



## Standard 12 COMMERCE PART - I

Time: 3.00 Hours

Marks: 90

**I. Answer all the questions:****20x1=20****Choose the best answer and write the option code.**

1) Match the Pool I with Pool II

**Pool - I**

- 1) Management
- 2) Administration
- 3) Modern Management
- 4) Scientific Management

**Pool II**

- i) Henry Fayol
- ii) Execute the decision
- iii) Business decision making
- iv) F.W. Taylor

- |    |     |     |     |     |
|----|-----|-----|-----|-----|
|    | 1   | 2   | 3   | 4   |
| a) | ii  | iii | i   | iv  |
| b) | i   | iv  | ii  | iii |
| c) | iii | i   | iv  | ii  |
| d) | iv  | ii  | iii | i   |

2) Find out the incorrect pair

- a) Dalal Street - Bombay stock Exchange
- b) Lambard street - London stock Exchange
- c) Anna Salai - Tamil Nadu Stock Exchange
- d) Wall street - New York stock Exchange

3) The head quarters of SEBI is .....

- a) Calcutta
- b) Mumbai
- c) Chennai
- d) Delhi

4) Job first man next is one of the principles of .....

- a) Test
- b) Interview
- c) Training
- d) Placement

5) ..... is useful to prevent skill obsolescence of employees

- a) Training
- b) Job analysis
- c) Selection
- d) Recruitment

6) Which one is the example of Intangible product?

- a) Education
- b) Mobles
- c) Garments
- d) Vehicles

7) ..... of every year is declared as a consumer protection Day to educate the public about their rights and responsibilities.

- a) August 15
- b) April 15
- c) March 15
- d) September 15

8) ..... is the king of Modern Marketing

- a) Consumer
- b) Whole saler
- c) Producer
- d) Retailer

9) the two major types of business environment are ..... and .....

- a) Positive and Negative
- b) Internal and External
- c) Good and Bad
- d) Allowable and Unallowable

10) New Economic Policy was introduced in the year

- a) 1980
- b) 1991
- c) 2013
- d) 2015

11) Which of the below is not a good?

- a) stocks
- b) Dividend due
- c) Crops
- d) Water

12) Number of parties in a Bill of Exchange are

- a) 2
- b) 6
- c) 3
- d) 4

13) Entrepreneur is not classified as

- a) Risk Bearer
- b) Innovator
- c) Employee
- d) Organizer

14) ~~Some~~ Entrepreneur supply services unlike \_\_\_\_\_

- a) Hotellers
- b) Banking
- c) Airlines
- d) Livestock

15) The company will have to issue the notice of situation of registered office to the Registrar of companies within ..... days from the date of incorporation.

- a) 14 days
- b) 21 days
- c) 30 days
- d) 60 days

16) What is the statue of Directors who regulate money of the company?

- a) Banker
- b) Shareholder
- c) Agent
- d) Trustees

17) What percentage of shareholders is needed to pass special resolution?

- a) It must be unanimous
- b) Not less than 90%
- c) Not less than 75%
- d) More than 50%

- 18) Find the wrong phrase  
 a) Directors as Agent  
 b) Directors as creditors  
 c) Directors as Trustees  
 d) Directors as officers
- 19) The ..... initiative was launched to modernise the Indian economy to make all Government services available electronically  
 a) Digital India    b) Startup India    c) Digital India    d) Make in India
- 20) Financial market facilitates business firms  
 a) To rise funds  
 b) To recruit workers  
 c) To make sales  
 d) To minimise fund requirement

**PART - II****II. Answer any seven questions. Q.No. 30 is compulsory.****7x2=14**

- 21) What is the Traditional proverb used in planning?  
 22) What is Mutual Fund?  
 23) What are the documents required for a Demat account?  
 24) What is meant by Poaching?  
 25) What do you understand about "Right to Safety"?  
 26) Expand VUCA  
 27) List down the essential elements of a contract of sale.  
 28) List down the managerial functions of entrepreneurs  
 29) What is Bonus shares?  
 30) "The relationship between the company and secretary is relationship between a master and servant."- Discuss

**PART - III****III. Answer any seven questions. Q.No. 40 is compulsory.****7x3=21**

- 31) Differentiate Management from Administration.  
 32) Explain about factoring and venture capital Institutions  
 33) What do you mean by achievement test?  
 34) What can be marketed in the market?  
 35) Explain the members of the Consumer National Commission.  
 36) State the branches of New Economic Policy.  
 37) Define Endorsement.  
 38) Write about Fabian entrepreneur.  
 39) When are alternative directors appointed?  
 40) What do you understand by issue of securities at Premium?

**PART - IV****IV. Answer all the questions.****7x5=35**

- 41) a) Explain the principles of modern management?  
 (OR)  
 b) Discuss about the Evolution of marketing.
- 42) a) Differentiate between the Money Market and Capital Market.  
 (OR)  
 b) Explain the duties of a consumers.
- 43) a) Explain the External sources of Recruitment (any 5)  
 (OR)  
 b) Explain the micro environmental factors of business
- 44) a) Classify goods under the Sale of Goods Act 1930  
 (OR)  
 b) What are the various kinds of Debentures?
- 45) a) Mrs. Rani is an entrepreneur. What are the Challenges faced by her?  
 (OR)  
 b) State the qualification of Directors.
- 46) a) Discuss in detail the features of a cheque.  
 (OR)  
 b) Explain different types of open and secret types of voting.
- 47) a) Discuss the nature of functional entrepreneur.  
 (OR)  
 b) What are the difference between on the job training and off the job training?

kindly send me your key Answers to our email id - padasalai.net@gmail.com



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**Standard 12**  
**COMMERCE**

Time: 1.30 Hrs.

Marks: 50

**PART - A**

**Answer all the questions.****10×1=10****Choose the correct answer:**

- 1) With a wider span, there will be \_\_\_\_\_ hierarchical levels.  
 a) more                      b) less                      c) multiple                      d) additional
- 2) Which of the following is not a main function?  
 a) Decision making                      b) Planning  
 c) Organising                      d) Staffing
- 3) Delegation of Authority is easily done with the help of  
 a) MBM                      b) MBE                      c) MBA                      d) MBO
- 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) When the NSEI was established?  
 a) 1990                      b) 1992                      c) 1998                      d) 1997
- 6) The market for buying and selling of Commercial Bills of Exchange is known as a  
 a) Commercial Paper Market                      b) Treasury Bill Market  
 c) Commercial Bill Market                      d) Capital Market
- 7) There are \_\_\_\_\_ stock exchange in the country.  
 a) 21                      b) 24                      c) 20                      d) 25
- 8) Trading in dematerialized shares commenced on the NSE is  
 a) January 1996                      b) June 1998  
 c) December 1996                      d) December 1998
- 9) Only managers have the power over really important decisions. This demerit is seen in  
 a) MBO                      b) MBE                      c) MBM                      d) MBA
- 10) The Ten biggest stock exchanges in the world by market capitalisation of listed securities are declared on \_\_\_\_\_.  
 a) January 31st 2017                      b) January 30th 2017  
 c) January 31st 2018                      d) January 30th 2018

**PART - B**

**Answer any five questions. Question No. 17 is compulsory:****5×2=10**

- 11) What do you mean by span of management?
- 12) What is meant by motivation?

13) What is known as KPA?  
 kindly send us your key Answers to our email id - [padasalai.net@gmail.com](mailto:padasalai.net@gmail.com)

14) What is Debit market?

[www.Padasalai.Net](http://www.Padasalai.Net)

[www.Trb Tnpsc.com](http://www.Trb Tnpsc.com)

15) Write a note on OTCEI.

16) What do you mean by switching?

17) What is the function of Interconnected Stock Exchange of India Limited (ISE)?

### PART - C

**Answer any five questions. Question No. 24 is compulsory:**

**5×3=15**

18) What is meant by Demeterialization?

19) Explain Bull and Bear.

20) Explain the types of Treasury Bills (Any 3).

21) Explain any two functions of capital market.

22) Write a note on secondary market.

23) Write the features of MBO.

24) Write a note on (A) Marketable Assets (B) Non-marketable Assets.

### PART - D

**Answer all the questions:**

**3×5=15**

25) a) Explain the principles of modern management. (Any 5)

**(OR)**

b) What are the functions of SEBI? (Any 5)

26) a) Explain the features of Stock Exchange. (Any 5)

**(OR)**

b) What are the advantages of MBE? (Any 5)

27) a) Distinguish between New Issue market and Secondary market. (Any 5)

**(OR)**

b) What are the characteristics of Government Securities? (Any 5)

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## Standard 12

### COMMERCE

Time: 1.30 Hours

Marks: 50

#### Part - I

**Note: Answer all the questions**

**10×1=10**

**Choose the best answer and write with option code**

- 1) The chairman of the state consumer protection council is .....
  - a) Judge of a High Court
  - b) Chief Minister
  - c) Finance Minister
  - d) None of the above
- 2) The two major types of business environment are ..... and .....
  - a) Positive and Negative
  - b) Internal and External
  - c) Good and Bad
  - d) Allowable and Unallowable
- 3) New Economic Policy was introduced in the year .....
  - a) 1980
  - b) 1991
  - c) 2013
  - d) 2015
- 4) ..... is a stipulation which is collateral to main purpose of contract
  - a) warranty
  - b) condition
  - c) Right
  - d) Agreement
- 5) **Match the following:**

1) Indian companies Act	-	(i)	1986
2) Consumer Protection Act	-	(ii)	1930
3) Sale of Goods Act	-	(iii)	1881
4) Negotiable Instrument Act	-	(iv)	2013

  - a) 1) - (iv), 2) - (i), 3) - (ii), 4)-(iii)
  - b) 1) - (i), 2) - (ii), 3) - (iii), 4)-(iv)
  - c) 1) - (ii), 2) - (iii), 3) - (iv), 4)-(i)
  - d) 1) - (iii), 2) - (iv), 3) - (ii), 4)-(i)
- 6) A cheque will become stale after .....months of its date
  - a) 3
  - b) 4
  - c) 5
  - d) 1
- 7) Entrepreneur is not classified as
  - a) Risk Bearer
  - b) Innovator
  - c) Employee
  - d) organiser
- 8) Poultry, Flowers, Fruits, etc are called allied products of ..... Entrepreneur.
  - a) Corporate
  - b) Retail
  - c) Trading
  - d) Agricultural
- 9) **Find out odd one**

a) Fabi an Entrepreneur	-	Nursus coffee
b) Drone Entrepreneur	-	Gopal Tooth powder
c) Corporate Entrepreneur	-	Service of Bus operators
d) Agricultural Entrepreneur	-	Silk producers
- 10) ..... is the Government of India's endeavour to promote culture of innovation and entrepreneurship
  - a) AIM
  - b) STEP
  - c) SEED
  - d) AIC

**Answer any five questions****5×2=10****Question No: 17 is compulsory.**

- 11) Give a note on 'Digital India'
- 12) Who are agricultural entrepreneur?
- 13) List down the managerial functions of entrepreneurs
- 14) What is cheque?
- 15) What is meant by goods?
- 16) Mention any two disadvantages of Liberalisation.
- 17) Expand VUCA

**Part - III****Answer any five questions****5×3=15****Question No: 24 is compulsory.**

- 18) Write about any three internal environmental factors of business.
- 19) Write a short note on New Economic Policy.
- 20) Discuss in detail about existing goods.
- 21) Give any three characteristics of a Bill of Exchange
- 22) Distinguish between entrepreneur and Manager
- 23) Write about Fabian entrepreneur.
- 24) "Entrepreneur as an innovator" - Discuss

**Part - IV****Answer all the questions****3×5=15**

- 25) a) Explain the micro environmental factors of business  
**(OR)**  
b) Explain any five Govt. Entrepreneurial Schemes.
  - 26) a) Explain the advantages of liberalisation.  
**(OR)**  
b) Distinguish a cheque and a bill of exchange
  - 27) a) Discuss the challenges faced by women entrepreneurs.  
**(OR)**  
b) Write the difference between Debentures and shares.
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## Standard 12 COMMERCE Part -I

Time: 3.00 Hours

Marks: 90

**I. Answer all questions.****20x1=20**

- 1) Scientific management is developed by .....  
a) Fayol                      b) Taylor                      c) Mayo                      d) Jacob
- 2) The goals are achieved with the help of .....  
a) motivation                      b) controlling                      c) stuffing                      d) coordinating
- 3) Delegation of Authority is Easily done with the help of .....  
a) MBM                      b) MBE                      c) MBO                      d) MBA
- 4) Capital market is a markets for  
a) Short term Finance                      b) Mediam Term Finance  
c) Long Term Finance                      d) None of the above
- 5) The market for buying and selling of commercial bill of Exchange is known as a .....  
a) commercial paper market                      b) Treasury bill market  
c) commercial bill market                      d) capital market
- 6) Match it  

a) Dalal street	-	i) Newyork Stock Exchange		
b) Wall street	-	ii) Kanadiyan Stock Exchange		
c) Lombard street	-	iii) Bombay stock Exchange		
d) Doranto	-	iv) London Stock Exchange		

	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
a)	iv	ii	i	iii
b)	i	iii	ii	iv
c)	ii	iv	iii	i
d)	iii	i	iv	ii
- 7) Trading is dematerialised shares commenced on the NSE is  
a) January 1996                      b) June 1993  
c) Decemeber 1996                      d) December 1998
- 8) Planning is a ..... function  
a) selective                      b) Pervasive  
c) both A and B                      d) None of the above
- 9) E-recruitment is possible only through ..... facility  
a) computer                      b) internet                      c) broadband                      d) 4G
- 10) Who is supreme in the market?  
a) consumer                      b) seller                      c) wholesaler                      d) Retailer
- 11) The term consumerism come into existence in the year .....  
a) 1960                      b) 1957                      c) 1954                      d) 1958
- 12) The final aim of modern marketing is  
a) Maximum profit                      b) minimum profit  
c) consumer satisfaction                      d) service to the society
- 13) Factors with an organisation constitutes ..... environment  
a) Internal Thinker                      b) External Thinker  
c) Fellow human being                      d) all of the above
- 14) Sale of goods act was passed in the year .....  
a) 1940                      b) 1997                      c) 1930                      d) 1960
- 15) Section (6) of negotiable Instrument Act 1881 deals with  
a) promissory note                      b) Bill of Exchange  
c) Cheque                      d) None of the above
- 16) Entrepreneur is not classified as  
a) Risk Bearer                      b) Innovator                      c) Employer                      d) Organisior
- 17) ..... has to include the machanism for managing venture in the project report  
a) banker                      b) Government  
c) Lending Institution                      d) Entrepreneur
- 18) Debenture holder are not ..... of the company  
a) Shareholder                      b) debtor  
c) creditors                      d) None of the above

- 19) A director must be a person of .....  
 a) Sound mind b) Person  
 c) Qualified d) None of the above
- 20) Which meeting will be held only once in the life time of the company  
 a) statutory b) Annual General c) Extra ordinary d) Class General

**Part -II****II. Answer any 7 questions. Q.No. 30 is compulsory.****7x2=14**

- 21) According to Peter F Drucker Designation of management?  
 22) What is future market?  
 23) What is leverage?  
 24) What are the various Id Proofs?  
 25) What is outsourcing?  
 26) What is an Interview?  
 27) State E-Learning method?  
 28) What is service marketing?  
 29) What is consumer?  
 30) Where is the Head office of the International organisation of consumer union is located?

**Part -III****III. Answer any 7 questions. Q.No. 40 is compulsory.****7x3=21**

- 31) What do you know about Technological environment?  
 32) What do you mean by Liberalisation?  
 33) Distinguish between condition and warranty  
 34) Explain IFSC code?  
 35) List down the commercial function of Entrepreneur?  
 36) Explain the following  
 i) STEP ii) JAM iii) SEED  
 37) Who is a shadow director?  
 38) Give any three cases in which an ordinary resolution need to be passed?  
 39) What are the characteristics of human resources?  
 40) State any six kinds of Narratna companies?

**Part -IV****IV. Answer all the questions.****7x5=35**

- 41) a) Explain the principles of modern managements?  
**(OR)**  
 b) Briefly state different types of company meeting?
- 42) a) Difference between shares and debenture?  
**(OR)**  
 b) Difference between new issue market and secondary market?
- 43) a) Explain the function of capital market?  
**(OR)**  
 b) Describe the steps promoting entrepreneurial venture?
- 44) a) What are the requisites for a valid endorsement?  
**(OR)**  
 b) Explain the power of SEBI
- 45) a) What are the responsibilities of consumer?  
**(OR)**  
 b) Explain the External source of recruitment of business?
- 46) a) Discuss the role of Macro environment of business?  
**(OR)**  
 b) Explain the impact of LPG on Indian Economy?
- 47) a) State the qualification of Directors?  
**(OR)**  
 b) Explain the characteristics of money market?
-



**Standard 12**

Time: 3.00 Hrs.

**COMMERCE**

Marks: 90

**PART - I****Answer all the questions:****20×1=20**

- 1) Management is an \_\_\_\_\_.  
a) Art  
b) Science  
c) Art and Science  
d) Art or Science
- 2) \_\_\_\_\_ is included in every managerial function.  
a) Co-ordinating  
b) Controlling  
c) Staffing  
d) Organising
- 3) MBO is popularised in the USA by \_\_\_\_\_.  
a) Prof. Reddin  
b) George Odiorne  
c) Henry Fayol  
d) F.W. Taylor
- 4) How many times a security can be sold in a secondary market?  
a) Only one time  
b) Two times  
c) Three times  
d) Multiple times
- 5) When NSEI was established \_\_\_\_\_.  
a) 1990  
b) 1992  
c) 1998  
d) 1997
- 6) A major player in the money markets is \_\_\_\_\_.  
a) Commercial bank  
b) RBI  
c) SBI  
d) Central bank
- 7) There are \_\_\_\_\_ stock exchange in the country.  
a) 21  
b) 24  
c) 20  
d) 25
- 8) The Headquarters of SEBI is \_\_\_\_\_.  
a) Calcutta  
b) Bombay  
c) Chennai  
d) Delhi
- 9) Human resource management determines the \_\_\_\_\_ relationship.  
a) Internal - External  
b) Employer - Employee  
c) Owner - Servent  
d) Principle - Agent
- 10) Transfer is an \_\_\_\_\_ source of recruitment.  
a) Internal  
b) External  
c) Outsourcing  
d) None of the above
- 11) Job First Man next is one of the principles of \_\_\_\_\_.  
a) Test  
b) Interview  
c) Training  
d) Placement
- 12) The SPOT market is classified on the basis of \_\_\_\_\_.  
a) Commodity  
b) Transaction  
c) Regulation  
d) Time
- 13) Which one of the example of Intangible product?  
a) Educations  
b) Mobiles  
c) Garments  
d) Vehicles
- 14) Who is the Father of Consumer movement?  
a) Mahatma Gandhi  
b) Mr. Jhon F. Kennedy  
c) Ralph Nader  
d) Jawaharlal Nehru
- 15) The International Organisation of Consumer Union (IOCU) was first established is \_\_\_\_\_.  
a) 1960  
b) 1965  
c) 1967  
d) 1987
- 16) New Economic Policy was introduced in the year  
a) 1980  
b) 1991  
c) 2013  
d) 2015
- 17) \_\_\_\_\_ cannot be a bearer Instrument.  
a) Cheque  
b) Promissory note  
c) Bill of exchange  
d) None of the above
- 18) How does a person who envisages the idea to form a company called \_\_\_\_\_.  
a) Director  
b) Company secretary  
c) Registrar  
d) Promoter
- 19) A private company shall have a minimum of \_\_\_\_\_.  
a) Seven directors  
b) Five directors  
c) Three directors  
d) Two directors

- 20) Which meeting will be held only once in the life time of the company?
- Statutory
  - Annual General
  - Extra ordinary
  - Class General

**PART - II**

**Answer any SEVEN questions. Question No. 30 is compulsory:**

**7×2=14**

- 21) What do you mean by Span of management?
- 22) List the subsidiary function of management.
- 23) What is known as KRA?
- 24) Write a note on Financial market.
- 25) Write a note on OTCEI.
- 26) What is Government securities market?
- 27) What are the various ID proofs?
- 28) What is mean by Regulated markets?
- 29) Write short note on Proxy.
- 30) Name the companies required Coappoint KMP.

**PART - III**

**Answer any SEVEN questions. Question No. 40 is compulsory.**

**7×3=21**

- 31) Write a short note on Consumer Protection Act 1986.
- 32) What are the members of the National Commission?
- 33) What do you know about Technological Environment?
- 34) What do you mean by Liberalisation?
- 35) What is start up India?
- 36) What do you understand by issue of securities of premium?
- 37) Who are the Key managerial personal?
- 38) What do you mean by statutory meeting?
- 39) What do you mean by achievement test?
- 40) What do you understand about Right to protection of health and safety?

**PART - IV**

**Answer all the questions:**

**7×5=35**

- 41) a) Explain the various function of management. (OR)
- b) Briefly state different types of company meeting.
- 42) a) State the qualification of Directors. (OR)
- b) Write the difference between Debenture and Shares.
- 43) a) Explain any five Government Entrepreneurial schemes. (OR)
- b) What are the characteristic of an Entrepreneur?
- 44) a) What are the Requisites of for a valid endorsement? (OR)
- b) Explain the Impact of LPG on Indian Economy.
- 45) a) Explain the duties of consumer. (OR)
- b) What are the objectives of Consumer Protection Act 1986?
- 46) a) Narrate the elements of marketing mix. (OR)
- b) Differentiate Recruitment and Selection.
- 47) a) Explain the Internal source of recruitment. (OR)
- b) What are the functions of SEBI?



**Standard 12**  
**COMMERCE**  
**PART - A**

Time: 3.00 Hours

Marks: 90  
20x1=20**Answer all the questions.**

- 1) Scientific management is developed by  
a) Fayol                      b) Taylor                      c) Mayo                      d) Jacob
- 2) The goals are achieved with the help of  
a) motivation              b) controlling              c) planning              d) Staffing
- 3) ..... system gives full scope to the individual strength and Responsibility.  
a) MBO                      b) MBE                      c) MBM                      d) MBA
- 4) How many times a security can be sold in a secondary market?  
a) only one time      b) Two times              c) Three times              d) Multiple times
- 5) Participants in the capital market includes  
a) Individuals                      b) Corporate  
c) Financial Institutions              d) All of the above
- 6) Debit Instruments are issued by corporate Houses are raising short term financial resources from the money market are called  
a) Treasury Bills                      b) Commercial paper  
c) Certificate of deposit              d) Government securities
- 7) A pessimistic speculator is  
a) Stag                      b) Bear                      c) Bull                      d) Lame Duck
- 8) SEBI is Empowered by the Finance ministry to nominate ..... members on the Governing body of every stock exchange.  
a) 5                      b) 3                      c) 6                      d) 7
- 9) Planning is a ..... function.  
a) Selective                      b) Pervasive  
c) both (a) and (b)                      d) none of the above
- 10) Advertisement is a ..... source of recruitment  
a) Internal                      b) External                      c) Agent                      d) outsourcing.
- 11) Job First man next is one of the principle of .....  
a) Test                      b) Interview                      c) Training                      d) Placement
- 12) ..... is useful to prevent skill obsolescence of employees.  
a) Training                      b) Job analysis                      c) selection                      d) Recruitment
- 13) The Marketer initially wants to know in the marketing is  
a) Qualification of the customer                      b) Quality of the product  
c) Background of the customers                      d) Needs of the customers
- 14) In the following variables which one is not the variable of marketing mix?  
a) place variable                      b) product variable  
c) program variable                      d) price variable
- 15) Pure play retailers are called  
a) market creators                      b) Transaction brokers  
c) Merchants                      d) Agents
- 16) Who is the father of consumer movement?  
a) Mahatma Gandhi                      b) Mr. John. F. Kennedy  
c) Ralph Nader                      d) Jawaharlal Nehru
- 17) ..... is the king of modern marketing.  
a) consumer                      b) Wholesaler                      c) Producer                      d) Retailer
- 18) As the consumer is having the rights, they are also having .....  
a) measures                      b) Promotion                      c) Responsibilities                      d) Duties
- 19) Caveat Venditor was the rule prior to the .....  
a) Industrial development                      b) Industrial Recession  
c) Monopoly                      d) Industrial Revolution
- 20) There should be a spirit of togetherness between workers and management is a part of .....  
a) Harmony, Not Discord                      b) Integration  
c) Mental Revolution                      d) Discipline

**PART - B****7x2=14****Answer any 7 Questions. Question No. 30 is compulsory.**

- 21) List out the management tools?
- 22) Bring out the meaning of MBE
- 23) Who are the participants in a Capital Market?
- 24) What is meant by Remisier?
- 25) What is Human Resource Management?
- 26) What is an Interview?
- 27) Define Marketer.
- 28) What is Caveat Emptor?
- 29) Which is the supreme objectives of business?
- 30) What is meant by Guerrilla marketing?

**PART - C****7x3=21****Answer any 7 Questions. Question No. 40 is compulsory.**

- 31) Differentiate management from Administration (Any three)
- 32) State the importance of staffing.
- 33) Write a note on secondary market.
- 34) What are the features of Treasury Bills. (Any three)
- 35) What are the Documents required for a Demat account?
- 36) What is meant by unsolicited applicants?
- 37) What do you mean by on the Job Training?
- 38) What are the objectives of marketing?
- 39) What is meant by artificial security?
- 40) State any three salient features of COPRA.

**PART - D****7x5=35****Answer all the questions.**

- 41) a) Explain the concept of management (any 5)  
(OR)  
b) What are the responsibilities of consumer (any 5)
- 42) a) Explain the various functions of management (any 5)  
(OR)  
b) How consumers are exploited (any 5) E
- 43) a) What are the major advantages of MBC (any 5)  
(OR)  
b) Explain in detail how traditional market differ from E-marketing.
- 44) a) Enumerate the different types of Financial markets (any 5)  
(OR)  
b) Narrate the elements of marketing mix
- 45) a) Briefly explain the functions of capital market. (any 5)  
(OR)  
b) How the market can be classified? (any 5)
- 46) a) Explain the functions of Stock Exchange (any 5)  
(OR)  
b) What are the differences between on the Job Training and off the Job training (any five)
- 47) a) Explain the important methods of interview (any 5)  
(OR)  
b) Describe the significance of Human Resource Management (any 5)