii) To change the objectives of the company
- (iii) To change the name of the company
- (iv) To alter the Articles of Association
- (v) To reduce the share capital subject to the confirmation of the court

79. Give examples for Special Resolution is required by special notice matters?

- (i) To appoint an auditor, a person other than a retiring auditor
- (ii) To provide expressly that a retiring Auditor shall not be reappointed
- (iii) To remove a director before the expiry of his period of office
- (iv) To appoint a director in the place of a director so removed

80. Who are all stake holders of the company?

Stakeholders of the company include shareholders, employees, customers, suppliers, financiers, governments and the society.

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