



19. .... controls insider trading  
 a) Stock exchanges      b) SEBI      c) Central Govt      d) State Govt
20. A : Green marketing implies marketing environmentally friendly products.  
 R : Green marketing is also known as environmental marketing, ecological marketing and eco friendly marketing  
 a) Both (A) and (R) are correct R explains A  
 b) Both (A) and (R) correct. R does not explain A  
 c) A is correct (R) is wrong      d) R is correct A is wrong

**PART - B****II Answer any 7 questions. Question No.30 compulsory.**

7 X 2 = 14

21. What do you mean by span of management ?
22. What are the traditional proverbs used for planning?
23. Write short note on OTCEI.
24. What is meant by Remisier?
25. What is meant by Poaching?
26. What is intelligence test?
27. What do you mean by marketing?
28. Give 2 examples for adulteration.
29. What is ~~cash deposit market~~? *Certificate of Deposit*
30. State the type of marketing where news are shared through face book and twitter? Explain.

**PART - C****III Answer any 7 questions. Question No.40 compulsory.**

7 X 3 = 21

31. State the importance of staffing.
32. Mention any three advantages of MBO.
33. Explain the types of Treasury Bills?
34. What are the features of Human Resources.
35. What do you mean by on the Job training?
36. What do you understand about Right to Production of health and safety?
37. Explain the advantages of E - marketing.
38. Who are the members of National commission.
39. Explain Bull and Bear.
40. Differentiate management from Administration.

**PART - D****IV Answer all the questions.**

7 X 5 = 35

41. Explain the various functions of management. (OR)  
 Explain the difference between money market and financial market.
42. Discuss the role of Financial market. (OR)  
 Explain the functions of stock exchanges.
43. Explain the external sources of Recruitment. (OR)  
 Write the advantages of MBO.
44. Bring out the differences between primary market and secondary market. (OR)  
 Explain the powers of SEBI.
45. What are the differences between on the job training and off the job training? (OR)  
 Briefly explain the various types of market. *Test*
46. Explain the different types of market (Any 5). (OR)  
 Explain in detail how traditional marketing differ from E - Marketing.
47. How consumers are exploited? (OR)  
 Explain the right of Consumers.

**QUARTERLY EXAMINATION – ANSWER KEY – 2023-2024**  
**XII STANDARD – COMMERCE – ENGLISH MEDIUM**

Time Allowed : 2.30 Hours

Maximum Marks : 90

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

**20 x 1 = 20**

1	B	Less	11	A	Test
2	A	Decision making	12	A	Training
3	B	George odione	13	B	Transaction
4	C	New Issue Market	14	A	Education
5	A	First Time	15	C	Modem
6	A	Low Profitability	16	C	Ralph Nadar
7	B	24	17	A	Cash Receipt
8	A	1988	18	A	District Judge
9	B	Employer, Employee	19	A	SEBI
10	B	Demotion – External source	20	A	Both (A) and (R) are correct. R explains A

**II. Answer any seven questions. Question No.30 is compulsory.**

**7 x 2 = 14**

**21) Span of Management – Meaning:**

- \* The Span of Management refers to the number of subordinates who can be managed efficiently by a superior.

**22) Traditional proverb used in planning**

- ✓ “Think Before you Act”
- ✓ “Look Before you Leap”

**23) Note on OTCEI:**

- The OTCEI was set up by a premier financial institution to allow the trading of securities across the electronic counters throughout the country.
- It addresses some specific problems of both investors and medium-size companies.

**24) Remisier – Meaning:**

- He acts as an agent of a member of a stock exchange.
- He obtains business for his principal i.e., the member and gets a commission for that service.

**25) Meaning by Poaching:**

- Organisations instead of training and developing their own employees, hire employees of other competitive companies by paying them more both financial and non financial benefits.
- It is also called **raiding**.

**26) Intelligence Test – Meaning:**

- a. Intelligence tests are one of the psychological tests, that is designed to measure a variety of mental ability, individual capacity of a candidate.
- b. The main aim of these tests is to obtain an idea of the person's intellectual potential.

**27) Marketing – Meaning:**

- Marketing is the performance of buying activities that facilitate to more flow of goods and services from producer to ultimate user.

**28) Examples of Adulteration:**

1. Mixing of stones with grains
2. Mixing of coconut oil with palmolein
3. Papayas seed is added to black pepper
4. Coffee powder is adulterated with tamarind seed

**29) Cash Deposit Market / CD market:****CD Market – Meaning:**

- ✓ Certificate of Deposits are short-term deposit instruments issued by banks and financial institutions to raise large sums of money.
- ✓ Certificate of Deposits are issued in the form of usance promissory notes.
- ✓ Its transferable from one party to another.

**30) (i) Viral marketing :****(ii) Meaning:**

- a. Viral Marketing is that which is able to generate interest and the potential sale of a brand or product through messages that spread like a virus, in other words, quickly, and from person to person.
- b. The idea is for it to be the users themselves that choose to share the content.

**III. Answer any seven questions. Question No.40 is compulsory.****7 x 3 = 21****31) Importance of Staffing:**

1. Staffing refers to placement of right persons in the right jobs.
2. The success of any enterprise depends upon the successful performance of staffing function.
3. Staffing helps to ensure better utilization of human resources.
4. It ensures the continuity and growth of the organization, through development managers.

**32) Advantages of MBO:**

- \* MBO process helps the managers to understand their role in the total organisation.
- \* Manager recognises the need for planning and appreciates the planning.
- \* Systematic evaluation of performance is made with the help of MBO.

**33) Types of Treasury Bills:****91 days Treasury Bills:**

- Its issued at a fixed discount rate of 4 per cent as well as through auctions.

**182 days Treasury Bills:**

- The RBI holds 91 days and 182 Treasury Bills and they are issued on tap basis throughout the week.

**364 days Treasury Bills:**

- 364 days Treasury Bills do not carry any fixed rate.
- The discount rate on these bills are quoted in auction by the participants and accepted by the authorities.
- Such a rate is called cut off rate.

**34) Features of Human resources:**

- ♣ Human resource is the only factor of production that lives.
- ♣ Human resource created all other resources.
- ♣ Human resources are emotional beings.

**35) On the Job Training – Meaning:**

- ♣ On the job training refers to the training which is given to the employee at the work place by his immediate supervisor.
- ♣ It is based on the principle of “Learning by Doing and Learning While Earning”.
- ♣ On the job training is suitable for imparting skills that can be learnt in a relatively short period of time

**36) Right to protection of Health and Safety”**

- a) There may be few products that are more likely to cause physical danger to consumers’ health, lives and property.
- b) They may contain potentially harmful substances which are dangerous from the consumer welfare point of view.
- c) The health hazards which are likely to arise have to be eradicated or reduced altogether.

**37) Advantages of E-Marketing:**

1. E - Marketing provides 24 hours and 7 days “24/7” service to its users. So consumer can shopper order the product anytime from anywhere.
2. Direct contact of end consumer by the manufacturers cuts down the substantially intermediation cost. Thus products bought through e-marketing become cheaper.
3. Customer can buy whatever they want/ need just by browsing the various sites.

**38) Members of the National Commission:**

1. The National Commission should have five members.
2. One should be from judiciary.
3. Four other members of ability, knowledge and experience from any other fields.
4. It should include a woman.

**39) Bull:**

- A Bull or Tejiwala is an operator who expects a rise in prices of securities in the future.
- The bull speculator stimulates the price to rise.
- He is an optimistic speculator.

**Bear:**

- A bear or Mandiwala speculator expects prices to fall in future and sells securities at present with a view to purchase them at lower prices in future.
- The bear speculator tends to force down the prices of securities.
- A bear is a pessimistic speculator.

**40) Differentiate Management from Administration**

BASIS FOR COMPARISON	MANAGEMENT	ADMINISTRATION
Meaning	An organized way of managing people and things of a business organization is called the Management	The process of administering an organization by a group of people is known as the Administration.
Authority	Middle and Lower Level	Top Level
Role	Executive	Decisive
Concerned with	Policy Implementation	Policy Formulation

**IV. Answer all questions.**

7 x 5 = 35

**41) .a. Functions of Management:****I. Planning:**

- ✓ Planning is the primary function of management.
- ✓ Nothing can be performed without planning.
- ✓ Planning refers to deciding in advance.

**II. Organising:**

- ✓ Organising is the process of establishing harmonious relationship among the members of an organisation and the creation of network of relationship among them.

**III. Staffing:**

- ✓ Staffing refers to placement of right persons in the right jobs.
- ✓ The success of any enterprise depends upon the successful performance of staffing function

**IV. Directing:**

- ✓ Directing denotes motivating, leading, guiding and communicating with subordinates on an ongoing basis in order to accomplish pre-set goals.

**V. Motivating:**

- ✓ It is the process of stimulating people to actions to accomplish the goal.
- ✓ Motivation includes increasing the speed of performance of a work and developing a willingness on the part of workers.

[OR]

**41. b. Difference between the Money Market and Capital Market.**

FEATURES	MONEY MARKET	CAPITAL MARKET
Duration of Funds	It is a market for short-term loanable funds for a period of not exceeding one year.	It is a market for long-term funds exceeding period of one year.
Deals with Instruments	It deals with instruments like commercial bills (bill of exchange, treasury bill, commercial papers etc.).	It deals with instruments like shares, debentures, Government bonds, etc.,
Availability of Instruments	Money Market instruments generally do not have secondary market.	Capital market instruments generally have secondary markets.
Risk	Low credit and market risk.	High credit and market risk
Liquidity	High liquidity in Money Market	Low liquidity in Capital Market

**42) a. Role of Financial Market:****(i) Savings Mobilization:**

- Obtaining funds from the savers or 'surplus' units such as household individuals, business firms, public sector units, Government is an important role played by financial markets.

**(ii) Investment :**

- Financial market plays a key role in arranging the investment of funds thus collected, in those units which are in need of the same.

**(iii) National Growth:**

- Financial markets contribute to a nation's growth by ensuring an unfettered flow of surplus funds to deficit units.
- Flow of funds for productive purposes is also made possible. It leads to overall economic growth.

**(iv) Entrepreneurship Growth:**

- Financial markets contribute to the development of the entrepreneurial class by making available the necessary financial resources.

**(v) Industrial Development:**

- The different components of financial markets help an accelerated growth of industrial and economic development of a country and thus contributing to raising the standard of living and the society's well-being.

[OR]

**42.b. Functions of Stock Exchange:****1. Ready and Continuous Market:**

- Stock Exchange is, in fact, a market for existing securities.
- If an investor wants to sell his securities, he can easily and quickly dispose them off on a stockexchange.

**2. Protection to Investors:**

- All dealings in a stock exchange are in accordance with well-defined rules and regulations.
- For example, brokers cannot charge higher rate of commission for their services. Any malpractice will be severely punished.

**3. Aid to Capital Formation**

- Stock exchanges thus ensure a steady flow of capital into industry and assists industrial development.

**4. Correct Evaluation of Securities:**

- The prices at which securities are bought and sold are recorded and made public.
- These prices are called “market quotations”.

**5. Clearing House of Business Information:**

- stock exchange publish every year books detailing the financial position of companies.
- Thus, it gives vital information to the investing public for deciding on investment.

**43) a. External Sources of Recruitment****i. Direct:**

**1. Advertisements-** The employer can advertise in dailies, journals, magazines etc. about the vacancies in the organization.

**2. Unsolicited applicants-** job seekers who voluntarily apply for the vacancies not yet notified by the organisations.

**3. Walk ins-** Walk-in applicants with suitable qualification and requirement can be another source of requirement.

**4. Campus Recruitment-** The organisations visit the educational institutions to identify and recruit suitable candidates

**ii. Indirect:**

**1. Employee referral-** The existing employees of the organisation may recommend some of their relatives

**2. Government/ Public Employment Exchanges-** These are exchanges established by Government which facilitates recruitment throughout the country.

**3. Private Employment Agencies-** These are similar to Public employment exchanges except that the ownership is the hands of Private parties.

**4. Employment Consultancies-** These types of firms facilitate recruitment on behalf of client companies at cost.



[OR]

**43.b. Major Advantages of MBO:**

1. MBO process helps the managers to understand their role in the total organisation.
2. Manager recognises the need for planning and appreciates the planning.
3. Systematic evaluation of performance is made with the help of MBO.
4. MBO gives the criteria of performance. It helps to take corrective action.
5. The responsibility of a worker is fixed through MBO.

**44) a. Difference between New Issue / Primary Market and Secondary Market:**

BASIS FOR COMPARIS ON	NEW ISSUE / PRIMARY MARKET	SECONDARY MARKET
Buying	Direct	Indirect
Gained person	Company	Investors
Intermediary	Underwriters	Brokers
Buying and Selling between	Company and Investors	Investors
How can securities be sold?	Only Once	Multiple times

[OR]

**44.b. Powers of SEBI:****1. Powers Relating to Stock Exchanges & Intermediaries**

- SEBI has wide powers regarding the stock exchanges and intermediaries dealing in securities.
- It can ask information from the stock exchanges and intermediaries regarding their business transactions for inspection or scrutiny and other purpose.

**2. Power to Impose Monetary Penalties**

- SEBI has been empowered to impose monetary penalties on capital market intermediaries and other participants for a range of violations.
- It can even impose suspension of their registration for a short period.

**3. Power to Initiate Actions in Functions Assigned**

- SEBI has a power to initiate actions in regard to functions assigned.
- For example, it can issue guidelines to different intermediaries or can introduce specific rules for the protection of interests of investors.

**4. Power to Regulate Insider Trading**

- SEBI has power to regulate insider trading or can regulate the functions of merchant bankers.

**5. Power to Regulate Business of Stock Exchanges**

- SEBI is also empowered to regulate the business of stock exchanges, intermediaries associated with the securities market as well as mutual funds, fraudulent and unfair trade practices relating to securities and regulation of acquisition of shares and takeovers of companies.

**45) a. Difference between on the job training and off the job training (Any 5):**

Basic of comparison	On the Job Training	Off the Job Training
Meaning	The employee learns the job in the actual work environment.	Off the job training involves the training of employees outside the actual work location.
Location	At the work place	Away from the work place
Approach	Practical approach	Theoretical approach
Principle	Learning by performing	Learning by acquiring knowledge
Carried out	It is carried out the experienced employee	Training which is provided by the experts.

**[OR]****45.b. Various Types of Tests:****A) Ability Test**

- ✓ A test designed to measure an individual's cognitive function in a specific area, such as variety of skills, mental aptitude, problem solving, knowledge of particular field, reasoning ability, intelligence etc. This test is used to find the suitability of a candidate for a given job role.

**1. Aptitude test**

- Aptitude test is a test to measure suitability of the candidates for the post/role. It actually measures whether the candidate possess a set of skills required to perform a given job.
- It can be measured by the following ways:

**i) Numerical Reasoning Test**

- This test measures the candidate's ability to make correct decision from numerical data.

**ii) Verbal Reasoning Test**

- It measures the candidate's ability to comprehend the written text and ability to arrive at factual conclusion from the written text.

**iii) Inductive Reasoning Test**

- It's a psychometric tests conducted in the selection process to measure the problem solving abilities and ability to apply logical reasoning.

**iv) Mechanical Reasoning Test**

- This test measures the engineering student's ability to apply engineering concepts in actual practice.

**v) Diagrammatic Reasoning Test**

- This test measures the candidate's ability to understand the shapes, abstract ideas and ability to observe and extract values from illustrations and apply them to new samples.

**2. Achievement Test**

- This test measures a candidate's capacity to achieve in a particular field.
- The regular examination conducted in educational institution represents achievement test.
- It is also called proficiency test.
- Example,
  - a) A driver may be asked to drive a vehicle to test his driving efficiency
  - b) Teacher candidate may be asked to give a demonstration

**3. Intelligence Tests**

- Intelligence tests are one of the psychological tests, that is designed to measure a variety of mental ability, individual capacity of a candidate.
- The main aim of these tests is to obtain an idea of the person's intellectual potential.

**4. Judgment Test**

- This test is conducted to test the presence of mind and reasoning capacity of the candidates

**5. Personality Test**

- Personality test refers to the test conducted to find out the non-intellectual traits of a candidate namely temperament, emotional response, capability and stability.
- There is no right or wrong answer in the test.
- It comprises of following tests.

**1. Interest Test****2. Personality Inventory Test****3. Projective Test / Thematic Appreciation Test****4. Attitude Test****46) a. Types of Markets: (Any 5)****Market can be classified****I. On the Basis of Geographical Area****a. Family Market:**

- ♣ When exchanges of goods or services are confined within a family or close members of the family, it's called as family market.

**b. Local Market:**

- ♣ Participation of both the buyers and sellers belonging to a local area or areas, may be a town or village, is called as local market. The demands are limited in this type of market.
- ♣ For example, perishable goods like fruits, fish, vegetables etc.

**c. National Market:**

- ♣ Certain type of commodities has demand throughout the country. Hence it is called as a national market.

**d. International Market or World Market:**

- ♣ World or international market is one where the buyers and sellers of goods are from different countries i.e., involvement of buyers and sellers beyond the boundaries of a nation.

**II. On the Basis of Commodities/Goods****a. Commodity Market:**

- ♣ A commodity market is a place where produced goods or consumption goods are bought and sold.
- ♣ Commodity markets are sub-divided into:
  - i. Produce Exchange Market
  - ii. Manufactured Goods Market
  - iii. Bullion Market

**b. Capital Markets:**

- ♣ New or going concerns need finance at every stage. Their financial needs are met by capital markets.
- ♣ They are of three types:
  - i. Money Market
  - ii. Foreign Exchange Market
  - iii. The Stock Market

**III. On the Basis of Economics****a. Perfect Market:**

- ♣ A market is said to be a perfect market, if it satisfies the following conditions:
  - i. Large number of buyers and sellers are there.
  - ii. Prices should be uniform throughout the market.etc.,

**b. Imperfect Market:**

- ♣ A market is said to be imperfect when
  - i. Products are similar but not identical.
  - ii. Prices are not uniform.
  - iii. There is lack of communication etc.,

**IV. On the Basis of Transaction****i. Spot Market:**

- ♣ In such markets, goods are exchanged and the physical delivery of goods takes place immediately.

**ii. Future Market:**

- ♣ In such markets, contracts are made over the price for future delivery. The dealing and settlement take place on different dates.

**V. On the Basis of Regulation****i. Regulated Market:**

- ♣ These are types of markets which are organised, controlled and regulated by statutory measures.

**ii. Unregulated Market:**

- ♣ A market which is not regulated by statutory measures is called unregulated market.
- ♣ This is a free market, Demand and supply determine the price of goods.

**[OR]**

**46.b.****Traditional Marketing differ from E-marketing**

<b>E-Marketing</b>	<b>Traditional Marketing</b>
It is very economical and faster way to promote the products.	It is very expensive and takes more time to promote product.
It is quiet easier for promoting product globally in the short time.	It is very expensive and time consuming to promote product/ service under traditional marketing.
E-Business enterprises can expand their operation with minimum manpower.	It needs more man power.
In this marketing product can be sold or bought 24 x 7, round the year with minimum manpower	That is not possible in traditional marketing.

**47) a. Consumers are Exploited:****1. Selling at Higher Price**

- ❖ The price charged by the seller for a product service may not be matching with the quality but attimes it is more than the fair price.

**2. Adulteration**

- ❖ It refers to mixing or substituting undesirable material in food. This causes heavy loss to the consumers.
- ❖ This will lead to monitory loss and spoil the health.

**3. Duplicate or Spurious goods**

- ❖ Duplicates are available in plenty in the market for every original and genuine parts or components like automobile spare parts, blades, pens, watches, radios, medicines, jewellery, clothes and even for currency notes.

**4. Sub-standard**

- ❖ On opening a packet or sealed container one may find the content to be of poor quality.
- ❖ A consumer finds it difficult to exchange the defective one for good one.
- ❖ Some seller give bills which contain a stipulation that goods sold cannot be taken back.

**5. Warranty and Services**

- ❖ Warranty service may not be extended to many parts/components of the product sold.
- ❖ Thus consumers may be charged exorbitant charges in the name of repair costs.

**[OR]****47.b. Rights of Consumers:****i) Right to Protection of Health and Right of Safety**

- \* There may be few products that are more likely to cause physical danger to consumers' health, lives and property.
- \* They may contain potentially harmful substances which are dangerous from the consumer welfare point of view.

**ii) Right to be Informed**

- \* Consumers should be given all the relevant facts about the product so that they can take intelligent decisions on purchasing the product. Advertising and labelling on the package should provide objective information to buyers.

**iii) Right to choose**

- \* Consumer satisfaction is the ultimate aim of modern marketing and is the philosophy of marketing concept.
- \* A wise trader or dealer or manufacturer is one who maximises his profits by maximising the consumer satisfaction.
- \* Consumer satisfaction can be increased by giving the consumer the widest choice.

**iv) Right to be Heard**

- \* Consumers have every right to ventilate and register his/her dissatisfaction, disagreements and get the complaint heard and aired.
- \* This right is vital. Business enterprises should lend a compassionate ear to complaints or grievances of consumers.

**v) Right to Seek Redressal**

- \* This step is one step ahead of the previous right.
- \* The complaints and protests are not just to be heard: but the aggrieved party is to be granted compensation within a reasonable time period .

\*\*\*\*\* All the Best \*\*\*\*\*