

**DEPARTMENT OF SCHOOL EDUCATION – VILLUPURAM DISTRICT
QUARTERLY EXAMINATION (SEPTEMBER-2024)**

CLASS: 12

COMMERCE -- ANSWER KEY

MARKS: 90

I. ANSWER ALL THE FOLLOWING QUESTIONS:**(20 × 1 = 20)****CHOOSE THE CORRECT ANSWER:**

1. b) iv iii i ii	11. b) Intangible
2. (d) Controlling	12. b) external
3. (d) Defining Organisational Objectives	13. b) Psychological Test
4. d) Multiple times	14. a) Training
5. b) 1992	15. b) Marketer
6. b) Certificate of Deposit	16. c) Barter system
7. a) Commercial Bank	17. a) Education
8. b) For their Own Transactions	18. a) Customer to buyers
9. (a) Stag speculator is also called as Premium Hunter.	19. c) 1930
10. c) December 1996	20. c) Right to consume

II. ANSWER ANY SEVEN FROM THE FOLLOWING QUESTIONS:- (QUESTION NO: 30 IS COMPULSORY)

(7 × 2 = 14)

21. Span of Management means the number of subordinates a superior can manage efficiently. It is also called as span of control.	2
22. KRA stands for Key Result Areas. It represents the areas in which the employee is expected to perform. Examples:- Profitability, market standing, innovation etc.,	2
23. Regulators , Financial Institutions, Financial Markets , Financial Services.	
24. The OTCEI was set up as a premier financial institution. It allows the trading of securities across the electronic counters throughout the country. It solves some specific problems of both investors and medium-size companies.	(any 2 points) 2
25. Stock Exchange is an organized market for the purchase and sale of industrial and financial security. Here, securities (shares, bonds and debentures) are purchased and sold out as per certain well-defined rules and regulations.	(any 1 point) 2
26. (i) Regulation of Stock Exchange. (ii) Protection to the Investors. (iii) Checking the Insider Trading (iv) Control over Brokers.	(any 2 points) 2
27. (1) Universally relevant. (2) Goal oriented. (3) A Systematic approach (4) It is all pervasive (6) It is a continuous process (7) It is an integrative tool (8) Focus on development (9) Human resource management is science as well as art (10) It is interdisciplinary (11) It is Intangible	(any 2 points) 2
28. The process of placing the right man on the right job is called 'Placement'. Placement is a process of assigning a specific job to each and every candidate selected.	(any 1 point) 2
29. 'Caveat emptor' is a Latin term that means "let the buyer beware." The principle of caveat emptor serves as a warning to the buyers that they have no recourse with the seller if the product does not meet their expectations.	2
30. (i) Social marketing (ii) Niche marketing	2

III. ANSWER ANY SEVEN FROM THE FOLLOWING QUESTIONS:- (QUESTION NO: 40 IS COMPULSORY)
(7 × 3 = 21)

31.			(any 3)
BASIS FOR COMPARISON	MANAGEMENT	ADMINISTRATION	3
Meaning	An organized way of managing people and things of a business.	The process of administering an organization by a group of people .	
Authority	Middle and Lower Level	Top Level	
Role	Executive	Decisive	
Concerned with	Policy Implementation	Policy Formulation	
32. Employees are kept informed of all necessary matters by:-circulars, instructions manuals, newsletters, notice-boards, meeting, etc.,			3
33. The place where formerly issued securities are traded is known as Secondary Market.(Resale Market) . Secondary Market is the market for securities that are already issued. It does not provide funding to companies.			3
34. (i) Factoring Institutions: "Factoring" is an arrangement whereby a financial institution provides loans on the basis of assignment/ sale of account receivables. The factoring institutions collect the book debts for and on behalf of its clients.			$1\frac{1}{2}$
(ii) Venture Fund Institutions: Venture capital financing is a form of equity financing especially for funding new and innovative project ideas. Venture capital funds bring into force the hi-technology projects which are converted into commercial production.			$1\frac{1}{2}$
35. Bull:- A Bull or Tejiwala is an operator who expects a rise in prices of securities in the future. In anticipation of price rise he makes purchases of shares at present and other securities with the intention to sell at higher prices in future. He is called bull because just like a bull tends to throw his victim up in the air, the bull speculator stimulates the price to rise. He is an optimistic speculator.			$1\frac{1}{2}$
Bear:- A bear or Mandiwala speculator expects prices to fall in future and sells securities at present with a view to purchase them at lower prices in future. A bear usually presses its victim down to ground. Similarly the bear speculator tends to force down the prices of securities. A bear is a pessimistic speculator.			$1\frac{1}{2}$
36. The applications of job seekers who voluntarily apply for the vacancies not yet notified by the organisations are called Unsolicited applications.			3
37. Vestibule training is training of employees in an environment similar to actual work environment artificially created for training purpose. This type of training is given to avoid any damage or loss to machinery in the actual place by trainees and avoid disturbing the normal workflow in the actual workplace.It is given to Drivers, Pilots, Space Scientists etc.,			3
38. Concepts of marketing:- What I can sell? MAKE WHAT YOU CAN SELL, BUT DO NOT TRY TO SELL WHAT YOU CAN MAKE. Shall I first create products? NO, FIRST CREATE A CUSTOMER, THEN CREATE PRODUCTS. Shall I love my products? NO, LOVE YOUR CUSTOMERS AND NOT THE PRODUCTS. Who is supreme in markets? CUSTOMER IS SUPREME OR KING.			3

Who will shape my decisions? CUSTOMER'S PREFERENCES SHAPE YOUR DECISIONS.	
39. The complaints and protests are not just to be heard but the aggrieved party is to be granted compensation within a reasonable time period . There should be prompt settlement of complaints and claims lodged by the aggrieved customers. There should be fair and just settlement of deserving claims in a definite time-frame.	3
40. (i) Artificial Scarcity (ii) 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 have to pay hefty price to buy those goods.	1 2

IV ANSWER ALL THE FOLLOWING QUESTIONS:-**(7 × 5 = 35)**

41. (a) 1. Body of Knowledge 2. Management Tools 3. Separate Discipline 4. Specialisation 5. Code of Conduct 6. Professional Association (any 5 with brief explanation) (OR) (b) 1. Selling at Higher Price 2. Adulteration 3. Duplicate or Spurious goods 4. Artificial scarcity 5. Sub-standard 6. Product risk 7. Warranty and Services 8. Unsuitability of products 9. False Advertisements (any 5 with brief explanation)	5×1= 5 (For heading alone 1 mark)
42. (a) Main Functions: i) Planning ii) Organising iii) Staffing iv) Directing v) Motivating vi) Controlling vii) Co-ordinating:- SUBSIDIARY FUNCTIONS: 1. Innovation 2. Representation 3. Decision making 4. Communication (OR)	5×1= 5 (For heading alone 1 mark)
42 (b) On the Basis of Economics a. Perfect Market: A market is said to be a perfect market, if it satisfies the following conditions: <ul style="list-style-type: none"> ➤ Large number of buyers and sellers are there. ➤ Prices should be uniform throughout the market. ➤ Buyers and sellers have a perfect knowledge of market. ➤ Goods can be moved from one place to another without restrictions. ➤ The goods are identical or homogenous. b. Imperfect Market: A market is said to be imperfect when:- <ul style="list-style-type: none"> ➤ Products are similar but not identical. ➤ Prices are not uniform ➤ There is lack of communication. ➤ There are restrictions on the movement of goods 	2¹/₂ 2¹/₂
43. (a) It saves the time of managers because they deal only with exceptional matters. It focuses managerial attention on major problems. As a result, there is better utilization of managerial talents and energy. It facilitates delegation of authority. Top management concentrates on strategic decisions and operational decisions are left to the lower levels. It is a technique of separating important information from unimportant one. It forces managers to review past history and study related business data for identifying deviations MBE keeps management alert to opportunities and threats by identifying critical problems. It can avoid uninformed and impulsive action.	5×1= 5

<p>Management by exception provides better yardsticks for judging results. It is helpful in objective performance appraisal. _(any 5 points) (OR)</p> <p>(b) 1. Product- Product is the main element of marketing. Without a product, there can be no marketing.</p> <p>2. Price:- Price is the value of a product expressed in monetary terms. It is the amount charged for the product.</p> <p>3. Place (Physical Distribution):- Place or physical distribution facilitates the movement of products from the place of manufacture to the place of consumption at the right time.</p> <p>4. Promotion:- An excellent product with competitive price cannot achieve a desired success and acceptance in market, unless and until its special features and benefits are conveyed effectively to the potential consumers.</p>		5 Marks																								
<p>44.(a) i. Safeguarding the interests of investors by means of adequate education and guidance:- ii. Regulating and controlling the business on stock markets. iii. Conduct inspection and inquiries:- iv. Barring insider trading in securities. v. Prohibiting deceptive and unfair methods used by financial intermediaries operating in securities markets. vi. SEBI regulates mergers and acquisitions as a way to protect the interest of investors. vii. Carrying out steps in order to develop the capital markets by having an accommodating approach. viii. Provide appropriate training to financial intermediaries. ix. Levying fee or any other type of charges to carry out the purpose of the Act. x. Performing functions that may be assigned to it by the Central Government of India. (any 5 with brief explanation) (OR)</p>		5x1= 5																								
<p>44. (b)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 20%;">BASIS FOR COMPARISON</th> <th style="width: 40%;">ON THE JOB TRAINING</th> <th style="width: 40%;">OFF THE JOB TRAINING</th> </tr> </thead> <tbody> <tr> <td>Meaning</td> <td>The employee learns the job in the actual work environment.</td> <td>Off the Job training involves the training of employees out side the actual work location</td> </tr> <tr> <td>Cost</td> <td>It is cheapest to carry out</td> <td>It requires expenses like separate training rooms, specialist, resources like projectors.</td> </tr> <tr> <td>Location</td> <td>At the work place</td> <td>Away from the work place</td> </tr> <tr> <td>Suitable for</td> <td>Manufacturing or production related Jobs</td> <td>managerial and non production related jobs.</td> </tr> <tr> <td>Approach</td> <td>Practical approach</td> <td>Theoretical approach</td> </tr> <tr> <td>Principle</td> <td>Learning by performing</td> <td>Learning by acquiring knowledge</td> </tr> <tr> <td>Carried out</td> <td>by the experienced employee</td> <td>by the experts</td> </tr> </tbody> </table> <p style="text-align: center;">(any 5)</p>		BASIS FOR COMPARISON	ON THE JOB TRAINING	OFF THE JOB TRAINING	Meaning	The employee learns the job in the actual work environment.	Off the Job training involves the training of employees out side the actual work location	Cost	It is cheapest to carry out	It requires expenses like separate training rooms, specialist, resources like projectors.	Location	At the work place	Away from the work place	Suitable for	Manufacturing or production related Jobs	managerial and non production related jobs.	Approach	Practical approach	Theoretical approach	Principle	Learning by performing	Learning by acquiring knowledge	Carried out	by the experienced employee	by the experts	5x1= 5
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<p>45. (a) BASIS :- 1. Duration of Funds 2. Supply of Funds 3. Deals with Instruments 4. Money Value 5. Role of major Institution 6. Place of transaction</p>																										

<p>7. Participants 8. Number of instruments dealt 9. Claims 10. Risk 11. Liquidity 12. Price Discovery 13. Regulator 14. Underwriting (any 5 Differentiation with brief explanation) (OR) (b) 1. Transfer 2. Upgrading 3. Promotion 4. Demotion 5. Recommendation by existing Employees 6. Job rotation 7.Retention 8. Retired employees 9. Dependents 10. Previous applicants 11. Acquisitions and Mergers (any 5 with brief explanation)</p>	<p>5×1= 5</p>
<p>46. (a) 1. Ready and Continuous Market: 2. Correct Evaluation of Securities 3. Protection to Investors 4. Proper Channalisation of Capital 5. Aid to Capital Formation 6. Facilities for Speculation 7. Seasoning of Securities 8. Clearing House of BusinessInformation (any 5 with brief explanation) (OR)</p>	<p>5×1= 5</p>
<p>46. (b) BASIS OF COMPARISON : 1. Meaning 2.Approach 3. Objective 4. Sequence 5. Method 6. Contractual Relation 7. Process 8. Time (any 5 Differentiation with brief explanation)</p>	<p>5×1= 5</p>
<p>47. (a) i) Buying Quality Products at Reasonable Price:- ii) Ensure the weights and measurement before making purchases iii) Reading the Label Carefully:- iv) Beware of False and Attractive Advertisements:- iv) Buying Standardized Products v) Misleading Schemes vi) Ensuring the Receipt of Cash Bill vii) Buying from Reputed Shops viii) Never Purchase from Black market ix) Buying Standardized Products x) Follow the Instruction of the Manufacturer :- xi) Knowledge of Consumer Rights:- (any 5 with brief explanation) (OR)</p>	<p>5×1= 5</p>
<p>47. (b) 1. Human resource is the only factor of production that lives 2. Human resource created all other resources 3. It is only the labour of employees that is hired and not the employee himself 4. Human resource exhibits innovation and creativity 5. Human resource alone can think, act, analyse and interpret 6. Human resources are emotional beings 7. Human resources can be motivated either financially or non financially 8. The behaviour of human resources are unpredictable 9. Over years human resources gains value and appreciates 10. Human resources are movable (any 5)</p>	<p>5×1= 5</p>