



: 23-09-2024

Time: 3.00 Hours

Standard 12
COMMERCE
PART - I

Marks: 90

I. Answer all the questions.**20×1=20**

- 1) Dividing the work into small task is known as
a) Discipline b) Unity c) Division of work d) Equity
- 2) The goals are achieved with the help of
a) Motivation b) controlling c) planning d) staffing
- 3) system gives full scope to the individual strength and responsibility
a) MBO b) MBE c) MBM d) MBA
- 4) Financial market facilitates business firms
a) To rise funds b) To recruit workers
c) To make more sales d) To minimize fund requirement
- 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 bill of exchange is known as a
a) Treasury Bills Market b) Commercial paper market
c) Commercial Bill Market d) Capital Market
- 7) A pessimistic speculator is
a) Stag b) Bear c) Bull d) Lame duck
- 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) outsourcing d) None of the above
- 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 play ground
- 13) Stock Exchange Market is also called
a) spot market b) local market c) security market d) national market
- 14) Which one is the example of intangible product?
a) Education b) Mobiles c) Garments d) Vehicles
- 15) Pure play retailers are called
a) Market creators b) Transaction brokers
c) Merchants d) Agents
- 16) Sale of Goods Act was passed in the year
a) 1962 b) 1972 c) 1930 d) 1985
- 17) is the king of modern marketing
a) consumer b) wholesaler c) Producer d) Retailer
- 18) The initial stage of Marketing system is
a) Monopoly system b) Exchange to money c) Barter system d) Self producing
- 19) Match the following
i) Long term a) non marketable asset
ii) Short term b) debt market
iii) Debt instrument c) Capital market
iv) Cannot be transferred easily d) money market
a) (i)-a, (ii)-c, (iii)-d, (iv)-b b) (i)-c, (ii)-d, (iii)-b, (iv)-a
c) (i)-c, (ii)-b, (iii)-a, (iv)-b d) (i)-d, (ii)-a, (iii)-b, (iv)-c
- 20) Pick the odd one
a) Application b) Selection c) Interview d) List

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PART - II**II. Answer any 7 questions. Q.No. 30 is compulsory**

7×2=14

- 21) What is management?
- 22) What is known as KRA?
- 23) How is price determined in a capital market?
- 24) What do you mean by switching?
- 25) What are the types of speculator?
- 26) State two features of HRM.
- 27) What is an interview?
- 28) What is social marketing?
- 29) Who is a consumer?
- 30) What are the rights of consumer according to John. F. Kennedy?

PART - III**III. Answer any 7 questions. Q.No. 40 is compulsory**

7×3=21

- 31) List out the main functions of management
- 32) Give the meaning of financial market
- 33) Explain the types of treasury bills
- 34) What is mean by dematerialization?
- 35) What is mean by unsolicited applicants?
- 36) What do you mean by on the job training?
- 37) What can be marketed in the market?
- 38) What are the concept of marketing?
- 39) Discuss the objectives of E-marketing?
- 40) What are the three constituent elements of business?

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PART - IV**IV. Answer all the questions.**

7×5=35

- 41) a) Explain the principles of modern management (any 5)
(OR)
- b) What are the advantages of MBE.
- 42) a) Distinguish between new issue market and secondary market (any 5)
(OR)
- b) Explain the functions of stock exchange (any 5)
- 43) a) Discuss the characters of a capital market
(OR)
- b) What are the functions of SEBI? (any 5)
- 44) a) Explain the important methods of interview (any 5)
(OR)
- b) Discuss the various types of training (any 5)
- 45) a) Explain the external sources of recruitment (any 5)
(OR)
- b) How the market can be classified? (any 5)
- 46) a) Differentiate between the money market and capital market (any 5)
(OR)
- b) How consumers are exploited? (any 5)
- 47) a) Narrate the elements of marketing mix?
(OR)
- b) What are the responsibilities of consumer? (any 5)
