



## Sub:Commerce

**Date:**

**20x1=20**

- kindly send me your key answer to our email id - [Padasalai.net@gmail.com](mailto:Padasalai.net@gmail.com).

18. \_\_\_\_\_ street received the name after the BSE moved to the area in 1874  
a. Dalal                      b. Wall                      c. Lombard                      d. Manhattan
19. \_\_\_\_\_ corporation takes up the administration of clearing function at a national level  
a. NSDL                      b. SHCIL                      c. NCDS                      d. NSEI
20. \_\_\_\_\_ ensures the fluid operation of a company through authoritative procedure  
a. Social order                      b. Scalar chain                      c. Discipline                      d. Equity

**II. ANSWER THE FOLLOWING (any 7 ) 30 is compulsory                      7x2=14**

21. Mention the twin purpose of the management process?
22. What is derivative market ?
23. Mention the features of certificate of deposit
24. Define interview according to Scott
25. What is content marketing?
26. Who are called unpaid seller?
27. List down the components of marketing mix for goods and services
28. List down the objectives of company law 1956
29. Difference between executive and non – executive director
30. List the resolution requiring special notice

**III. ANSWER THE FOLLOWING (any 7 ) 40 is compulsory                      7x3=21**

31. Mention the disadvantages of MBO
32. Write the features of Gilt edged market?
33. Write note on a) NIFTY                      b) SENSEX
34. What is the purpose of conducting medical examination?
35. Functions of marketing by G.B. Giles?
36. Whose inner urge and inborn traits drive them to start venture?
37. Why women become entrepreneur?
38. What is single window clearance systems? Why?
39. List down the duties of general board
- 40.

Lakshmi is the MD of Aravindh Textile manufacturing company. Her company produces textiles which has a good sales record in Indian market as well as foreign market. Lakshmi plans to buy new tech machineries for his company. But she first decides to give a training program to his employees about the new machineries.

- i) What kind of training program should she provide to his employees and
- ii) What are the benefits does the employees gain from that training program.

**III. ANSWER THE FOLLOWING (any 7 )**

41. a. Explain the management process?  
b. Mention the features of debenture
42. a. What are the factors influencing selection process?  
b. Explain the implied condition
43. a. Mention the objectives of UN guidelines for consumer protection  
b. Explain the internal factors affecting environment
44. a. Mention the significance of placement  
b. Explain the commercial function of entrepreneur
45. a. Explain the functions of marketing  
b. Explain the steps in promoting entrepreneurial venture

46.a.Mention the steps followed by VOCA

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b.Write the specific duties of director

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47.a.Mention the liability of director to outsiders

b.What are powers of company secretary

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