

DINDIGUL DISTRICT

QUARTERLY EXAMINATION - 2024

CLASS : 12

COMMERCEReg. No.

Time : 3.00 Hours

Maximum Marks : 90

PART - II. Answer all the questions with choose the correct option : 20 x 1 = 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. Which is the First step in Process of MBO?
a) Fixing Key Result Area b) Appraisal of Activities
c) Matching Resources with Activities d) Defining Organisational Objectives
4. Spot Market is a market where the delivery of the financial instrument and payment of cash occurs
a) Immediately b) In the future c) Uncertain d) After one month
5. Participants in the Capital Market includes
a) Individuals b) Corporate c) Financial Institutions d) All of the above
6. Debt Instruments are issued by Corporate Houses are raising short-term financial resources from the money market are called _____
a) Treasury Bills b) Commercial Paper c) Certificate of Deposit d) Government Securities
7. Jobbers transact in a stock exchange
a) For their Clients b) For their Own Transactions
c) For other Brokers d) For other Members
8. Registering and controlling the functioning of collective investment schemes as _____
a) Mutual Funds b) Listing c) Rematerialisation d) Dematerialization
9. Human resource management determines the _____ relationship.
a) internal, external b) employer, employee
c) Owner, Servant d) Principle, Agent
10. E-recruitment is possible only through _____ facility.
a) Computer b) internet c) Broadband d) 4G
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 tests
12. When trainees are trained by supervisor or by superior at the job is called
a) Vestibule training b) Refresher training
c) Role play d) Apprenticeship training
13. The marketer initially wants to know in the marketing is _____
a) Qualification of the customer b) Quality of the product
c) Background of the customers d) Needs of the customers
14. The initial stage of Marketing system is _____
a) Monopoly system b) Exchange to Money c) Barter system d) Self producing
15. Pure play retailers are called
a) Market creators b) Transaction brokers c) Merchants d) Agents
16. _____ of every year is declared as a Consumer Protection Day to educate the public about their rights and responsibilities.
a) August 15 b) April 15 c) March 15 d) September 15
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. Match List I with List II and select the correct answer using the codes given below:

S.No	List I	S.No	List II
i)	Promotion	1	Retiring employee be used
ii)	Demotion	2	How to perform in more than one job
iii)	Retention	3	Higher position to lower position
iv)	Job Rotation	4	Lower position to higher position

- | | | | |
|-------|------|-------|------|
| (i) | (ii) | (iii) | (iv) |
| (a) 4 | 3 | 1 | 2 |
| (b) 3 | 2 | 1 | 4 |
| (c) 2 | 4 | 3 | 1 |
| (d) 4 | 1 | 2 | 3 |

12* Commerce- Page : 1

19. Which one of the following is not correctly matched?
- | | | |
|-------------------------|---|-----------------------|
| a) Financial Asset | - | For hiring purpose |
| b) Physical Asset | - | For residence purpose |
| c) Marketable Asset | - | Can be transferred |
| d) Non-Marketable Asset | - | Government Securities |
20. Assertion(A) : Duplicate product of popular products are illegally produced and sold.
Reason(R) : A consumer is not in a position to distinguish duplicates from the originals.
- | | |
|-----------------------------|------------------------------|
| a) (A) and (R) are True | b) (A) and (R) are False |
| c) (A) is True (R) is False | d) (A) is False (R) is True. |

PART-B

II. Answer any Seven questions in one or two sentences : Question No. 30 is compulsory

7 x 2 = 14

21. List out the management tools.
22. What are the objectives of MBO? (any 2)
23. Write a note on OTCEI.
24. What is Government securities market?
25. Who is called a Broker?
26. What is meant by Poaching?
27. What is Role play?
28. What is meant by Grading?
29. What is Caveat Venditor?
30. In which assets cannot be easily transferred? Give any 2 examples.

PART-C

III. Answer any Seven question in about a page: - Question No. 40 is Compulsory

7 x 3 = 21

31. How the employees are informed of important matters in a company?
32. Give the meaning of Financial Market.
33. Explain the types of Treasury Bills.
34. What are the limitations of Stock Exchange? (any 3)
35. What is the significance of Human Resource? (any 3)
36. What is Stress interview?
37. Write down the various steps in a training programme.
38. What can be marketed in the Market? (any 3)
39. What are the advantages of E-Marketing?
40. Which companies are selling "Clean diesel", Earth Friendly Vehicles" in marketing?

PART-D

IV. Answer the following questions in about page:

7 x 5 = 35

41. (a) Explain in detail how traditional marketing differ from E-marketing. (or)
(b) What are the differences between on the job training and off the job training? (any 5)
42. (a) Explain the principles of Modern management. (any 5) (or)
(b) Discuss the characteristics of a Capital market.
43. (a) Explain the features of Stock Exchange. (any 5) (or)
(b) Explain the various functions of Management. (any 5)
44. (a) Describe the significance of Human Resource Management. (any 5) (or)
(b) Explain the internal sources of Recruitment. (any 5)
45. (a) Briefly explain the various types of tests. (any 5) (or)
(b) How the market can be classified on the basis of Economics.
46. (a) Discuss about the Evolution of marketing. (any 5) (or)
(b) How consumers are exploited? (any 5)
47. (a) Explain the duties of consumers. (any 5) (or)
(b) Distinguish between New issue market and Secondary market. (any 5)

VIVEKANANDA VIDYALAYA MATRIC HR SEC SCHOOL, PANNAIKADU PIRIVU**KODAIKANAL, DINDIGUL DISTRICT****QUARTERLY EXAMINATION (DINDIGUL DISTRICT) KEY – SEPTEMBER 2024****CLASS: 12 STD****COMMERCE – ANSWER KEY****MARKS: 90****I. CHOOSE THE CORRECT ANSWER:****20*1=20**

1	a) Manager	11	b) Psychological Test
2	d) Controlling	12	d) Apprenticeship training
3	d) Defining Organizational Objectives	13	d) Needs of the customers
4	a) Immediately	14	c) Barter system
5	d) All of the above	15	b. Transaction brokers
6	b) Commercial Paper	16	c) March 15
7	b) For their Own Transactions	17	c). Right to consume
8	a) Mutual Funds	18	b). 4 3 1 2
9	b) Employer, Employee	19	d). Non-marketable asset
10	b) Internet	20	a). (A) and (R) are true

II. ANSWER ANY 7 QUESTIONS: (Q.NO: 30 IS CUMPULSORY)**7*2=14****21 List out the management tools**

- ✱ Accounting
- ✱ Business Law
- ✱ Statistics
- ✱ Econometrics
- ✱ Data Processing

22 What are the objectives of MBO?

- ↔ To measure and judge performance
- ↔ To relate individual performance to organizational goals.

23 Write a note on OTCEI?

The OTCEI was set up by a premier financial institution to allow the trading of securities across the electronic counters throughout the country.

24 What us Government securities market?

A market whereby the Government or gilt-edged securities can be bought and sold is called 'Government Securities Market'.

25 Who is called Broker?

Brokers are commission agents, who act as intermediaries between buyers and sellers of securities.

26 What is meant by Poaching?

- ♠ Organizations instead of training and developing their own employees hire employees of competitive companies by paying them more both financial and non financial benefits.
- ♠ It is also called raiding.

27 What is Role play

- ✱ Under this method trainees are explained the situation and assigned roles.
- ✱ They have to act out the roles assigned to them without any rehearsal.
- ✱ There are no pre-prepared dialogues.

28 What is meant by Grading?

It means classification of standardized products in to certain well defined classes.

29 What is caveat Venditor?

The principle of caveat venditor, which means "*let the seller beware*," by which goods are covered by an implied warranty of merchantability.

30 In which assets cannot be easily transferred? Give any two examples?

Volkswagen/Mercedes-Benz' marketing of its vehicles as "clean diesel" "Earth Friendly" vehicles.

III. ANSWER ANY 7 QUESTIONS: (Q.NO: 40 IS CUMPULSORY)**7*3=21****31 How the employees are informed about important matters in a company?**

- Communication is the transmission of human thoughts and opinions from one person to another person.
- Employees are informed about the following way.

32 Give the meaning of Financial market?

A market wherein financial instruments such as financial claims, assets and securities are traded is known as a 'financial market'.

33 Explain the types of treasury bills?

On the basis of periodicity, Treasury Bills may be classified into three. They are:

↔ 91 days Treasury Bills

Ninety one days Treasury Bills are issued at a fixed discount rate of 4 per cent as v through auctions.

↔ 182 days Treasury Bills

The RBI holds 91 days and 182 Treasury Bills and they are issued on tap basis through week.

↔ 364 days Treasury Bills

364 days Treasury Bills do not carry any fixed rate.

34 What are the limitations of stock exchange?

- ✘ Lack of uniformity and control of stock exchanges.
- ✘ Failure to control unhealthy speculation.
- ✘ No proper regulation of listing of securities on the stock exchange

35 What are the significance of Human Resource?

- ❖ Industrial relation depends on human resource.
- ❖ Human relation is possible only through human resource.
- ❖ Human resource manages all other factors of production.
- ❖ It's well protected by legislative framework.

36 What is stress interview?

- This type of interview is conducted to test the temperament and emotional balance of the candidate interviewed.
- Interviewer deliberately creates stressful situation by directing the candidate to do irrational and irritating activities.

37 Write down the various steps in training programme?

- ✱ Whom to train?
- ✱ Who is the trainee?
- ✱ Who are trainers?
- ✱ What method will be used for training?
- ✱ What should be the level of training?
- ✱ Where to conduct the training programme?

38 What can be marketed in the Market?**i). Goods:**

- ♣ Market goods like consumer durables, electronic products, machineries, Computers and its software and hardware etc.,

ii). Services:

- ❖ Not only physical goods can be marketed.
- ❖ Even the services of many organizations can be marketed to the consumers namely banking, insurance, finance, hospitality, tourism, etc.,

iii). Information:

- ♣ Information is the most valuable product that can be marketed today.
- ♣ The data collected by an organization can be used as a product for this purpose.

39 What are the advantages of E-marketing?

- ✱ It's provides 24 Hrs and 7 days service to its users.
- ✱ Products bought through e-marketing become cheaper.

☛ Customer can buy whatever they want just by browsing the various sites.

40 Which companies are clean diesel, earth friendly vehicles in marketing>

Volkswagen, Audi, and Porsche were involved in a marketing campaign for "clean diesel" vehicles that was later found to be deceptive.

IV. ANSWER THE FOLLOWING QUESTIONS:

7*5=35

41 a). Explain in detail how traditional marketing differ from E-marketing?

S.No	E-marketing	Traditional marketing
1	It is very economical and faster way to promote the products.	It is very expensive and takes more time to promote product.
2	It is quiet easier for promoting product globally in the short time	It is very expensive and time consuming to promote product/service
3	It can expand their operation with Minimum manpower.	It needs more man power.
4	In this marketing product can be sold or bought 24*7,round the year with minimum manpower	That is not possible in traditional marketing.

b). Wha are the difference between on the job training and off the job training?

S.no	Transaction	On the job training	Off the job training
01	Meaning	The employee learns the job in the actual work environment.	Off the job training involves the training of employees outside the actual work location.
02	Cost	It is cheapest to carry out	It requires expenses like separate training rooms specialist, resource like projectors.
03	Location	At the work place	Away from the work place
04	Approach	Practical approach	Theoretical approach
05	Principle	Learning by performing	Learning by acquiring knowledge

42 a). Explain the principles of modern management?

i). Division of Work:

- ☛ According to this principle the whole work is divided into small tasks.
- ☛ The specialization of the workforce according to the skills of a person, creating specific personal and professional development within the labour force.

ii). Authority and Responsibility:

- ❖ This is the issue of commands followed by responsibility for their consequences.
- ❖ Authority means the right of a superior to give the order to his subordinates whereas responsibility means obligation for performance.

iii). Discipline:

- ♣ It is obedience, proper conduct in relation to others, respect of authority, etc.
- ♣ It is essential for the smooth functioning of all organizations.

iv). Unity of Command:

- This principle states that each subordinate should receive orders and be accountable to one and only one superior.
- If an employee receives orders from more than one superior, it is likely to create confusion and conflict.

v). Unity of Direction:

- * All related activities should be put under one group, there should be one plan of action for them, and they should be under the control of one manager.

b). Discuss the characteristics of a capital market?**(i) Securities Market**

The dealings in a capital market are done through the securities like shares, debentures, etc. The capital market is thus called securities market.

(ii) Price

The price of the securities is determined based on the demand and supply.

(iii) Participants

There are many players in the capital market. It includes individuals, corporate sectors, Govt., banks and other financial institutions.

(iv) Location

Capital market is not confined to certain specific locations, although it is true that parts of the market are concentrated in certain well-known centers known as Stock Exchanges.

(v) Market for Financial Assets

Capital market provides a transaction platform for long term financial assets.

43 a). Discuss the features of stock exchange?**i). Market for Securities**

Stock exchange is a market, where securities of corporate bodies, government and semi-government bodies are bought and sold.

ii). Deals in Second Hand Securities

It deals with shares, debentures bonds and such securities already issued by the companies.

iii). Regulates Trade in Securities

- ☀ Stock exchange does not buy or sell any securities on its own account.
- ☀ It regulates the trade activities so as to ensure free and fair trade.

iv). Association of Persons

A stock exchange is an association of persons or body of individuals which may be registered or unregistered.

v). Recognition from Central Government

- Stock exchange is an organized market.
- It requires recognition from the Central Government.

b). Explain the various function of management?**i). Planning**

- ♥ *"Look Before you Leap"* are traditional proverbs which provide a basis for planning.
- ♥ Planning is the primary function.

ii). Organizing

It is the process of establishing harmonious relationship among the members of an organization and the creation of network of relationship among them.

iii). Directing

- ✱ Directing denotes motivating, leading, guiding and communicating with subordinates on an ongoing basis in order to accomplish pre-set goals.

iv). Representation:

- ♥ A manager has to act as representative of a company.
- ♥ Manager has dealings with customers, suppliers, government officials, banks.

v). Decision-making:

- ❖ Every employee of an organization has to take a number of decisions every day.
- ❖ Decision- making helps in the smooth functioning of an organization.

44 a). Describe the significance of Human resource management?**i). To identify manpower needs:**

- ♠ It is very important as it is a form of investment.
- ♠ The numbers of men required are to be identified accurately to optimize the cost.

ii). To incorporate change:

Change is constant in any organization and this change has to be introduced in such a way that the human resource management acts as an agent to make the change effective.

iii). To ensure the correct requirement of manpower:

At any time the organization should not suffer from shortage or surplus manpower which is made possible through human resource management.

iv). To select right man for right job:

It ensures the right talent available for the right job, so that no employee is either under qualified or over qualified.

v). To update the skill and knowledge:

- ✱ Managing human resource plays a significant role in the process of employee skill and knowledge.
- ✱ Enhancement to enable the employees to remain up to date through training and development programmes.

b). Explain the Internal sources of management?**i). Transfer:**

Transfer of employee from one department with surplus staff to that of another with deficit staff.

ii). Upgrading:

Performance appraisal helps in the process of moving employees from a lower position to a higher position

iii). Promotion:

Based on seniority and merits of the employees they are given opportunity to move up in the organizational hierarchy

iv). Demotion:

Movement of employee from a higher position to a lower position because of poor performance continuously.

v). Dependants:

The legal heir or the dependent employee may be given a chance to replace the deceased.

45 a). Briefly explain the various types of test?**i). Aptitude Test:**

- ✱ It is a test to measure suitability of the candidates for the post/role.
- ✱ It helps in predicting the ability and future performance of the candidate.

ii). Achievement Test:

- ♥ This test measures a candidate's capacity to achieve in a particular field.
- ♥ It is also called proficiency test.

iii). Intelligence test:

Intelligence tests are one of the psychological tests, that is designed to measure a variety of mental ability, individual capacity of a candidate.

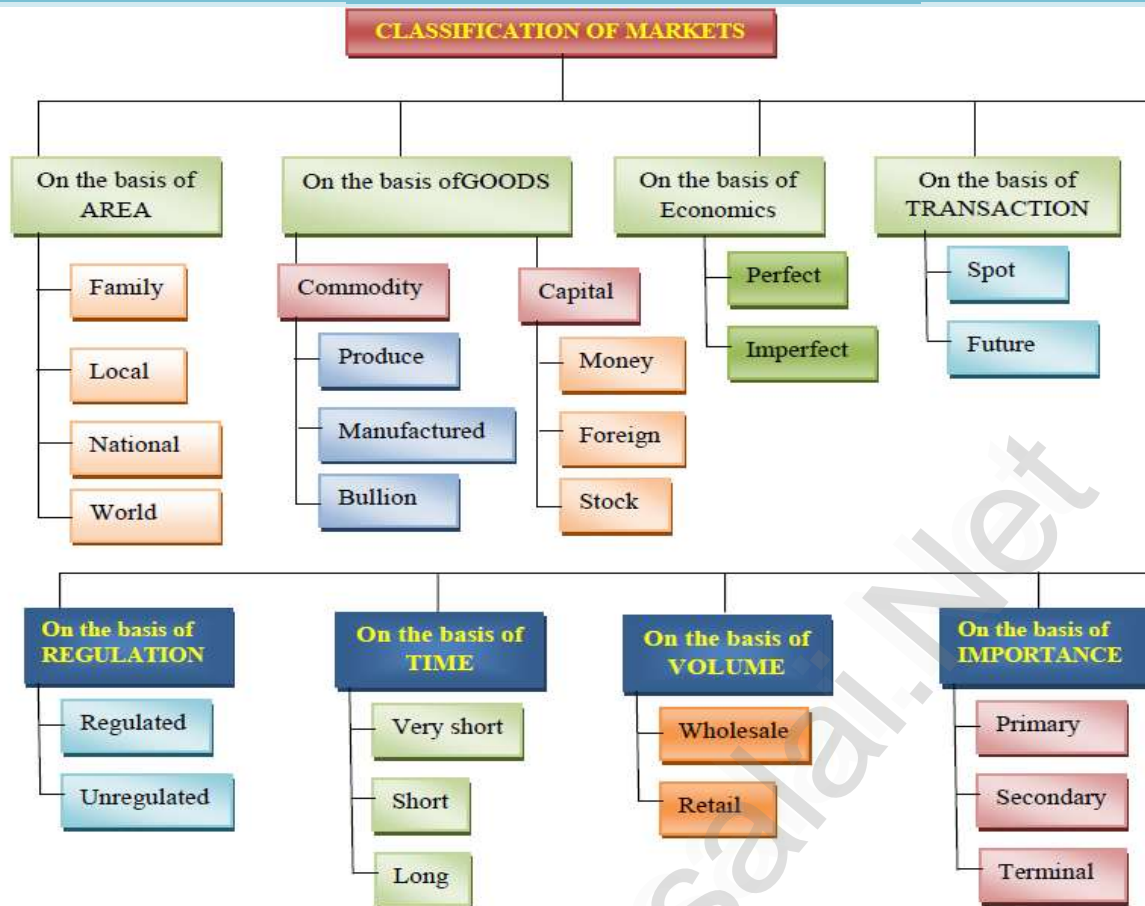
iv). Judgment Test:

This test is conducted to test the presence of mind and reasoning capacity of the candidates

v). Interest Test:

Interest test measure a candidate's extent of interest in a particular area chosen by him/ her so that organization can assign the job suited to his/her in term.

b). How the market can be classified on the basis of economics?



46 a). Discuss about the evolution of marketing?

i. Barter System:

The goods are exchanged against goods, without any other medium of exchange, like money.

ii. Production Orientation:

- ◆ This was a stage where producers, instead of being concerned with the consumer preferences, concentrated on the mass production of goods for the purpose of profit.
- ◆ They cared very little about the customers.

iii. Sales Orientation:

- ♣ The stage witnessed major changes in all the spheres of economic life.
- ♣ The selling became the dominant factor, without any efforts for the satisfaction of the consumer needs.

iv. Marketing Orientation:

- Customers' importance was realized but only as a means of disposing of goods produced. Competition became more stiff.

v. Consumer Orientation:

Under this stage only such products are brought forward to the markets which are capable of satisfying the tastes, preferences and expectations of the consumers-consumer satisfaction.

b). How consumer are exploited?**i). Selling at Higher Price:**

- The price charged by the seller for a product service may not be matching with the quality times it is more than the fair price.

ii). Adulteration:

- * It refers to mixing or substituting undesirable material in food.
- * This causes heavy loss to the consumers.
- * This will lead to monetary loss and spoil the health.

iii). False Advertisements:

- ⇒ Advertisements convey very little information about the product.
- ⇒ Many times it makes false representation about the quality, price, grade, composition, guaranteed, performance etc.

iv). Sub-standard:

- ★ On opening a packet or sealed container one may find the content to be of poor quality.
- ★ A consumer finds it difficult to exchange the defective one for good one.

v). Warranty and Services:

- ♠ Warranty service may not be extended to many parts of the product sold.
- ♠ Thus consumers may be charged exorbitant charges in the name of repair costs.

47 a). Explain the duties of consumer?**i). Ensure the Weights and Measurement before Making Purchases:**

- ♣ The sellers often cheat consumer by using unfair weights and measures.
- ♣ The consumer should ensure that he/she is getting the product of exact weight and measure.

ii). Reading the Label Carefully:

- ⇒ It is the duty of the consumer to thoroughly read the label of the product.
- ⇒ It should have correct, complete and true information about the product.

iii). Beware of False and Attractive Advertisements:

- ★ Often the products are not as attractive as shown in the advertisement by the sellers.
- ★ Hence, it is the prime duty of consumer not to get misled by such fraudulent advertisements.

v). Ensuring the Receipt of Cash Bill:

- It is a legitimate duty of consumers to collect cash receipt and warranty card supplied along with bills.
- This will help them in seeking redressal for their grievances.

v). Buying from Reputed Shops:

- ⇒ It is advisable for the consumer to make purchase from the reputed shops or government shops like super bazaar, cooperative stores, and the like.

b). Distinguish between New issue market and Secondary market?

S.no	Basis	New Issue Market	Secondary Market
1	Meaning	The market place for new shares is called primary market	The place where formerly issued securities are traded is known as Secondary Market.
2	Buying	Direct	Indirect
3	Securities sold	Only Once	Multiple times
4	Gained Person	Company	Investors
5	Intermediary	Underwriters	Brokers

@*@@*@@*@@*@@*@@

- ❖ All of the above I mentioned is my own proposed list.
- ❖ This is not final decision.
- ❖ This subject to be changed.
- ❖ If there is any error in this, please correct it.

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