

**A COMMON QUARTERLY EXAMINATION - 2023**

Time: 3.00 hrs.

Standard - XII  
COMMERCEReg No. 

|  |  |  |  |  |
|--|--|--|--|--|
|  |  |  |  |  |
|--|--|--|--|--|

Marks: 90

**PART - A****I. Choose the correct answer:****20 × 1 = 20**

1. Management is what a \_\_\_\_\_ does?  
a) Manager      b) Subordinate      c) Supervisor      d) Superior
2. \_\_\_\_\_ is included in every managerial function.  
a) Co-ordinating      b) controlling      c) Staffing      d) Organising
3. Delegation of Authority is Easily done with the help of \_\_\_\_\_.  
a) MBM      b) MBE      c) MBO      d) MBA
4. Capital Market is a Market for  
a) Short Term Finance  
b) Medium Term Finance  
c) Long Term Finance  
d) Both short Term and Medium Term Finance
5. Capital Market do not provide \_\_\_\_\_.  
a) Short term fund      b) Debenture fund  
c) Equity fund      d) Long term fund
6. A major player is the money market is the \_\_\_\_\_.  
a) Commercial Bank      b) Reserve Bank of India  
c) State Bank of India      d) Central Bank
7. A Pessimistic speculator is \_\_\_\_\_.  
a) Stag      b) Bear      c) Bull      d) Lame Duck
8. Securities Exchange Board of India was First established in the year \_\_\_\_\_.  
a) 1988      b) 1992      c) 1995      d) 1998
9. Human resource is a \_\_\_\_\_.  
a) Tangible      b) Intangible      c) Fixed      d) Current
10. E-recruitment is possible only through \_\_\_\_\_ Facility.  
a) Computer      b) Internet      c) Broadband      d) 4G
11. The process of eliminating unsuitable candidate is called \_\_\_\_\_.  
a) Selection      b) Recruitment      c) Interview      d) Induction
12. OFF the Job training is given  
a) In the class room      b) On off days  
c) Outside the factory      d) In the playground

13. The spot market is classified on the basis of \_\_\_\_\_.  
 a) Commodity    b) Transaction    c) Regulation    d) Time
14. The initial stage of marketing system is \_\_\_\_\_.  
 a) Monopoly system    b) Exchange to money  
 c) Barter system    d) Self producing
15. Social Marketing deals with  
 a) Society    b) Social class    c) Social change    d) Social evil
16. Who is the father of consumer movement?  
 a) Mahatma Gandhi    b) Mr. John F. Kennedy  
 c) Ralph Nader    d) Jawaharlal Nehru
17. The Final aim of Modern Marketing is \_\_\_\_\_.  
 a) Maximum Profit    b) Minimum Profit  
 c) Consumer Satisfaction    d) Service to the society
18. With a wider Span, there will be \_\_\_\_\_ hierachical level.  
 a) More    b) Less    c) Multiple    d) Additional
19. \_\_\_\_\_ is the king of modern marketing.  
 a) Consumer    b) Whole saler  
 c) Producer    d) Retailer
20. The goals are achived with the help of \_\_\_\_\_.  
 a) motivation    b) controlling    c) planning    d) staffing

## PART - B

## II. Answer any seven questions (Q.No.30 compulsory)

7×2=14

21. List out the management tools?
22. Write a short note about planning?
23. What is known as KRA?
24. What are the types of Speculator?
25. Mention two characteristics of human Resource?
26. Give the meaning of Recruitment?
27. What is market?
28. Give two examples of adulteration?
29. What is Selection?
30. What are the rights of consumer according to John F. Kennedy?

## PART - C

## III. Answer any 7 questions (Q.No.40 compulsory)

7×3=21

31. Write a note on Secondary Market?
32. What are the Principles of Taylor?
33. List out the main Functions of Management?
34. Write the Features of MBO?
35. What are the features of Treasury Bills any 3?
36. What is meant by artificial scarcity?
37. What is meant by Job portals?
38. What are the limitations of stock exchange any 3?
39. What is meant by Dematerialization?
40. What is stress interview?

## PART - D

## IV. Answer all the questions:

7×5=35

41. a) Explain the principles of Modern Management any 5?  
(OR)  
b) Explain the duties of consumers? any 5.
42. a) Explain the various function of management any 5?  
(OR)  
b) Explain the powers of SEBI any 5?
43. a) What are the advantages of MBE? any 5.  
(OR)  
b) Briefly Explain the function of capital market? any 5?
44. a) Distinguish between New Issue Market and Secondary Market? any 5.  
(OR)  
b) Explain the characteristics of money market? any 5.
45. a) Explain the functions of Stock Exchange any 5.  
(OR)  
b) Describe the significance of human Resource management? any 5.

4

XII - COMMERCE

46. a) Discuss any two New Methods of Marketing?

(OR)

b) Discuss about the Evolution of Marketing? any 5.

47. a) How consumers are exploited?

(OR)

b) Differentiate Recruitment and Selection? any 5.

www.Padasalai.Net