

12

Register no:  

**QUARTERLY EXAMINATION – 2024**  
**COMMERCE**  
**PART – A**

Marks: 90

Time: 3.00 Hrs

20 x 1 = 20

Choose the correct answer

1. With a wider span, there will be \_\_\_\_\_ hierarchical levels.  
 a) More    b) Less    c) Multiple    d) Additional
2. The goals are achieved with the help of \_\_\_\_\_  
 a) Motivation    b) Controlling    c) Planning    d) staffing
3. \_\_\_\_\_ Keeps management alert to opportunities and threats by identifying critical problems.  
 a) MBA    b) MBE    c) MBM    d) MBO
4. Primary market is also called as \_\_\_\_\_  
 a) Secondary market    b) money market    c) New issue market    d) Indirect market
5. Participants in the capital market includes \_\_\_\_\_  
 a) Individuals    b) Corporate    c) Financial Institutions    d) All the above
6. The money invested in the call money market provides high liquidity with \_\_\_\_\_  
 a) Low profitability    b) High profitability    c) Limited profitability    d) medium profitability
7. There are \_\_\_\_\_ stock exchanges in the country  
 a) 21    b) 24    c) 20    d) 25
8. Securities Exchange Board of India was first established in the year \_\_\_\_\_  
 a) 1988    b) 1992    c) 1995    d) 1998
9. Human Resource management is both \_\_\_\_\_ and \_\_\_\_\_  
 a) Science and art    b) Theory and practice  
 c) History and Geography    d) None of the above
10. Recruitment is the process of identifying \_\_\_\_\_  
 a) Right man for right job    b) good performer    c) right job    d) all of the above
11. Selection is usually considered as a \_\_\_\_\_ process  
 a) Positive    b) Negative    c) natural    d) none of these
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. Stock Exchange Market is also called \_\_\_\_\_  
 a) Spot market    b) Local market    c) security market    d) national market
14. Who is supreme in the market?  
 a) Customer    b) seller    c) wholesaler    d) Retailer
15. Selling goods / services through internet is \_\_\_\_\_  
 a) Green marketing    b) E-business    c) Social marketing    d) Meta marketing
16. Who is the father of consumer movement?  
 a) Mahatma Gandhi    b) Mr. John E. Kennedy    c) Ralph Nader    d) Jawaharlal Nehru
17. \_\_\_\_\_ Is the king of modern marketing  
 a) Consumer    b) wholesaler    c) producer    d) Retailer
18. Gilt – Edged market also known as \_\_\_\_\_ market  
 a) Government securities market    b) Primary market  
 c) Money market    d) Secondary market
19. \_\_\_\_\_ Is the oldest most developed and leading money market in the world  
 a) American money market    b) London money market  
 c) Newyork money market    d) Indian money market
20. The timings of the Indian stock market are divided into \_\_\_\_\_ sessions.  
 a) 4    b) 5    c) 2    d) 3

**PART - B**

7 x 2 = 14

**Answer any seven questions. Q.No:30 is compulsory:**

21. Write a short note about planning
22. Mention any two advantages of MBO?
23. How is price decided in a secondary market?
24. What is PAN (Permanent account number)?
25. What is promotion?
26. State e - learning method?
27. What is meant by commodity market?
28. What is Ambush marketing?
29. Which is the supreme objective of business?
30. Write a note on OTCEI

**PART - C**

7 x 3 = 21

**Answer any seven questions. Q.No; 40 is compulsory:**

31. What are the principles of Taylor?
32. What are the process of MBE?
33. Explain about factoring and venture capital Institutions:
34. What are the types of commercial bills? ( any 3)
35. What are the limitations of stock exchange? ( any 3)
36. What is the significance of Human resource? ( any 3)
37. State the steps in Recruitment process outsourcing
38. Explain the types of market on the basis of time
39. What are the objectives of marketing? (any 3)
40. What are the important legislations related to consumerism in India? ( any 3)

**PART - D**

7 x 5 = 35

**Answer all the questions:**

41. a) Explain the concept of management. (any 5)  
(OR)  
b) Explain the various functions of management. (any 5) x
42. a) Discuss the role of Financial Market.  
(OR)  
b) Briefly explain the functions of capital market. (any 5)
43. a) Differentiate between the money market and capital market. (any 5) x  
(OR)  
b) Explain the functions of stock exchange. (any 5)
44. a) What are the functions of SEBI (any 5)  
(OR)  
b) Describe the significance of Human Resource Management. (any 5)
45. a) Explain the important methods of interview (any 5)  
(OR)  
b) What are the differences between on the job training and off the job training? (any 5) x
46. a) Discuss about the Evolution of marketing. (any 5) x  
(OR)  
b) Explain in detail how traditional marketing differ from E- Marketing x
47. a) Explain the role of business in consumer protection. (any 5)  
(OR)  
b) What are the responsibilities of consumer? (any 5)