

VIVEKANANDA VIDYALAYA MATRIC HR SEC SCHOOL, PANNAIKADU PIRIVU**KODAIKANAL, DINDIGUL DISTRICT****HALF YEARLY EXAMINATION DINDIGUL DISTRICT KEY – DECEMBER 2024****CLASS: 12 STD****COMMERCE – ANSWER KEY****MARKS: 90****I. CHOOSE THE CORRECT ANSWER:****20*1=20**

1	b). Less	11	b). Transaction brokers
2	a). Motivation	12	c). March 15
3	b). George Odiome	13	b). 20 lakhs but does not exceed 1 crore
4	a). To rise funds	14	a). Uncontrollable
5	a). OTCEI	15	c). Globalization
6	b). Bear	16	b). Professional
7	b). Employer, Employee	17	c). 20 Companies
8	a). Selection	18	c). Proxy
9	b). On the Job & Off the Job	19	d). 4 3 2 1
10	c). Program variable	20	b). (A) and (R) True. (R) is the correct explain (A)

II. ANSWER ANY 7 QUESTIONS: (Q.NO: 30 IS CUMPULSORY)**7*2=14****21 What is meant by Motivation?**

- The goals are achieved with the help of motivation.
- This is done by a resourceful leader.

22 What is Spot market?

It is market where the delivery of financial instrument and payment of cash occurs immediately.

23 Who is called a Broker?

Brokers are commission agents, who act as intermediaries between buyers and sellers of securities.

24 Write any two internal source of recruitment.

- ★ Transfer
- ★ Upgrading
- ★ Promotion
- ★ Demotion

25 What is meant by Commodity Market?

A commodity market is a place where produced goods or consumption goods are bought and sold.

26 What is Caveat Emptor?

- ⊛ *Caveat emptor* is a Latin term that means "let the buyer beware."
- ⊛ The principle of caveat emptor serves as a warning to the buyers that they have no recourse with the seller if the product does not meet their expectations

27 Expand VUCA.

VUCA – Volatility, Uncertainty, Complexity and Ambiguity,

28 List down the essential elements of a contract of sale.

- ✪ Two Parties
- ✪ Transfer of Property
- ✪ Goods
- ✪ Price

29 Who are agricultural entrepreneur?

Those who raise allied products like poultry, meat, fish, honey, skin, agricultural implements, flowers, silk, fruits, prawn etc., are called agricultural entrepreneur.

30 Give any three cases in which an ordinary resolution needs to be passed?

- To appoint the directors
- To redeem the debentures.
- To declare the dividend

III. ANSWER ANY 7 QUESTIONS: (Q.NO: 40 IS CUMPULSORY)**7*3=21****31 Differentiate management from Administration.**

BASIS	MANAGEMENT	ADMINISTRATION
Authority	Middle and Lower Level	Top level
Role	Executive	Decisive
Concerned with	Policy implementation	Policy formulation
Key person	Manager	Administrator

32 Write a note on Secondary Market.

- ♣ The place where formerly issued securities are traded is known as Secondary Market.
- ♣ Stock exchange is important one of secondary market.
- ♣ It does not provide funding to companies.

33 What are the limitations of stock exchange?

- ✘ Lack of uniformity and control of stock exchanges.
- ✘ Failure to control unhealthy speculation.
- ✘ No proper regulation of listing of securities on the stock exchange

34 What are the Characteristics of Human resources? (any 3)

- ✪ It is the only factor of production that lives.
- ✪ It's created all other resources.
- ✪ Human resources are emotional beings.
- ✪ Human resources are movable.
- ✪ It can work as a team.
- ✪ Its exhibits innovation and creativity

35 What are the concept of marketing?

- ♣ *What I can sell?*
- ♣ *Shall I first create products?*
- ♣ *Shall I love my products?*
- ♣ *Who is supreme in markets?*
- ♣ *Who will shape my decisions?*

36 What are the important legislations related to consumerism in India?

- The Indian Contract Act, 1982 was passed to bind the people on the promise made in the contract.
- The Trademark Act, 1999 prevents the use of fraudulent marks on the product.
- The Competition Act, 2002 protects the consumers against unhealthy competition.

37 Write a short note on New Economic Policy.

- India agreed to the conditions of World Bank and IMF and announced New Economic Policy which consists of wide range of economic reforms.
- This new set of economic reforms is commonly known as the LPG
 - **Liberalization**
 - **Privatization**
 - **Globalization**

38 What are the characteristics of a bill of exchange?

- ★ A bill of exchange is a document in writing.
- ★ The document must contain an order to pay.
- ★ The order must be unconditional.

39 What do you understand by Issue of Securities at Premium?

- ★ When shares are issued at a price above the face or nominal value, they are said to be issued at a premium.
- ★ For example, a share having the face value of Rs 10 is issued at Rs.12. Here, Rs.2 is the premium.
- ★ The amount of share premium has be transferred to an account called the 'Securities Premium Account.

40 State any six Kinds of Navaratnas companies? (ANY 6)

1. Bharat Electronics Limited (BEL)
2. Container Corporation of India (CONCOR)
3. Engineers India Limited (EIL)
4. Hindustan Aeronautics Limited (HAL)
5. Hindustan Petroleum Corporation Limited (HPCL)
6. Mahanagar Telephone Nigam Limited (MTNL)
7. National Aluminium Company (NALCO)
8. National Buildings Construction Corporation (NBCC)
9. National Mineral Development Corporation (NMDC)

10. Neyveli Lignite Corporation Limited (NLCIL)
11. Oil India Limited (OIL)
12. Power Finance Corporation
13. Power Grid Corporation of India Limited
14. Rashtriya Ispat Nigam Limited
15. Rural Electrification Corporation
16. Shipping Corporation of India (SCI)

IV. ANSWER THE FOLLOWING QUESTIONS:

7*5=35

41 a). How consumer are exploited?

i). Selling at Higher Price:

- The price charged by the seller for a product service may not be matching with the quality times it is more than the fair price.

ii). Adulteration:

- * It refers to mixing or substituting undesirable material in food.
- * This causes heavy loss to the consumers.
- * This will lead to monetary loss and spoil the health.

iii). False Advertisements:

- ⇒ Advertisements convey very little information about the product.
- ⇒ Many times it makes false representation about the quality, price, grade, composition, guaranteed, performance etc.

iv). Sub-standard:

- ★ On opening a packet or sealed container one may find the content to be of poor quality.
- ★ A consumer finds it difficult to exchange the defective one for good one.

v). Warranty and Services:

- ♠ Warranty service may not be extended to many parts of the product sold.
- ♠ Thus consumers may be charged exorbitant charges in the name of repair costs.

b). Explain the principles of modern management?

i). Division of Work:

- * According to this principle the whole work is divided into small tasks.
- * The specialization of the workforce according to the skills of a person, creating specific personal and professional development within the labour force.

ii). Authority and Responsibility:

- ❖ This is the issue of commands followed by responsibility for their consequences.
- ❖ Authority means the right of a superior to give the order to his subordinates whereas responsibility means obligation for performance.

iii). Discipline:

- ♠ It is obedience, proper conduct in relation to others, respect of authority, etc.

♣ It is essential for the smooth functioning of all organizations.

iv). Unity of Command:

- This principle states that each subordinate should receive orders and be accountable to one and only one superior.
- If an employee receives orders from more than one superior, it is likely to create confusion and conflict.

v). Unity of Direction:

- * All related activities should be put under one group, there should be one plan of action for them, and they should be under the control of one manager.

42 a). What are the major advantages of MBO?

- ❖ Systematic evaluation of performance is made with the help of MBO.
- ❖ MBO gives the criteria of performance. It helps to take corrective action.
- ❖ Delegation of authority is easily done with the help of MBO.
- ❖ MBO motivates the workers by job enrichment and makes the jobs meaningful.
- ❖ The responsibility of a worker is fixed through MBO.

b). Write the differences between shares and debentures

S.No	Shares	Debenture
1	Shares are part of the capital of a company.	Debentures constitute a loan.
2	Top level.	Middle and Lower Level.
3	Shares do not carry any such charge.	Debentures generally have a charge on the assets of the company.
4	Shares cannot be issued at a discount.	Debentures can be issued at a discount without restrictions.
5	The holders enjoy voting right.	The holders do not have any voting right.

43 a). What are the difference between on the job training and off the job training?

S.no	Transaction	On the job training	Off the job training
01	Meaning	The employee learns the job in the actual work environment.	Off the job training involves the training of employees outside the actual work location.
02	Cost	It is cheapest to carry out	It requires expenses like separate training rooms specialist, resource like projectors.
03	Location	At the work place	Away from the work place
04	Approach	Practical approach	Theoretical approach
05	Principle	Learning by performing	Learning by acquiring knowledge

b). Differentiate between the Money Market and Capital market?

S.no	Features	Money Market	Capital Market
01	Duration of Funds	It is a market for short term loan funds.	It is a market for long term Funds .
02	Risks	Low credit and Market risk	High credit and Market Risk
03	Liquidity	High	Low
04	Underwriting	It is not primary function	It is a primary function
05	Subdivision	There is no such subdivision	There is a division

44 a). Explain any five Government Entrepreneurial schemes.**i). Support to Training and Employment Programme for Women (STEP):**

- * STEP was launched by the Government of India's Ministry of women and child Development.
- * To train women who have access to formal skill training facilities, especially in rural India.

ii). Jan Dhan- Aadhaar- Mobile (JAM):

- ⊛ JAM, for the first time, is a technological intervention that enables direct transfer of subsidies to intended beneficiaries.
- ⊛ And, therefore, eliminates all intermediaries and leakages in the system, which has a potential impact on the lives of millions of Indian citizens.

iii). Trade related Entrepreneurship Assistance and Development (TREAD):

- ♣ This schemes envisages to address the critical issues of access to credit among India's underprivileged women.
- ♣ The TREAD programme enables credit availability to interested women through non governmental organizations (NGOs).

iv). Modified Special Incentive Package Scheme (M-SIPS):

- ⊛ The M-SIPS scheme provides capital subsidy of 20% in SEZ and 25% subsidy in non-SEZ for business units engaged in manufacturing of electronics.

v). Science for equity Empowerment and Development (SEED):

- * SEED aims to provide opportunities to motivated scientists and field level workers to undertake action-oriented, location specific projects for socio-economic gain, particularly in rural areas.
- * SEED emphasizes equity in development, so that the benefits of technology accrue to a vast section of the population, particularly the disadvantaged.

b). Distinguish between Stock Exchange and Commodity Exchange.

S.no	Features	Stock Exchange	Commodity Exchange
1	Meaning	It is an organized market for the purchase and sale of industrial and financial security.	It is an exchange where commodities are traded.

2	Function	Providing easy marketability	Price insurance service and liquidity to securities
3	Object	It is facilitating capital formation	It is facilitating goods flow through risk reduction
4	Participants	Investors and Speculators	Producers, Dealers, Traders
5	Price Quotation	Its dealings only one quotation is possible	Its dealings multiple quotation is possible

45 a). Explain the important methods of interview.

i). Stress Interview:

- ❖ This type of interview is conducted to test the temperament and emotional balance of the candidate interviewed.
- ❖ Interviewer deliberately creates stressful situation by directing the candidate to do irrational and irritating activities.

ii). Structured Interview:

- ⊛ Under this method, a series of question to be asked by the interviewer are pre-prepared by the interviewer and only these questions are asked in the interview.

iii). Online Interview

- ↔ These days interviews are conducted by means of internet via **Skype, Wechat, Google duo, Viber, Whatsapp** or **Video chat** applications.
- ↔ They saves a lot of time, money and energy both for employer's organisation and the candidate.

iv). Group interview

- ❖ A group interview is a screening process where multiple candidates are interviewed at the same time.
- ❖ Group interview is a good time saving type of interview.

v). Video Conferencing Interview

- ♣ Video conferences interview is similar to face to face interview.
- It is a kind of conference call that connects the candidate with companies located across

b). Explain in detail on classification according to the type of business?

(i) Business Entrepreneur:

- ⊛ Business entrepreneur is called solo entrepreneur.
- ⊛ He/she may establish small or large enterprise to commercially exploit his /he idea.
- ⊛ He/she takes up production, operations and pursues marketing activities.

(ii) Trading Entrepreneur:

- ⊙ Trading entrepreneurs are those who restrict themselves to buying and selling finished goods.

- They may be engaged in domestic and international trade.
- Their core strength lies in distribution and marketing.

(iii) Industrial Entrepreneur:

- ★ These are entrepreneurs who manufacture products to cater to the needs of consuming public after identifying the need left unfulfilled by the manufacturer hitherto.
- ★ They may be small, medium and large entrepreneurs.

(iv) Corporate Entrepreneur:

- ♣ Corporate entrepreneur is called promoter.
- ♣ He/she takes initiative necessary to start an entity under corporate format.
- ♣ He/she arranges to fulfill the formalities to start a corporate entity under Company law.

(v) Agricultural Entrepreneur:

- Agricultural entrepreneurs are those entrepreneurs who raise farm products and market them.
- They use the various inputs like labour, fertilizer, insecticide, water technology etc. to raise the products and market their products either directly.

46 a). Explain in detail how traditional marketing differ from E-marketing?

S.No	E-marketing	Traditional marketing
1	It is very economical and faster way to promote the products.	It is very expensive and takes more time to promote product.
2	It is quiet easier for promoting product globally in the short time	It is very expensive and time consuming to promote product/service
3	It can expand their operation with Minimum manpower.	It needs more man power.
4	In this marketing product can be sold or bought 24*7,round the year with minimum manpower	That is not possible in traditional marketing.

b). What are the requisites for a valid endorsement?

- ★ Endorsement is to be made on the face of the instrument or on its back.
- ★ It is usually made on the back of a negotiable instrument.
- ★ When there is no space for making further endorsements a piece of paper can be attached to the negotiable instrument for this purpose.
- ★ This piece of paper is called 'Allonge'.
- ★ Endorsement for only a part of the amount of the instrument is invalid.
- ★ It is presumed that the endorsements appearing on a negotiable instrument were made in the order in which they appear thereon.
- ★ Signing in block letters does not constitute regular endorsement.

47 a). Explain the micro environmental factors of business.**i) Suppliers:**

- * In any organization the suppliers of raw materials and other inputs play a very vital role.
- * Organizations have realized the importance of nurturing and maintaining good relationship with the suppliers.

ii) Customers:

- ♣ The aim of any business is to satisfy the needs of its customers. The customer is the king business.
- ♣ Customer relationship management aims at creating and sustaining cordial relations with customers.

iii) Competitors:

- * All organizations face competition at all levels local, national and global.
- * Competitors may be for the same product or for similar products.

iv) Marketing Channel members:

- The marketing inter-mediaries serve as a connecting link between the business and its customers.
- Market research agencies help the firm to understand the needs of the customers

v) Public:

- ⇒ The public group has the ability to make or mar a business.
- ⇒ Many companies had to face closure due to actions by local public.

b. What are the Highlights of LPG policy?

- ⚙ Introduction of new Foreign Trade Agreements
- ⚙ Foreign Investment (FDI & FII)
- ⚙ MRTP Act, 1969 (Amended)
- ⚙ Deregulation
- ⚙ Opportunities for overseas trade
- ⚙ Steps to regulate inflation
- ⚙ Tax reforms
- ⚙ Abolition of License

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- ❖ All of the above I mentioned is my own proposed list.
- ❖ This is not final decision.
- ❖ This subject to be changed.
- ❖ If there is any error in this, please correct it.

PREPARED BY

P.VAHEESWARAN *M.COM., M.PHIL. DCA., B.ED*

VICE- PRINCIPAL

PG ASSISTANT OF COMMERCE & ACCOUNTANCY

VIVEKANANDA VIDYALAYA MATRIC HR SEC SCHOOL

PANNAIKADU PIRIVU, KODAIKANAL MAIN ROAD,

DINDIGUL DISTRICT.