

12th STD COMMERCE
IMPORTANT QUESTIONS

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For Toppers only

1Marks – All

CHAPTER 1 PRINCIPLES OF MANAGEMENT

II. Very short answer questions:

1. What is Management?
2. List out the management tools.
3. State the meaning of Authority.
4. What do you mean by Span of management?

III. Short answer questions:

1. Define the term management.
2. Differentiate management from Administration. (any 3)
3. What are the principles of Taylor?
4. What determines the span of management

IV. Long answer questions:

1. Explain the concept of management. (any 5)
2. Explain the principles of modern management. (any 5)

CHAPTER 2 FUNCTIONS OF MANAGEMENT

II. Very Short Answer Questions:

1. Write a short note about Planning.
2. What is meant by Motivation
3. List the subsidiary functions of management.
4. What is the Traditional proverb used in planning?

III. Short Answer Questions:

1. List out the main functions of management?
2. State the importance of staffing.
3. How the employees are informed about important matters in a company?

IV. Long Answer Questions:

1. Explain the various functions of management. (any 5)

CHAPTER 3

MANAGEMENT BY OBJECTIVES (MBO) MANAGEMENT BY EXCEPTION (MBE)

II. Very Short Answer Questions:

1. What are the objectives of MBO?
2. What are the Process of MBE?
3. List out any three process of MBO.

IV. Long Answer Questions:

1. What are the major advantages of MBO?
(any 5)
2. What are the advantages of MBE? (any 5)
3. Discuss the disadvantages of MBE.

CHAPTER 4 INTRODUCTION TO FINANCIAL MARKETS

II. Very Short Answer Questions:

1. What is Spot Market?
2. What is Debt Market?

III. Short Answer Questions:

1. Give the meaning of Financial Market.
2. Write a note on Secondary Market.

IV. Long Answer Questions:

1. Distinguish between New issue market and Secondary Market. (any 5)
2. Enumerate the different types of Financial Markets. (any 5)
3. Discuss the role of Financial Market.

CHAPTER 5 CAPITAL MARKET

II. Very Short Answer Questions:

1. What is Capital Market?
2. Write a note on OTCEI.
3. Who are the participants in a Capital Market?

III. Short Answer Questions:

1. What are the various kinds of Capital Market? Explain (any 3)
2. Explain any two functions of Capital Market.

IV. Long Answer Questions:

1. Discuss the characters of a Capital Market.

2. Briefly explain the functions of Capital Market. (any 5)

CHAPTER 6

MONEY MARKET

II. Very Short Answer Questions:

1. What is a CD market?
2. What is Government Securities Market?
3. What do you mean by Auctioning?
4. What do you mean by Switching?

III. Short Answer Questions:

1. What are the features of Treasury Bills? (any 3)
2. Who are the participants of Money Market? (any 3)
3. Explain the types of Treasury Bills? (any 3)
4. What are the types of Commercial Bill? (any 3)

IV. Long Answer Questions:

1. Differentiate between the Money Market and Capital Market. (any 5)
2. Explain the characteristics of Money Market? (any 5)
3. What are the characteristics of Government Securities? (any 5)

CHAPTER 7

STOCK EXCHANGE

II. Very Short Answer Questions:

1. What is meant Stock Exchange?
2. Write any 5 Stock Exchanges in India.
3. What is meant by Remisier?
4. Who is called a Broker?
5. What are the types of Speculator?

III. Short Answer Questions:

1. What are the limitations of Stock exchange? (any 3)
 2. Explain Bull and Bear.
 3. Explain Stag and Lame Duck.
- Stag

IV. Long Answer Questions:

1. Explain the functions of Stock Exchange. (Any 5)
2. Explain the features of Stock Exchange. (Any 5)
3. Distinguish between Stock Exchange and Commodity Exchange (any 5).

CHAPTER 8

SECURITIES EXCHANGE BOARD OF INDIA (SEBI)

II. Very Short Answer Questions:

1. Write a short notes on SEBI.
2. Write any two objectives of SEBI.
3. Mention the headquarters of SEBI.
4. What are the various ID proofs?

III. Short Answer Questions:

1. What is meant by Dematerialization?
2. Explain the powers of SEBI. (any 5)

CHAPTER 9 FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT

II. Very Short Answer Questions:

1. What is Human Resource Management ?
3. Mention two characteristics of Human Resource.
4. What are the managerial functions of HRM.

III. Short Answer Questions:

1. Define the term Human Resource Management.
2. What are the characteristics of Human resources ? (any 3)
3. What is the significance of Human resource? (any 3)

IV. Long Answer Questions:

1. Explain the characteristics of Human Resource (any 5).
2. Describe the significance of Human Resource Management (any 5).
3. Discuss the Operative functions HRM.

10 RECRUITMENT METHODS

II. Very Short Answer Questions:

1. Give the meaning of Recruitment.
2. What is promotion ?
3. Write any two internal source of recruitment.
4. What is meant by Poaching?

III. Short Answer Questions:

1. What is meant by unsolicited applicants?
2. What is meant by job portals?
3. State the steps in Recruitment process outsourcing.

IV. Long Answer Questions:

1. Explain the Internal sources of Recruitment

(any 5).

2. Explain the External sources of Recruitment

(any 5).

3. What is the Recent trends in Recruitment?

CHAPTER 11 EMPLOYEE SELECTION PROCESS

II. Very Short Answer Questions:

1. What is selection?

2. What is an interview?

3. What is intelligence test?

4. What do you mean by placement?

III. Short Answer Questions:

1. What is stress interview?

2. What is structured interview?

3. Name the types of selection test?

IV. Long answer questions:

1. Briefly explain the various types of tests.

(any 5)

2. Explain the important methods of interview

(any 5).

3. Differentiate Recruitment and Selection.

(any 5)

CHAPTER 12 EMPLOYEE TRAINING METHOD

II. Very Short Answer Questions:

1. What is meant by training?

2. What is Mentoring training method?

3. What is Role play?

4. State e-learning method?

III. Short Answer Questions:

1. What is vestibule training?

2. What do you mean by on the job Training?

3. Write down various steps in a training programme.

4. Write short note on trainer and trainee.

IV. Long Answer Questions:

1. Discuss various types of training. (any 5)

2. What are the difference between on the job training and off the job training? (any 5)

3. Explain the benefits of training. (2 points from each headings)

CHAPTER 13

CONCEPT OF MARKET AND MARKETER

II. Very Short Answer Questions:

1. What is Market?

2. Define Marketer.

3. What is mean by Regulated Market?
4. What is meant by Spot Market?
5. What is meant by Commodity Market?

II. Short Answer Questions:

1. What can be marketed in the Market? (any 3)
2. Mention any three Role of Marketer?
3. Explain the types of market on the basis of time.

III. Long Answer Questions:

1. How the market can be classified? (any 5)
2. How the market can be classified on the basis of Economics?

CHAPTER 14

MARKETING AND
MARKETING MIX

II. Very Short Answer Questions:

1. What is Marketing?
2. Define Marketing Mix.
3. What is meant by Grading?

III. Short Answer Questions:

1. What are the objectives of marketing?
2. What are the concept of marketing?
3. What do you mean by marketing mix? Write any two elements.

IV. Long Answer Questions:

1. Discuss about the Evolution of marketing. (any 5)
2. Narrate the Elements of Marketing mix.

CHAPTER 15 RECENT TRENDS IN
MARKETING

II. Very Short Answer Questions:

1. What is service marketing?
2. What is green marketing?
3. What is Ambush marketing?
4. What is Social marketing?

III. Short Answer Questions:

1. What are the advantages of E-Marketing?
2. Discuss the objectives E-Marketing. (Any 3)
3. Explain in detail about Niche marketing.

IV. Long Answer Questions:

1. Explain in detail how traditional marketing differ from E-marketing.
2. Discuss any two new methods of marketing.

CHAPTER 16 CONSUMERISM**II. Very Short Answer Questions:**

1. Who is a consumer?
2. Give two examples of adulteration
3. What is Caveat Emptor?
4. What is Caveat Venditor?
5. Write a short notes on Consumer Protection Act, 1986.

III. Short Answer Questions:

1. What are the important legislations related to consumerism in India? (any 3)
2. What is meant by artificial scarcity?
3. Write the importance of consumerism. (any 3)

IV. Long Answer Questions:

1. How consumers are exploited? (any 5)
2. Explain the role of business in consumer protection. (any 5)
3. What are the objectives of Consumer Protection Act, 1986? (any 5)

CHAPTER 17**RIGHTS, DUTIES & RESPONSIBILITIES OF CONSUMERS****II. Very Short Answer Questions:**

1. Write short notes on: "Right to be informed."
2. What are the rights of consumer according to John F. Kennedy?
3. Which is the supreme objective of business?

III. Short Answer Questions:

1. What do you understand by "Right to redressal".
2. What do you understand about "Right to protection of health and safety".

IV. Long Answer Questions:

1. Explain the duties of consumers. (any 5)
2. What are the responsibilities of consumers? (any 5)

CHAPTER 18 GRIEVANCE REDRESSAL MECHANISM**II. Very Short Answer Questions:**

1. What do you mean by Redressal Mechanism?

2. What do you know about National Commission?
3. State the meaning of the term State Commission.
4. What is an term District Forum?

III. Short Answer Questions:

1. Who are the members of the National Commission?
2. Who are the members of the State Commission?

IV. Long Answer Questions:

1. Explain the overall performance of National Commission.
2. Explain the overall performance of State Commission.

CHAPTER 19 ENVIRONMENTAL FACTORS

II. Very Short Answer Questions:

1. Give the meaning of corporate governance.
2. What is GST?
4. Expand VUCA.

III. Short Answer Questions:

1. What are the political environment factors? (any 3)
2. Write about any three internal environmental factors of business.
3. What do you know about Technological environment?

IV. Long Answer Questions:

1. Discuss the role of macro environment of business. (any 5)
2. Explain the micro environmental factors of business. (any 5)

CHAPTER 20

LIBERALIZATION, PRIVATIZATION AND GLOBALIZATION

II. Very Short Answer Questions:

1. State the branches of New Economic Policy.
2. What is Privatisation?
3. Mention any two disadvantages of Liberalisation.
4. Give any two advantages of Globalisation.

III. Short Answer Questions:

1. What do you mean by Liberalisation?
2. State any three impacts on Globalisation.
3. Write a short note on New Economic Policy.

IV. Long Answer Questions:

1. Explain the advantages and disadvantages

of liberalisation. (any 5)

2. What are the highlights of the LPG policy?
(any 5)

CHAPTER 21

THE SALE OF GOODS ACT 1930

II. Very Short Answer Questions:

1. What is a contract of sale of goods?
2. List down the essential elements of a contract of sale.
3. What is meant by goods?
4. What is a Contingent Goods?

III. Short Answer Questions:

1. Discuss in detail about existing goods.
2. Discuss the implied conditions and warranties in sale of goods contract.

IV. Long Answer Questions:

1. Explain in detail the elements of Contract of sale.
2. Distinguish between Conditions and Warranty.

CHAPTER 22

THE NEGOTIABLE INSTRUMENTS ACT 1881

II. Very Short Answer Questions:

1. What is meant by Negotiable Instrument?
2. List three characteristics of a Promissory Note.
3. What is a meant by Cheque?

III. Short Answer Questions:

1. Distinguish between Negotiability and Assignability. (any 3)
2. What are the characteristics of a bill of exchange? (any 3)
3. Draw the two different types of crossing.

IV. Long Answer Questions:

1. Distinguish a cheque and a bill of exchange.
(any 5)
2. Discuss in detail the features of a cheque.
(any 5)
3. What are the requisites for a valid endorsement?
(any 5)

CHAPTER 23

ELEMENTS OF

ENTREPRENEURSHIP

II. Very Short Answer Questions:

1. Mention any two characteristics of entrepreneurs.

2. List down the managerial functions of entrepreneurs. (any 2)
3. List down the promotional functions of entrepreneurs. (any 2)
4. List the challenges faced by the women entrepreneurs. (any 2)

III. Short Answer Questions:

1. Distinguish between entrepreneur and Manager. (any 3)
2. List down the commercial functions of Entrepreneur and explain them shortly. (any 3)
3. Explain the promotional functions of entrepreneur. (any 3)

IV. Long Answer Questions:

1. What are the characteristics of an entrepreneur? (any 5)
2. Distinguish between an Entrepreneur and an Intrapreneur. (any 5)
3. Discuss the challenges faced by Women Entrepreneurs. (any 5)

CHAPTER 24

TYPES OF ENTREPRENEURS

II. Very Short Answer Questions:

1. What is the other name of business entrepreneur?
2. Mention the other name for corporate entrepreneur.
3. Who are agricultural entrepreneur?
4. Give some examples of pure entrepreneurs.

III. Short Answer Questions:

1. Who is a private entrepreneur?
2. Explain about the imitative entrepreneur.
3. Write about Fabian entrepreneur.

IV. Long Answer Questions:

1. Explain in detail on classification according to the type of business. (any 5)
2. Discuss the nature of functional entrepreneurs.

CHAPTER 25

GOVERNMENT SCHEMES FOR ENTREPRENEURIAL DEVELOPMENT

II. Very Short Answer Questions:

1. Name any two Governmental Entrepreneurial schemes.

2. Give a note on 'Digital India'.
3. List down the two types of finance for Entrepreneur.

III. Short Answer Questions:

1. What is 'Startup India'?
2. Expand the following:
i) STEP ii) JAM iii) SEED

IV. Long Answer Questions:

1. Explain any five Government Entrepreneurial schemes.

CHAPTER 26 COMPANIES ACT 2013

II. Very Short Answer Questions:

1. What are the four stages of formation of a company?
2. What is Bonus Shares?
3. What is Right Shares?
4. What is Debentures?

III. Short Answer Questions:

1. What do you understand by Issue of Securities at Premium?
2. Explain different kinds of Preference shares.
(any 3)

IV. Long Answer Questions:

1. Write the differences between Shares and Debentures. (any 5)
2. What are the various kinds of Debentures?
(any 5)

CHAPTER 27

COMPANY MANAGEMENT

II. Very Short Answer Questions:

1. Name the companies required to appoint KMP.
2. Who is whole time Director?
3. Who is called as Managing Director?
4. Who can be Executive Director?

III. Short Answer Questions:

1. When are alternative directors appointed ?
2. Who is a shadow director?
3. State the minimum number of Directors for a Private company.

IV. Long Answer Questions:

1. Who are the KMP?
2. Brief different types of Directors. (5)
3. State the qualification of Directors.

CHAPTER 28

COMPANY SECRETARY

II. Very Short Answer Questions:

1. Who is a Secretary?
2. What is meant by Meeting?
3. Write short note on 'Proxy'?
4. What is Voting?

III. Short Answer Questions:

1. What is Special Resolution?
2. What do you mean by Statutory Meeting?
3. Give any three cases in which an ordinary resolution need to be passed.

IV. Long Answer Questions:

1. Briefly state different types of company meetings.
2. Explain different types of open and secret types of voting

- Read old public exam question papers
- Read Inside questions
- General questions come

Study Time:

Morning : 4.00 to 7.30 Am

Eveninig : 7.00 to 11.00 Pm

Best Wishes