

**MERIT TUITION CENTRE(MTC) (BO)-Thirumayam,(HO)-Pudukkottai.**

**Unit Test(1to 15)-2023**

**COMMERCE-XII**

**TOTAL MARK:100**

**PART-A**

**10X2=20**

**I. Answer Any 10 Questions:**

- 1.State the meaning of Authority.
- 2.What is meant by Motivation?
3. Bring out the meaning of MBE.
4. Write a note on Financial Market.
5. Write a note on OTCEI.
6. What is Government Securities Market?
7. Write any 5 Stock Exchanges in India.
8. Mention the headquarters of SEBI.
9. State two features of HRM.
10. Write any two internal source of recruitment.
11. What is intelligence test?
12. What is Role play?
13. What is mean by Regulated Market?
14. What is meant by Grading?
15. What is E-Tailing?

**PART-B**

**10X3=30**

**II. Answer Any 10 Questions:**

16. What are the principles of Taylor?
- 17.List out the main functions of management?
- 18.What are the Process of MBE?
- 19.Give the meaning and definition of Financial Market.
20. Explain any two functions of Capital Market.
- 21.What are the types of Commercial Bill?
22. Explain Stag and Lame Duck.
- 23.What is meant by Dematerialization?
24. What are the characteristics of Human resources ?
25. What is meant by unsolicited applicants?
26. What is aptitude test?
27. Write short note on trainer and trainee.
28. What can be marketed in the Market?
29. What are the objectives of marketing?
30. Explain in detail about Niche marketing.

**PART-C**

**10X5=50**

**III. Answer Any 10 Questions:**

31. Describe the principles of scientific management.
32. Explain the various functions of management.
33. What are the advantages of MBE?
34. Distinguish between New issue market and Secondary Market.
35. Explain the various types of New Financial Institutions.
36. Differentiate between the Money Market and Capital Market.
37. Explain the functions of Stock Exchange.
38. Explain the powers of SEBI.
39. Explain the characteristics of Human Resource (any 5).
40. Explain the External sources of Recruitment (any 5).
41. Briefly explain the various types of tests.
42. What are the difference between on the job training and off the job training?
43. How the market can be classified?
44. Discuss about the Evolution of marketing.
45. Explain advantages and disadvantages of E-Marketing.

**Prepared by**

**A.Manickam.,MA.,M.Com.,B.Ed.PGDGC.,DCA.,**

**PG Assistant In Commerce**

**Ph:9489104049**