

+1 COMM II Mid Term Test –Nov 2024**Madurai (Dt)**

1. B Group corpus fund **10x1=10**
2. C 2006
3. A Import
4. B To provide the essential goods and services economically
5. A Wholesaler
6. A Broker
7. A Small
8. C Foreign Trade
9. C Both the statements are correct
10. B Whole Sale

Answer any 5 Questions: 5 x 2 = 10

11. Micro Enterprises : i) Clay Pot Making, ii) Fruits and Vegetable Vendors, iii) Transport-three wheeler tempos and Autos, iv) Repair Shops, v) Cottage Industries.

12. Entrepot Trade: Entrepot Trade means importing of Goods from one country and exporting the same to Foreign Country. It is also known Re-Export Trade.

13. Retailer: The retailer is the last of the many links in the economic chain whereby the consumer's wants are satisfied smoothly and efficiently by retailers. -S. Evelyn Thomas.

14. Multiple shops: A number of identical retail shops with similar appearance normally deal in standardized consumer products established in different localities owned by manufacturers are called as Multiple Shops.

15. International business: International business denotes all those business activities which take place beyond the geographical limits of the country. It involves not only the international movements of goods and services.

16. Letter of Credit: It represents a guarantee given by the importer bank to the exporter. That the amount in the bill will be honoured upon its presentation by the exporter or his agent.

17. Retail outlets in your town:

Pothys Textile, Madurai Famous Jigarthanda, Selvi Book Center, Konar Mutton Stall.

Answer any five questions: 5 x 3 = 15

18. MSME in Tamil Nadu: In Tamil Nadu, MSME Sector produces a wide variety of products in almost all fields. The prominent among them are textile, electronic products, engineering products, auto ancillaries, leather products, chemicals, plastics, garments, jewellery, etc.

19. India's Import and Exports items:

EXPORT ITEMS	IMPORT ITEMS
i) Petroleum Products	Mineral Fuels, including oil
ii) Jewellery	Gem, Precious Metals
iii) Automobile	Electrical, Machinery and Equipment

20. Characteristics of Wholesalers :

1. Wholesalers buy goods directly from producers or manufacturers, 2. They need large amount of capital to be invested in his business, 3. They generally provide credit facility to retailers

21. Characteristics of Super Markets :

1. Supermarkets are generally situated at the main shopping centres. 2. The goods are sold on cash basis only. No credit facilities are made available. 3. Supermarkets are organized on departmental basis.

22. Self Help Groups : 1. The motto of every group members should be "Saving first- Credit later". 2. The size of a Self Help Group ranges between 10-20 members. 3. The Groups need not be registered.

23. Mate's Receipt : It's the document issued by the captain of the ship. Acknowledging the receipt of goods on board by him to the port of specified

destination. This contains details like quantity of goods shipped, number of packages, condition of package, condition of packing, etc.

24. Business to Consumers (B2C).

Answer all the questions: 2 x 5 = 10

25 A). Objectives of SHGs:

- i) Focusing on empowerment of women.
- ii) Saving people from the clutches of Money Lenders.
- iii) Creating the habit of Saving in the minds of the people who are economically backward.
- iv) Promoting entrepreneurship skills among women.
- v) Elevating the economic standard of the member's family.

25 B). Features of Internal Trade:

- i) The Buying and Selling of goods takes place within the boundaries of the same country.
- ii) Payment for goods and services is made in the currency of the home country.
- iii) Goods can be delivered using locally available modes of transport.
- iv) It involves transactions between the producers, consumers and the middlemen.
- v) It does not involve any custom/import duty but need to pay the taxes to the government.

26 A). Features Of Departmental Stores:

- i). **Large Size:** A department is a large scale retail showroom requiring a large capital investment by forming a joint stock company managed by a board of directors.
- ii). **Wide Choice:** It acts as a universal provider of a wide range of products from Pin to Car. To satisfy all the expected human needs under one roof.

iii). **Departmentally organized :** Goods offered for sale are classified into various departments. Each department specializes in one line of product and operates as a separate unit.

iv). **Facilities provided:** It provides a number of facilities and services to the customers. Such as restaurant, rest rooms, recreation, parking, free home delivery, etc.

v). **Centralized purchasing :** All the purchases are made centrally and directly from the manufacturers. It operates separate warehouses whereas sales are decentralized in different departments.

26 B). Distinguish between internal and international trade.

Sl. No	Basic	Internal	International trade
1.	Participants in Business	within the country people	Outside the country people
2.	Mode of Transport	It is mainly transported by roadways and railways	It is mainly transported by water and airways
3.	Currency Used	local currency of a country.	foreign currencies. Commerce
4.	Risk Exposure	The risks are relatively less.	The risks are high
5.	Scope of Market	The scope of market is limited	The scope of market is Unlimited