

# Madurai Dist

## Half Yearly Examination – Dec. 2024

**12 – STD****Commerce****Total Marks: 90****Time: 3.00 hrs  
(20\*1=20)****Section – I****Answer all questions.**

1. Dividing the work into small tasks 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. Capital market do not provide  
a) Short term Funds      b) Debenture Funds      c) Equity Funds      d) Long term Funds
4. Major players in the money market is the \_\_\_\_  
a) Commercial Bank      b) Reserve Bank of India      c) State Bank of India      d) Central Bank.
5. An optimistic speculators is  
a) Stag      b) Bear      c) Bull      d) Lame Duck
6. The headquarters of SEBI is \_\_\_\_  
a) Calcutta      b) Mumbai      c) Chennai      d) Delhi
7. Human resource is a \_\_\_\_ asset.  
a) Tangible      b) Intangible      c) Fixed      d) Current
8. Selection is usually considered as a \_\_\_\_ process  
a) Positive      b) Negative      c) Natural      d) None of these.
9. 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
10. Pure play retailers are called  
a) Market creators      b) Transaction brokers      c) Merchants      d) Agents
11. The term 'consumerism' came into existence in the year \_\_\_\_  
a) 1960      b) 1957      c) 1954      d) 1958
12. The final aim of modern marketing is \_\_\_\_  
a) Maximum profit      b) Minimum profit      c) Consumer satisfaction      d) Service to the society
13. The two major types of business environment are \_\_\_\_ and \_\_\_\_  
(a) Positive and Negative      (b) Internal and External  
(c) Good and Bad      (d) Allowable and Unallowable
14. Sale of Goods Act was passed in the year  
a) 1940      b) 1997      c) 1930      d) 1960
15. Section 6 of Negotiable Instruments Act 1881 deals with  
a) Promissory Note      b) Bills of exchange      c) Cheque      d) None of the above
16. A Public Company shall have a minimum of \_\_\_\_  
(a) Seven directors      (b) Five directors      (c) Three directors      (d) Two directors
17. Which meeting will be held only once in the life time of the company?  
a) Statutory      b) Annual General      c) Extra – ordinary      d) Class General
18. **Match the following:**

1) Transfer	– i) Internal Source
2) Advertisements	– ii) External Source
3) Structured Interview	– iii) There is pre-prepared questions.
4) Unstructured Interview	– iv) There is no pre-prepared questions.

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

19. **Assertion (A):** Peter Heim, who lived in 1934, called the entrepreneur an innovator.  
**Reason (R):** According to him, an entrepreneur, as a creator, needs to innovate in a consistent manner.
- a) A and R are correct and R is the correct explanation for A  
 b) A and R are correct and R is a false explanation for A  
 c) A is correct but R is false d) A is false but R is correct
20. **Find odd one out**  
 a) Rural Entrepreneur b) Private Entrepreneur c) State Entrepreneur d) Joint Entrepreneur

## Section – II

(7\*2=14)

**Note: Answer any five questions in which Question No.30 is compulsory**

21. List out the management tools.
22. Who are the participants in a Capital Market?
23. Write a short note on SEBI.
24. Give the meaning of Recruitment.
25. What is meant by Grading?
26. Who is a consumer?
27. What is internal environment?
28. List down the essential elements of a contract of sale.
29. Who is called whole time Director?
30. What is the name of the shares that a company issues to its existing shareholders without consideration?

## Section – III

(7\*3=21)

**Note: Answer any five questions in which Question No.40 is compulsory**

31. Write the feature of MBO.(any 3)
32. Write a Short Note on Secondary Market
33. Explain the types of Treasury Bills? (any 3)
34. Bull and Bear – Explain.
35. What is stress interview?
36. Explain the detail about Niche marketing.
37. What is artificial scarcity?
38. What do you know about Technological environment?
39. What is a special resolution?
40. What is the name of the scheme launched in 2015 to establish green industries and service industries in India?

## Section – IV

(7\*5=35)

**Answer all questions.**

41. Explain the principles of modern management. (any 5) (or)  
 Give any five differences between shares and debentures
42. Explain any five Government Entrepreneurial schemes.(any 5) (or)  
 Explain the various functions of management. (any 5)
43. Describe the functions of SEBI. (any 5) (or)  
 Describe various methods of training. (any 5)
44. Differentiate between the Money Market and Capital Market. (any 5) (or)  
 Mention the components of marketing mix.
45. Explain the characteristics of Human Resource (any 5). (or)  
 Explain the micro environmental factors of business. (any 5)
46. What are the duties of consumers? (any 5) (or)  
 Explain different types of company meetings.
47. Distinguish a cheque and a bill of exchange. (any 5) (or)  
 Discuss the nature of functional entrepreneurs.

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