

+2 COMM Half yearly–NOV2024 Madurai (Dt)

Answer all questions

20 x 1= 20

1. C Division of work
2. A Motivation
3. A Short term Funds
4. A Commercial Bank
5. C Bull
6. B Mumbai
7. B Intangible
8. B Negative
9. D Needs of the customers
10. B Transaction brokers
11. A 1960
12. C Consumer satisfaction
13. B Internal and External
14. C 1930
15. C Cheque
16. C Three directors
17. A Statutory
18. A i ii iii iv
19. A A and R are correct and R is the correct explanation for A
20. A Rural Entrepreneur

II. Answer any Seven Questions: 7 x 2 = 14

- 21. Management Tools:** Accounting, business law, psychology, statistics, econometrics, data processing, etc.
- 22. Capital Market:** The participants of the capital market include individuals, corporate sectors, Govt., banks and other financial institutions.
- 23. SEBI:** Securities and exchange board of India (SEBI) is an apex body that maintains and regulates our capital market. It was established in 1988 by Indian government but got the statutory powers in 1992
- 24. Recruitment:** Recruitment is the process of finding suitable candidates for the various posts in an organisation.
- 25. Grading:** Standardization means establishment of certain standards based on intrinsic qualities of a commodity.
- 26. Consumer:** A person who buys any goods or services for a consideration which has been paid or promised or partly paid and partly promised or under any system of deferred payment is a consumer.
- 27. Internal environment:** Internal environment refers to those factors within an organization.
- 28. List Essential Elements:** (1) Two Parties (2) Transfer

of Property (3) Goods (4) Price

(5) Includes both 'sale' and 'agreement to sell'.

**29. Whole time Director:** A Director is one who devotes whole of his time of working hours to the company and has a significant personal interest in the company as the source of his income.

**30. Bonus Shares.**

III. Answer any Seven questions: 7 x 3 = 21

**31. Features of MBO:** 1. An attempt is made by the management to integrate the goals of an organisation and individuals. 2. Management tries to relate the organisation goals with society goals. 3. A high degree of motivation and satisfaction is available to employees through MBO.

**32. Secondary Market:** (i) Secondary Market is the market for securities that are already issued. (ii) Stock exchange is an important institution in the secondary market.

**33. Treasury Bills :** 1) 91 days Treasury Bills 2) 182 days Treasury Bills and 3) 364 days Treasury Bills.

**Ninety one days Treasury Bills** are issued at a **fixed discount rate of 4 percent** as well as through auctions.

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

364 days Treasury Bills do not carry any fixed rate.

**34. Bull:** A Bull speculator expects a rise in prices of securities in the future. He is also called as a Tejiwala. He is an optimistic speculator.

**Bear:** A bear speculator expects prices to fall in future. He is also called as a Mandiwala.

**35. Stress interview:** This type of interview is conducted to test the temperament and emotional balance of the candidate interviewed.

**36. Niche marketing:** A strategy of directing all marketing efforts towards one well defined segment of the population. Actually there is no market in niche market.

**Examples:** The sports channels like STAR Sports, ESPN, STAR Cricket and Fox Sports target the niche market of sports enthusiasts.

**37. Artificial Scarcity:** There are certain situations where the shop-keepers put up the board 'No Stock' in front of their shops, even though there is plenty of stock in the store. In such situations consumers who are desperate to buy such goods have to pay hefty price to buy those goods and thus earning more profit unconscientiously.

Example: hoarding of onion, petrol, black market of cinema ticket..

**38. Technological Environment:** The development in the IT and telecommunications has created a global market. Technology is widely used in conducting market research for understanding the special needs of the customer. 1) The level of technology available within the country. 2) Rate of change in technology

3) Technology adopted by competitors.

### 39. Special Resolution:

A special resolution is the one which is passed by a not less than 75% of majority. The number of votes, cast in favour of the resolution should be three times the number of votes cast against it.

### 40. Stand up India

IV. Answer all the questions:  $7 \times 5 = 35$

### 41. Modern Management:

**1. Division of Work:** According to this principle the whole work is divided into small tasks.

**2. Authority and Responsibility:** Authority means the right of a superior to give the order to his subordinates whereas responsibility means obligation for performance.

**3. Unity of Command:** This principle states that each subordinate should receive orders and be accountable to one and only one superior

**4. Remuneration:** Workers must be paid sufficiently as this is a chief motivation of employees and therefore greatly influences productivity.

**5. Line of Authority/Scalar Chain:** This refers to the chain of superiors ranging from top management to the lowest rank.

41. OR Sl.NO	DEBENTURES	SHARES
1	Debentures constitute a loan.	Shares are part of the capital of a company.
2	Middle and Lower Level	Top level
3	<b>Debenture holder gets fixed rate of Interest which carries a priorities over dividend.</b>	Shareholders gets dividends <b>with a varying rate.</b>
4	Debentures <b>generally have a charge on the assets of the company.</b>	Shares do not carry any such charge.
5	Debenture holders <b>do not have any voting right</b>	Shareholders enjoy voting right

### 42. Government Entrepreneurial schemes:

**Startup India:** Through the Startup India initiative, Government of India promotes entrepreneurship by mentoring, nurturing and facilitating startups throughout their life cycle. Since its launch in January 2016.

**Make in India:** This scheme is designed to transform India into a global design and manufacturing hub, the Make in India initiative was launched in September 2014.

**Jan Dhan-Aadhaar - Mobile (JAM):** JAM, for the first time, is a technological intervention that enables direct transfer of subsidies to intended beneficiaries bank account. **Digital India:** The Digital India initiative has been launched to modernize the Indian economy to make all government services available electronically.

**Stand-Up India:** It was launched in 2015, Stand-Up India seeks to leverage institutional credit for the benefit of India's underprivileged. It aims at enabling economic participation of, women entrepreneurs, Scheduled Castes and Scheduled Tribes and share the benefit of Indian growth with the above mentioned categories

### 42. OR. Functions Of Management:

**Planning:** Planning refers to deciding in advance

**Motivating:** Motivation includes increasing the speed of performance of a work and developing a willingness on the part of workers.

**Co-ordination:** Co-ordination is the synchronization (or unification or integration) of the actions of all individuals, working in the enterprise in different capacities; so as to lead to the most successful attainment of the common objectives.

**Controlling:** Controlling is performed to evaluate the performance of employees and deciding increments and promotion decisions.

**Staffing:** Staffing refers to placement of right persons in the right jobs.

### 43. Functions Of SEBI:

Safeguarding the interests of investors by means of adequate education and guidance.

Regulating and controlling the business on stock markets.

Barring insider trading in securities.

Prohibiting deceptive and unfair method used by financial intermediaries operating in securities markets.

Performing functions that may be assigned to it by the Central Government of India.

**43.OR. Methods Of Training**

**Mentoring Method:** Mentoring is the process of sharing knowledge and experience of an employee. Besides the mentor is responsible for the providing necessary support to trainees, and feedback on the performance of trainee.

**Role Play Method:** 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.

**E-learning Method:** E learning is the use of technological process to access of a traditional classroom or office

**Vestibule Training Method:** Vestibule training is training of employees in an environment similar to actual work environment artificially created for training purpose.

**Coaching Method:** In the coaching method of training, the superior teaches or guides the new employee about the knowledge and skills relevant to a given job.

44. Sl.No	Features	Money market	Capital market
1.	Duration of Funds It is a market for short	term loanable funds for a period of not exceeding one year. It is a market for long	term funds exceeding period of one year
2.	Deals with Instruments	It deals with instruments like commercial bills (bill of exchange treasury bill commercial papers etc.).	It deals with instruments like shares
3.	Place of Transaction	Transactions mostly take place over the phone and there is no formal place	Transactions take place at a formal place. Eg. stock exchange
4.	Risk	Low credit and market risk.	High credit and market risk
5.	Liquidity	High liquidity in Money Market	Low liquidity in Capital Market

**44.OR. Components of marketing mix.**

**Product:** Product is the main element of marketing.

Without a product, there can be no marketing.

**Price:** Price is the value of a product expressed in monetary terms. It is the amount charged for the product.

**Place (Physical Distribution):** Place or physical distribution facilitates the movement of products from the place of manufacture to the place of consumption at the right time.

**Promotion:** Advertising plays a major role in promotion.

**45. Characteristics of Human Resource:**

- Human resource is the only factor of production that lives
- Human resource created all other resources
- Human resources are emotional beings
- Human resources are Movable
- Human resource can work as a team

**45.(OR). Micro Environmental Factors of Business**

**Financiers:** The financiers of a business which includes the debenture holders and financial institutions play a significant part in the running of a business.

**Suppliers:** In any organisation the suppliers of raw materials and other inputs play a very vital role.

**Marketing Channel Members:** The marketing intermediaries serve as a connecting link between the business and its customers.

**Public:** Many companies had to face closure due to actions by local public.

**Customers:** The aim of any business is to satisfy the needs of its customers. The customer is the king and the fulcrum around which the business revolves.

**46. Duties of consumers:**

**Buying Quality Products at Reasonable Price:** It is the responsibility of a consumer to purchase a product after gaining a thorough knowledge of its price, quality and other terms and conditions.

**Ensure the Weights and Measurement before Making Purchases:** The consumer should ensure that he/she is getting the product of exact weight and measure.

**Reading the Label Carefully:** It is the duty of the consumer to thoroughly read the label of the product.

**Beware of False and Attractive Advertisements:** It is the prime duty of consumer not to get misled by such fraudulent advertisements.

**Misleading Schemes:** The consumer should be aware of the fact that he is not getting anything free and should not buy unwanted things out of greed.

#### 46. OR. Types of Company Meetings.

##### 1. Meetings of Shareholders

(a) Statutory Meeting (b) Annual General Meetings (AGM)

(c) Extraordinary General Meetings (EGM)

##### 2. Meetings of the Directors:

Board meetings (b) Committees meetings

##### 3. Special Meetings

**I. Shareholders Meetings:** The meeting held with the shareholders of the company is called shareholders meeting.

##### A. Statutory Meeting

According to Companies Act, every public company, should hold a meeting of the shareholders within 6 months but not earlier than one month from the date of commencement of business of the company. This is the first general meeting of the public company is called the Statutory Meeting. This meeting is conducted only once in the lifetime of the company.

**B. Annual General Meeting [AGM]:** Every year a meeting is held to transact the ordinary business of the company. Such meeting is called Annual General Meeting of the company (AGM). Company is bound to invite the first general meeting within eighteen months from the date of its registration.

**C. Extra-Ordinary General Meeting:** Both Statutory meeting and annual general meetings are called as ordinary meetings of a company. All other general meetings other than statutory and annual general meetings are called extraordinary general meetings.

##### II. Meeting of the Directors:

**Board Meetings:** Meetings of the directors provide a platform to discuss the business and take formal decisions.

**Committee Meetings:** Every listed company and every other public company having paid up share capital of ₹10 crore is required to have audit committee. This committee should meet at least four times in a year.

47. S.No.	Basic of Difference	Bill of Exchange	Cheque
1.	<b>Drawn</b>	A bill of exchange can be drawn on any person including a banker	A cheque can be drawn only on a particular banker.
2.	<b>Payability</b>	It is payable on demand or on the expiry of a certain period.	It is payable on demand only.
3.	<b>Grace period</b>	Three days of grace are allowed	No days of grace are allowed
4.	<b>Stamping</b>	Bills are to be sufficiently stamped	Cheques need not be stamped
5.	<b>Crossing</b>	A bill cannot be crossed	A cheque can be crossed

#### 47. (OR). Functional Entrepreneurs

**Innovating Entrepreneur :** Innovative entrepreneur is one who is always focussed on introducing a new project or introducing something new in the venture already started.

**Imitative Entrepreneur:** A simply reengineer or redesign the products developed in advanced countries and produce a version suited to their local conditions. **For example,** many electronic products invented in advanced countries are simply reengineered in developing countries.

**Fabian Entrepreneur:** These entrepreneurs are said to be conservatives and sceptical about plasticising any change in their organisation. They are of risk-averse type. **Example; Nursus coffee.**

**Drone Entrepreneur:** Drone entrepreneurs are those who are totally opposed to changes unfolding in the environment. They used to operate in the niche market. **Example; Gopal Tooth powder**