

Tsi12Com

Tenkasi District
Common Quarterly Examination - 2023



21-09-2023

Standard 12
COMMERCE
PART - I

Time: 3.00 Hours

Marks: 90

I. Answer all the questions:**20x1=20**

Choose the most appropriate answer from the given four alternatives and write the option code and the corresponding order

- 1) Scientific management is developed by
a) Fayol b) Mayo c) Taylor d) Jacob
- 2) Which is the Primary Function of management?
a) innovating b) Controlling c) Decision making d) Planning
- 3) MBO is popularised in the USA by
a) prof. Reddin b) Henry Fayol c) F.W. Taylor d) George Odiorne
- 4) Financial markets facilitates business firms
a) To recruit workers b) To make more sales
c) To rise funds d) To minimize fund requirement
- 5) When the NSEI was established?
a) 1990 b) 1997 c) 1998 d) 1992
- 6) A major player in the money market
a) Commercial bank b) State bank of India.
c) Central bank d) Reserve bank of India.
- 7) Jobbers transact in a stock exchange
a) for their own transaction b) for their clients
c) for other brokers d) for other members
- 8) Trading in dematerialized shares commenced on the NSE is
a) January 1996 b) June 1996
c) December 1996 d) December 1998
- 9) Human resource is a
a) Tangible b) Intangible c) fixed d) current
- 10) Advertisement is a source of recruitment
a) Internal b) external c) agent d) outsourcing
- 11) E recruitment is possible only through facility
a) 4G b) Internet c) computer d) Broad band
- 12) The recruitment and selection process aimed at right kind of people
a) to do right things b) at right people
c) at right people d) All of the above
- 13) Off the job training is given
a) In the playground b) In the class room
c) On off days d) Outside factory
- 14) is useful to prevent skill obsolescence of employees.
a) selection b) recruitment c) Training d) Job analysis
- 15) The spot market is classified on the basis of
a) Time b) Regulation c) Transaction d) Commodity
- 16) is the king of modern marketing
a) Retailer b) consumer c) whole saler d) producer
- 17) The initial stage of marketing system is
a) monopoly system b) Self producing
c) Barter system d) Exchange to money
- 18) Social marketing deals with
a) Social class b) Society c) Social change d) Social evil
- 19) Who is the father of consumer movement?
a) Mahatma Gandhi b) Mr. John F.Kennady
c) Ralph Nader d) Jawaharlal Nehru
- 20) 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

Kindly send me your study materials to padasalai.net@gmail.com

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PART - II**Answer any seven questions: Question No : 30 is compulsory.****7x2=14**

- 21) What do you mean by span of management?
- 22) Mention any two advantages of MBO?
- 23) Who are the participants in a capital market?
- 24) What is human resource management?
- 25) What is meant by Poaching?
- 26) What do you mean by placement?
- 27) Define Marketer?
- 28) Explain the term green marketing?
- 29) Who is a consumer?
- 30) What can be marketed in the market? (any 4)

PART - III**Answer any seven questions: Question No : 40 is compulsory.****7x3=21**

- 31) Differentiate management from administration. (any 3)
- 32) Write the features of MBO.
- 33) What are the limitations of stock exchange (any 3)
- 34) What are the characteristics of human resources?
- 35) State the steps in recruitment process outsourcing.
- 36) What is structured interview?
- 37) What are the objectives of marketing?
- 38) What is meant by artificial scarcity?
- 39) What are the advantages of E-Marketing?
- 40) What are the documents required for you to open a demat account?

PART - IV**Answer all the questions.****7x5=35**

- 41) a) Explain the main functions of management. (any five)
(OR)
b) Explain the characteristics of Human resource (any five)
- 42) a) Distinguish between new issue market and secondary market. (any 5)
(OR)
b) How the market can be classified? (any five)
- 43) a) Explain the various types of new financial institutions. (any 5)
(OR)
b) What are the objectives of consumer Protection Act 1986 (any 5)
- 44) a) Narrate the elements of marketing mix.
(OR)
b) What are the difference between on the job training and off the job training
- 45) a) Explain in detail how traditional marketing differ from E - Marketing.
(OR) SIVAKUMAR. M,
b) Discuss the role of financial market. Sri Ram Matric HSS,
- 46) a) How consumers are exploited ? (any 5) VALLAM. 622809,
(OR)
b) Explain the features of government securities. (any 5) Tenkasi Dist.
- 47) a) Briefly explain the various types of tosts (any 5)
(OR)
b) Explain the principles of modern management.