

QUARTERLY EXAMINATION – 2023

COMMERCE

Class : XII
Time : 3 Hrs

Regr.No. :
Max Marks : 90

Part – I

Note : Answer all the questions.

Choose the most suitable answer from the given four alternatives and write the option code and the corresponding answer.

1. Choose the correct Answers :- 20x1=20
1. Management is an _____
a) Art b) Science c) Art and Science d) Art or Science
 2. The goals are achieved with the help of _____
a) Motivation b) Controlling c) Planning d) Staffing
 3. MBO is popularized in the USA by _____
a) Prof.Reddin b) George Odiorne c) Henry Fayol d) F.W.Taylor
 4. Primary market is also called as _____
a) Secondary market b) Money market c) New Issue Market d) Indirect Market
 5. Jobbers transact in a stock exchange _____
a) For their Clients b) For their Own Transactions c) For other Brokers d) For other Members
 6. Advertisement is a _____ source of recruitment
a) internal b) external c) agent d) outsourcing
 7. Which of the following test is used to measure the various characteristics of the candidate?
a) Physical Test b) Psychological Test c) Attitude Test d) Proficiency tests
 8. Training methods can be classified into _____ training and _____ training.
a) job rotation & Job enrichment b) On the Job and Off the Job
c) Job analysis & Job design d) Physical and mental
 9. 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
 10. Who is supreme in the Markets?
a) Customer b) Seller c) Wholesaler d) Retailer
 11. Selling goods/ services through internet is _____
a) Green marketing b) E- business c) Social marketing d) Meta marketing
 12. The Consumer Protection Act came into force with effect from _____
a) 1.1.1986 b) 1.4.1986 c) 15.4.1987 d) 15.4.1990
 13. _____ is the king of modern marketing.
a) Consumer b) Wholesaler c) Producer d) Retailer
 14. The Chairman of the State Consumer Protection Council is _____
a) Judge of a High Court b) Chief Minister
c) Finance Minister d) None of the above
 15. The State Commission can entertain complaints where the value of the goods or services and the compensation, if any claimed exceed _____
a) ₹ 2 Lakhs but does not exceed ₹ 5 lakhs b) ₹ 20 lakhs but does not exceed ₹ 1 crore
c) ₹ 3 lakhs but does not exceed ₹ 5 Lakhs d) ₹ 4 lakhs but does not exceed ₹ 20 Lakhs
 16. GST stands for _____, _____, _____.
a) Goods and Social Tax b) Goods and Service Tax c) Goods and Sales Tax d) Goods and Salary Tax
 17. Assertion (A) : Management knowledge is the best passport to enter into the world of employment.
Reason (R) : Management literature is growing in all countries.
a) (A) and (R) are correct and (R) is the correct explanation of (A).
b) (A) and (R) are correct and (R) is the incorrect explanation of (A).
c) (A) is incorrect but (R) is correct.
d) (A) is correct but (R) is incorrect.
 18. Which of the following is not a correct pair?
(a) E-Recruitment - Direct External sources
(b) Words of Mouth - Indirect External sources
(c) Demotion - External sources
(d) Retention - Internal sources

19. Pick the odd one out:

- a) Job First - man next
b) Job offer
c) Aware about the penalties
d) Job Motivation

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

| S.No | List I | S.No | List II |
|------|--------|------|----------------|
| i) | Bull | 1 | Premium Hunter |
| ii) | Bear | 2 | Taravaniwala |
| iii) | Jobber | 3 | Mandiwala |
| iv) | Stag | 4 | Tejiwala |

Codes:

| | | | | |
|-----|-----|------|-------|------|
| | (i) | (ii) | (iii) | (iv) |
| (a) | 4 | 3 | 2 | 1 |
| (b) | 3 | 2 | 4 | 1 |
| (c) | 2 | 4 | 3 | 1 |
| (d) | 1 | 4 | 2 | 3 |

Part - II

Answer any Seven questions in which question No.30 is compulsory.

7x2=14

21. What is Management?
22. What is meant by Motivation?
23. What are the components of organized sectors?
24. Who are the participants in a Capital Market?
25. Write any 5 Stock Exchanges in India.
26. Give the meaning of Recruitment.
27. What is an interview?
28. What is meant by Regulated Market?
29. What is Caveat Emptor?
30. What is the name of the marketing that secretly advertises their product with the advertiser in order to impress the customer without and funding for an event.

Part - III

Answer any seven questions in which question No.40 is compulsory.

7x3=21

31. What are the principles of Taylor?
32. List out any three process of MBO.
33. Write a note on Secondary market.
34. What are the various kinds of Capital market? Explain. (any 3)
35. Explain Bull and Bear.
36. What are the characteristics of Human Resources? (any 3)
37. What is structured interview?
38. Explain the types of market on the basis of time.
39. What are the important legislations related to Consumerism in India? (any 3)
40. I am the HR head of Aircel limited now I required marketing head vacancy in my company. instead of giving advertisement I directly recruit marketing head, of Airtel by offering more salary. What kind of recruitment is this? Explain.

Part - IV

Answer all the questions.

7x5=35

41. (a) Explain the important methods of interview. (any 5) (or)
(b) What are the differences between on the job training and off the job training? (any 5)
42. (a) Explain the concept of Management. (any 5) (or)
(b) Briefly explain the functions of Capital Market. (any 5)
43. (a) Explain the powers of SEBI. (any 5) (or)
(b) Explain advantages and disadvantages of E-Marketing.
44. (a) Explain the functions of Stock Exchange. (any 5) (or)
(b) Explain the various functions of management. (any 5)
45. (a) Describe the significance of Human Resource Management. (any 5) (or)
(b) Explain the duties of consumers. (any 5)
46. (a) Explain the internal sources of Recruitment. (any 5) (or)
(b) How consumers are exploited? (any 5)
47. (a) How the market can be classified? (or)
(b) What are the major advantages of MBO? (any 5)