

# SALEM DISTRICT

QL

QUARTERLY EXAMINATION - 2024

CLASS : 12

COMMERCE

TIME : 3 hrs

MARKS: 90

## PART - A

I. Choose the correct answer with option.

(20 X 1 = 20)

1. Management is an \_\_\_\_\_  
a) Art                      b) Science                      c) Art and Science                      d) Art or Science
2. Scientific management is developed by  
a) Fayol                      b) Taylor                      c) Mayo                      d) Jacob
3. Which of the following is not a main function?  
a) Decision-making                      b) Planning                      c) Organising                      d) Staffing
4. \_\_\_\_\_ keeps Management Alert to Opportunities and Threats by Identifying Critical Problems.  
a) MBA                      b) MBE                      c) MBM                      d) MBO
5. Capital market is a market for  
a) Short Term Finance                      b) Medium Term Finance                      c) Long Term Finance                      d) All the above
6. Participants in the Capital Market includes  
a) Individuals                      b) Corporate                      c) Financial Institutions                      d) All of the above
7. A major player in the money market is the \_\_\_\_\_  
a) Commercial Bank                      b) Reserve Bank of India                      c) State Bank of India                      d) Central Bank
8. There are \_\_\_\_\_ stock exchange in the country.  
a) 21                      b) 24                      c) 20                      d) 25
9. Trading in dematerialized shares commenced on the NSE is \_\_\_\_\_  
a) January 1996                      b) June 1998                      c) December 1996                      d) December 1998
10. Advertisement is a \_\_\_\_\_ source of recruitment  
a) internal                      b) external                      c) agent                      d) outsourcing
11. The process of eliminating unsuitable candidate is called  
a) Selection                      b) Recruitment                      c) Interview                      d) Induction
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. Who is supreme in the Market?  
a) Customer                      b) Seller                      c) Wholesaler                      d) Retailer
15. Which is gateway to internet?  
a) Portal                      b) CPU                      c) Modem                      d) Webnaire
16. The term 'consumerism' came into existence in the year \_\_\_\_\_  
a) 1960                      b) 1957                      c) 1954                      d) 1958
17. Which of the following is not a consumer right summed up by John F. Kennedy  
a) Right to safety                      b) Right to choose                      c) Right to consume                      d) Right to be informed
18. 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

12-COM EM-P-1

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Kindly Send Me Your Key Answer to Our email id - Padasalai.net@gmail.com

19. Factors within an organisation constitutes \_\_\_\_\_ environment.  
 a) Internal Thinker    b) External Thinker    c) Fellow human beings    d) All of the above
20. The principles of scientific management are i) Science, Not Rule of Thumb  
 ii) Harmony, Not Discord    iii) Mental Revolution    iv) All the above  
 a) i,ii,iii - correct    b) ii, iii,iv - correct    c) iv only correct    d) i,ii,iii,iv - incorrect

**PART - B****II. Answer any 7 Questions: Q.No. 30 is Compulsory****(7 X 2 = 14)**

21. List out the management tools.
22. What is the Traditional proverb used in planning?
23. What are the objectives of MBO?
24. Who are the participants in a Capital Market?
25. What do you meant by Switching?
26. Write any two objectives of SEBI.
27. What is intelligence test?
28. What is green marketing?
29. Write short notes on: "Right to be informed."
30. Which method you select the employees from the Educational Institutions for your business concern?

**PART - C****III. Answer any 7 Questions: Q.No. 40 is Compulsory.****(7 X 3 = 21)**

31. Differentiate management from Administration. (any 3)
32. Explain the types of Treasury Bills? (any 3)
33. Explain Bull and Bear.
34. What is meant by job portals?
35. What are the objectives of marketing?
36. Explain in detail about Niche marketing.
37. What is meant by artificial scarcity?
38. Who are the members of the State Commission?
39. What is meant by Dematerialization?
40. Mr. Vijay wants to invest the shares in share market, but he is expect his shares are reduce in future, it is easy to resale in future. He is which type of speculator? Give explain.

**PART - D****IV. Answer all the Questions:****(7 X 5 = 35)**

41. (a) Explain the principles of modern management. (any 5) [OR]  
 (b) Briefly explain the various types of tests.
42. (a) Distinguish between Stock Exchange and Commodity Exchange (any 5). [OR]  
 (b) Narrate the Elements of Marketing mix.
43. (a) Explain the duties of consumers. (any 5) [OR]  
 (b) What are the characteristics of Government Securities? (any 5)
44. (a) Explain the Internal sources of Recruitment. [OR]  
 (b) How consumers are exploited?
45. (a) Explain the overall performance of National Commission. [OR]  
 (b) What are the advantages of MBE?
46. (a) Explain the characteristics of Human Resource [OR]  
 (b) Explain the benefits of training.
47. (a) Explain in detail how traditional marketing differ from E-marketing. [OR]  
 (b) Explain the powers of SEBI. (any 5).

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