

Choose the correct answers:

A		B	
1.	a) Walkins	1.	c) Apprenticeship training
2.	a) Long term finance	2.	b) 1960
3.	b) 1960	3.	d) Marketing
4.	c) Trustees	4.	a) Walkins
5.	b) Consumer	5.	b) Bonus Shares
6.	a) Barter System	6.	c) Defining Organisational objectives
7.	c) Placement (or) b) Test	7.	a) Barter System
8.	a) 1930	8.	d) Internal and External
9.	c) Apprenticeship training	9.	b) Co-ordinating
10.	a) Eighteen	10.	c) Trustees
11.	b) Bonus Shares	11.	c) Needs of the customers
12.	c) Defining Organisational objectives	12.	b) Consumer
13.	c) Needs of the customers	13.	b) Complaint must be registered within 6 months from the date of defect in goods or service
14.	b) 3	14.	c) Adaptive
15.	b) Co-ordinating	15.	a) Long term finance
16.	b) Complaint must be registered within 6 months from the date of defect in goods or service	16.	a) 1930
17.	d) Make in India	17.	a) Eighteen
18.	d) Internal and External	18.	b) 3
19.	d) Marketing	19.	d) Make in India
20.	c) Adaptive	20.	c) Placement (or) b) Test

Part-II

Answer any 7 questions. Questions No.30 is compulsory.

7x2=14

21	<p><u>List the Subsidiary functions of Management</u></p> <ul style="list-style-type: none"> ➤ Innovation ➤ Representation ➤ Decision Making ➤ Communication 	4x½ = 2
22	<p><u>Who is a Consumer?</u></p> <ul style="list-style-type: none"> ➤ A consumer is one who consumes goods manufactured and sold by others or created (air, water, natural resources) by nature and sold by others. ➤ One, who avails of services such as banking, transport, insurance, etc., is also called a consumer. 	Any one point 2x1=2

23	<p><u>State the branches of New Economic Policy</u> www.Trb Tnpsc.com</p> <ul style="list-style-type: none"> ➤ Liberalization ➤ Privatization ➤ Globalization 	Any two points 2x1=2
24	<p><u>Bring out the meaning of MBE.</u></p> <ul style="list-style-type: none"> ➤ Management by exception is an important principle of managerial control suggested by the classical writers on management. ➤ Management by exception is a style of business management that focuses on identifying and handling cases that deviate from the norm. ➤ Management by exception (MBE) has both a general business application and a business intelligence application. 	Any one point 1x2=2
25	<p><u>What is Contract of Sale of Goods?</u> When a seller transfers or agrees to transfer the rights (Ownership) of the property (Goods) to the buyer for a price is known as "Contract of sale of goods".</p>	2 marks
26	<p><u>Who are the participants in a Capital Market?</u> Individuals Corporate sectors Government Banks and other financial institutions.</p>	Any two points 2x1=2
27	<p><u>Proxy</u></p> <ul style="list-style-type: none"> ➤ A proxy is a person who is designated by another to represent that individual at a meeting or before a public body. ➤ It also refers to the written authorization allowing one person to act on behalf of another. ➤ In corporate law, a proxy is the authority to vote stock. 	Any one point 1x2=2
28	<p><u>What is meant by Stock Exchange?</u> Stock Exchange is an organized market for the purchase and sale of industrial and financial security. It is a convenient place where trading in securities is conducted in a systematic manner i.e. as per certain rules and regulations.</p>	Any one point 1x2=2
29	<p><u>Auctioning</u> A method of trading whereby merchants bid against one another and where the securities are sold to the highest bidder is known as 'auctioning'.</p>	2 marks
30	<p><u>What kind of resolution are required to implement the following decisions of a company?</u> To change the objectives of the company – Special Resolution To declare the dividends - - Ordinary Resolution</p>	1 1

31	<p><u>Meaning of Financial Market</u> A market wherein financial instruments such as financial claims, assets and securities are traded is known as a 'Financial market'.</p>	3 marks
32	<p><u>Define the term Management</u> "Management is a multipurpose organ that manages a business and manages manager, and manages worker and work" - Peter F.Drucker "To manage is to forecast, to plan, to organize, to command, to co-ordinate and to control." - Henry Fayol</p>	Any one 3 marks
33	<p><u>Objectives of Marketing</u></p> <ol style="list-style-type: none"> i. Intelligent and capable application of modern marketing policies. ii. To develop the marketing field. iii. To develop guiding policies and their implementation for a good result. iv. To suggest solutions by studying the problems relating to marketing. v. To find sources for further information concerning the market problems. vi. To revive existing marketing function, if shortcomings are found. vii. To take appropriate actions in the course of actions. 	Any 3 points 3x1=3
34	<p><u>Characteristics of a Bill of Exchange</u></p> <ol style="list-style-type: none"> 1. A bill of exchange is a document in writing. 2. The document must contain an order to pay. 3. The order must be unconditional. 4. The instrument must be signed by the person who draws it. 5. The name of the person on whom the bill is drawn must be specified in the bill itself. 6. The bill may be payable on demand or after a specified period. 	Any 3 points 3x1=3
35	<p><u>Shadow Director</u> A person who is not the member of Board but has some power to run it can be appointed as the director but according to his/her wish.</p>	3 marks
36	<p><u>Distinguish between Entrepreneur and Manager</u></p> <p>Motive Status Risk Bearing Rewards</p>	Any 3 points With explanation 3x1=3
37	<p><u>Artificial Scarcity</u></p> <ul style="list-style-type: none"> ➤ There are certain situations where the shop-keepers put up the board 'No Stock' in front of their shops, even though there is plenty of stock in the store. ➤ In such situations consumers who are desperate to buy such goods have to pay hefty price to buy those goods and thus 	Any 3 points 3x1=3 or Any Relevant answers give marks

	<p>earning more profit un conscientiously. www.Trb TnpSC.com</p> <p>➤ Even in Cinema houses, board may hang in the main entrance 'House Full' while cinema tickets will be freely available at a higher price in the black market.</p>	
38	<p><u>Three impacts of Globalisation</u></p> <p>(a) Corporations got a competitive advantage from lower operating costs, and access to new raw materials and additional markets.</p> <p>(b) Multinational corporations (MNCs) can manufacture, buy and sell goods worldwide.</p> <p>(c) Globalisation has led to a boom in consumer products market.</p> <p>(d) The advent of foreign companies and growth in economy has led to job creation.</p> <p>(e) Globalisation has touched every aspect of agriculture like technological advancement, improved production techniques and quality based enhancement.</p>	Any 3 points 3x1=3
39	<p><u>Statutory Meeting</u></p> <p>➤ According to Companies Act, every public company, should hold a meeting of the shareholders within 6 months but not earlier than one month from the date of commencement of business of the company.</p> <p>➤ This is the first general meeting of the public company is called the Statutory Meeting.</p> <p>➤ This meeting is conducted only once in the lifetime of the company.</p> <p>➤ A private company or a public company having no share capital need not conduct a statutory meeting.</p> <p>➤ The company gives the circular to shareholders before 21 days of the meeting.</p>	Any 3 points 3x1=3
40	<p><u>Write any three of the expected questions that would be asked during your interview</u></p> <ol style="list-style-type: none"> 1. Tell me about yourself. 2. Why do you want to work for this Organization? 3. Why are you interested in this position? 4. Why should we select you? 5. What is your greatest strength? 6. Tell about the time, when you failed? 7. What is your salary requirement? 8. What is your five year plan ? 9. Why are you looking to leave your present job? 10. Do you have any questions for me! 	Any 3 points 3x1=3 or Any Relevant answers give marks

41 (a)	<p><u>Discuss the operative functions of HRM</u></p> <ol style="list-style-type: none"> 1. Procurement 2. Development 3. Compensation 4. Retention 5. Integration 6. Maintenance 	Any 5 points with small explanations 5x1=5
(b)	<p><u>Distinguish between New Issue market and Secondary market</u></p> <ol style="list-style-type: none"> 1. Meaning 2. Buying 3. Financing 4. How can securities be sold? 5. Buying and selling between 6. Gained persons 7. Intermediary 8. Price 9. Organizational difference 	Any 5 points with small explanations 5x1=5
42 (a)	<p><u>Important methods of interview</u></p> <ol style="list-style-type: none"> i) Preliminary Interview ii) Structure/Guided/Planned Interview iii) Unstructured Interview iv) In depth Interview v) Panel Interview vi) Stress Interview vii) Telephone Interview viii) Online Interview ix) Group interview x) Video Conferencing Interview 	Any 5 points with small explanations 5x1=5
(b)	<p><u>Major advantages of Management by Objectives (any 5)</u></p> <ol style="list-style-type: none"> 1. Managers are involved in objectives setting at various levels of management under MBO and this commitment ensures hard work to achieve them. 2. MBO process helps the managers to understand their role in the total organisation. 3. Manager recognises the need for planning and appreciates the planning. 4. MBO provides a foundation for participative management. Subordinates are also involved in goal setting. 5. Systematic evaluation of performance is made with the help of MBO. 6. MBO gives the criteria of performance. It helps to take corrective action. 7. Delegation of authority is easily done with the help of MBO. 8. MBO motivates the workers by job enrichment and makes the jobs meaningful. 9. The responsibility of a worker is fixed through MBO. 	Any 5 points with small explanations 5x1=5

43 (a)	<p><u>Distinguish a Cheque and a Bill of Exchange. (any 5)</u> www.Padasalai.Net www.Trb Tnpsc.com</p> <ol style="list-style-type: none"> 1. Drawn 2. Payability 3. Validity 4. Acceptance 5. Grace period 6. Notice 7. Sets 8. Discounting 9. Stamping 10. Currency 11. Crossing 12. Dishonour 13. Discharge from liability 	Any 5 points with small explanations 5x1=5
(b)	<p><u>Discuss the characteristics of Capital Market</u></p> <ol style="list-style-type: none"> 1. Securities Market 2. Price 3. Participants 4. Location 5. Market for Financial Assets 	Small explanation 5x1=5
44 (a)	<p><u>Characteristics of an Entrepreneur (any 5)</u></p> <ol style="list-style-type: none"> 1. Spirit of service 2. Self Confidence 3. Flexibility 4. Innovation 5. Resource Mobilisation 6. Hard work 7. Leadership 8. Foresight 9. Analytical ability 10. Decision making 	Any 5 points with small explanations 5x1=5
(b)	<p><u>Role of macro-environment factors of Business (any 5)</u></p> <ol style="list-style-type: none"> 1. Economic environment 2. Socio-Cultural environment 3. Political and Legal environment 4. Geo-physical environment 5. Technological environment 6. Global environment 	Any 5 points with small explanations 5x1=5
45 (a)	<p><u>Differentiate between money market and capital market.</u></p> <ol style="list-style-type: none"> 1. Duration of funds 2. Deals in instruments 3. Role of major institutions 4. Availability of instruments 5. Subdivision 6. Place of transactions 7. Risk 8. Liquidity 9. Price discovery 10. Regulator 	Any 5 points with small explanations 5x1=5

(b)	<p>Responsibilities of Consumers www.Padasalai.Net www.Trb Tnpsc.com Any 5 points with small explanations</p>	Any 5 points with small explanations 5x1=5
46 (a)	<p>Powers of SEBI (any 5) 1. Powers Relating to Stock Exchanges & Intermediaries 2. Power to Impose Monetary Penalties 3. Power to Initiate Actions in Functions Assigned 4. Power to Regulate Insider Trading 5. Powers Under Securities Contracts Act 6. Power to Regulate Business of Stock Exchanges</p>	Any 5 points with small explanations 5x1=5
(b)	<p>Digital India ❖ The Digital India initiative has been launched to modernize the Indian economy to make all government services available electronically. (Paper less transactions) ❖ The initiative aims at transforming India into a digitally-empowered society and knowledge economy with universal access to goods and services.</p> <p>Startup India ❖ Through the Startup India initiative, Government of India promotes entrepreneurship by mentoring, nurturing and facilitating startups throughout their life cycle. ❖ Since its launch in January 2016, the initiative has successfully given a head start to numerous aspiring entrepreneurs. ❖ A 'Fund of Funds' has been created to help startups gain access to funding.</p>	Any 1 point 1x2½ = 2½ Any 1 point 1x2½ = 2½ 2½ + 2½ = 5
47 (a)	<p>Differences between on the job training and off the job training 1. Meaning 2. Cost 3. Location 4. Suitable for 5. Approach 6. Principle 7. Carried out 8. Deals with 9. Work disturbance 10. Methods</p>	Any 5 points with small explanations 5x1=5
(b)	<p>Qualifications of Directors 1. A director must be a person of sound mind. 2. A director must hold share qualification, if the article of association provides such. 3. A director must be an individual. 4. A director should be a solvent person. 5. A director should not be convicted by the Court for any offence, etc.</p>	5x1=5

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