

* **COMMON QUARTERLY EXMINATION - 2024**

Standard - XII

Time: 3.00 hrs

COMMERCE

Marks:90

PART - I

I Choose the Correct Answer:

20x1=20

1. Management is what a _____ does?
 - a) Manager
 - b) Subordinate
 - c) Supervisor
 - d) Superior
2. Which of the following is verification function?
 - a) Planning
 - b) Organising
 - c) Staffing
 - d) Controlling
3. MBO is Popularised in the USA by
 - a) Prof. Reddin
 - b) George Odiorne
 - c) Henry Fayol
 - d) E.W. Taylor
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. Participants in the Capital Market includes
 - a) Individuals
 - b) Corporate
 - c) Financial Institutions
 - d) All of the above
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. _____ is the oldest stock exchange in the world.
 - a) London Stock Exchange
 - b) Bombay Stock Exchange
 - c) National Stock Exchange
 - d) Amsterdam Stock Exchange
8. The Headquarters of SEBI is _____
 - a) Calcutta
 - b) Bombay
 - c) Chennai
 - d) Delhi
9. Planning is a _____ function.
 - a) Selective
 - b) Pervasive
 - c) both A and B
 - d) None of the above
10. Transfer is an _____ source of recruitment.
 - a) internal
 - b) external
 - c) agent
 - d) Outsourcing

(2)

XII Commerce

11. Which of the following test is used to measure the various characteristics of the candidate?
 a) Physical Test b) Psychological Test c) attitude Test d) Proficiency Test
12. Off the Job training is given
 a) In the class room b) On off days
 c) Outside the factory d) In the Playground
13. The Spot market is classified on the basis of _____
 a) Commodity b) Transaction c) Regulation d) Time
14. Which one is the example of Intangible product?
 a) Education b) Mobiles c) Garments d) Vehicles
15. Selling goods / services through Internet is
 a) Green Marketing b) E - business
 c) Social Marketing d) Meta Marketing
16. Pure play retailer are called
 a) Market Creator b) Merchants c) Transaction brokers d) Agents
17. Who is the father of Consumer movement?
 a) Mahathma Gandhi b) Mr. John F. Kennedy
 c) Ralph Nader d) Jawaharlal Nehru
18. The Consumer Protection Act came into force with effect from.
 a) 1.1.1986 b) 1.4.1986 c) 15.4.1987 d) 15.4.1990
19. The final aim of modern marketing is _____
 a) Maximum Profit b) Minimum Profit
 c) Consumer Satisfaction d) Service to the Society
20. Is the responsibility of Consumer that he must obtained _____ as a proof for the purchase of goods.
 a) Cash receipt b) Warranty Card c) Invoice d) All of the above

PART - II

II Answer any seven questions. Question No. 30 is compulsory

7x2=14

21. List out the Management tools.
22. What is meant by motivation?
23. What is Debt Market?
24. What do you meant by Auctioning?

(3)

XII Commerce

25. Write any 4 stock Exchanges in India.
26. Write any two objectives of SEBI.
27. Mention two characteristics of Human Resources.
28. What is green marketing?
29. What are the rights of Consumer according to John F. Kennedy?
30. Write any two of the expected questions that would be asked during your interview.

PART - III

III Answer any seven questions. Question No. 40 is compulsory **7x3=21**

31. Differentiate management from Administration. (any 3)
32. How the employees are informed about important matters in a Company?
33. Give the meaning of Financial Market.
34. What are the features of Treasury Bills?
35. Explain Bull and Bear.
36. What is meant by unsolicited applicants?
37. What is stress interview?
38. Explain the types of market on the basis of time.
39. What is meant by 'artificial scarcity'?
40. Explain in detail about 'Guerilla Marketing'.

PART - IV

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

41. a) Explain the principles of Modern Management.

(OR)

- b) Explain the duties of Consumer.

42. a) Distinguish between New Issue Market and Secondary Market. (any 5)

(OR)

- b) How the market can be classified on the basis of Economics?

43. a) Discuss the operative functions of HRM.

(OR)

- b) What are the major advantages of MBO.

(4)

XII Commerce

44. a) How Consumers are Exploited?

(OR)

b) Differentiate Recruitment and Selection. (any 5)

45. a) Narrate the Elements of Marketing Mix.

(OR)

b) Explain the important methods of Interview. (any 5)

46. a) Explain the powers of SEBI?

(OR)

b) Discuss the characters of Capital Market?

47. a) Explain the functions of Stock Exchange?

(OR)

b) Explain in detail how traditional Marketing differ from E-Marketing.

***/**