

## UNIT TEST – 3 - 2021

(Model Question Paper)

## XII - COMMERCE

MARKS: 50

TIMES: 1.30 HRS

## PART – A

Choose the correct answer

10 x 1 =10

1. Who is supreme in the Market?  
a) Customer                      b) Seller                      c) Wholesaler                      d) Retailer
2. Which one is the example of Intangible product?  
a) Education                      b) Mobiles                      c) Garments                      d) Vehicles
3. Selling goods/ services through internet is  
a. Green marketing      b. E- business      c. Social marketing      d. Meta marketing
4. Which is gateway to internet?  
a. Portal                      b. CPU                      c. Modem                      d. Webinar
5. Sale of Goods Act was passed in the year?  
a) 1962                      b) 1972                      c) 1930                      d) 1985
6. The General Assembly of United Nations passed resolution of consumer protection guide lines on  
a) 1985                      b) 1958                      c) 1986                      d) 1988
7. As the consumer is having the rights, they are also having \_\_\_\_\_.  
a. Measures                      b. Promotion      c. Responsibilities                      d. Duties
8. It is the responsibility of a consumer that he must obtain\_\_\_\_\_ as a proof for the purchase of goods.  
a. Cash receipt                      b. Warranty card                      c. Invoice                      d. All of these
9. The Chairman of the National Consumer Disputes Redressal Council is \_\_\_\_\_  
a) Serving or Retired Judge of the Supreme Court of India.      b) Prime Minister  
c) President of India      d) None of the above
10. 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

**PART-B**

**Answer any Five: (Compulsory Question No: 17)**

**5 x 2 = 10**

11. Define Marketing Mix?
12. What is E Business?
13. Who is Consumer?
14. What is Caveat Venditor?
15. Write short notes on "Right to be informed"?
16. Which is the Supreme objective of Business?
17. What do you meant by Redressal Mechanism?

**PART-C**

**Answer any Five (Compulsory Question No: 24)**

**5x 3 = 15**

18. What are the objectives of Marketing?
19. Discuss the objectives of E-Marketing?
20. Explain in detail about Niche Marketing?
21. What is meant by Artificial Scarcity?
22. Write the Importance of Consumerism?
23. What do you understand by "Right to Redressal"?
24. Is Consumer Protection Necessary?

**PART-D**

**Answer any Three**

**3 x 5 = 15**

25. Discuss the about the evolution of Marketing?
26. Discuss the two new methods of marketing?
27. Explain the role of Consumers in Consumer Protection?
28. Explain the duties of Consumers?

**\*\*\*\*\* ALL THE BEST\*\*\*\*\***