



19. **Assertion (A):** Improving skills of employees will enhance productivity and profitability of the company.  
**Reason (R):** It builds up the confidence of employee by changing his attitude positively towards to work
- a) A and R are correct and R is the correct explanation for A  
 (b) A and R are correct and R is a false explanation for A  
 c) A is correct but R is false                      d) A is false but R is correct

20. Find odd one out

- a) Commercial papers    b) Treasury slip    (c) Debenture    d) Gold edge bonds

II. Answer any seven questions in which Question No.30 is compulsory                      7 x 2 = 14

21. List out the management tools. ✓  
 22. Who are the participants of capital market? ✓  
 23. What is meant by Remisers? ✓  
 24. What is poaching as a recruitment method?  
 25. Define marketing mix.  
 26. Give two examples of adulteration ✓  
 27. Write any two advantage of globalization.  
 28. Write short notes on: "Right to be informed."  
 29. What is Spot Market? ✓  
 30. After selection of suitable persons for suitable work the next step of management is to arrange for proper .....

III. Answer any seven questions in which Question No.40 is compulsory                      7 x 3 = 21

31. Write the feature of MBO. ✓  
 32. Write a Short Note on Secondary Market ✓  
 33. Explain the types of Treasury Bills. ✓  
 34. Stag and Lame duck – Explain. ✓  
 35. What is stress interview?  
 36. Explain the activities of private market.  
 37. What is artificial scarcity?  
 38. What are political/situational factors?  
 39. Explain about Factoring and Venture Capital Institutions  
 40. Which interview is conducted to test the level of knowledge of the interviewee in a particular field intensively and extensively.

IV. Answer all questions

7 x 5 = 35

41. a. Explain the principles of modern management. (any five) (or)  
 b. Give any five differences between shares and debentures  
 42. a. What are the recent trends in Recruitment? (or)  
 b. To describe different types of financial markets. (any five)  
 43. a. Describe the functions of SEBI. (any five) (or)  
 b. Describe various methods of training. (any five)  
 44. a. Explain the characteristics of Human Resource (any five) (or)  
 b. Describe the evolution of marketing. (any five) (or)  
 45. a. How consumers are exploited? (or)  
 b. Explain the micro environmental factors of business. (or)  
 46. a. Briefly explain various types of tests. (any five) (or)  
 b. Distinguish between Stock Exchange and Commodity Exchange (any 5)  
 47. a. What are the responsibilities of consumers? (or)  
 b. Differentiate between the Money Market and Capital Market

XII - COMMERCE