

Tsi12Com

Tenkasi District  
Common Half Yearly Examination - 2024



16.12-24

Time: 3.00 Hours

**Standard 12**  
**COMMERCE**

Marks: 90

Part - I

20x1=20

**I. Choose the correct answer**

- 1) Primary market is also called as
  - a) Secondary market
  - b) Money market
  - c) New Issue market
  - d) Indirect market
- 2) A major player in the money market is the .....
  - a) Commercial Bank
  - b) Reserve Bank of India
  - c) State Bank of India
  - d) Central Bank
- 3) A pessimistic speculator is
  - a) Stag
  - b) Bear
  - c) Bull
  - d) Lame Duck
- 4) Trading in dematerialized shares commenced on the NSE is .....
  - a) January 1996
  - b) June 1998
  - c) December 1996
  - d) December 1998
- 5) Transfer is an ..... source of recruitment
  - a) Internal
  - b) external
  - c) outsourcing
  - d) None of the above
- 6) With a wider span, there will be ..... hierarchical levels
  - a) More
  - b) Less
  - c) Multiple
  - d) Additional
- 7) The goals are achieved with help of .....
  - a) Motivation
  - b) Controlling
  - c) Planning
  - d) Staffing
- 8) ..... is useful to prevent skill obsolescence of employees
  - a) Training
  - b) Job analysis
  - c) Selection
  - d) Recruitment
- 9) Stock Exchange market is also called .....
  - a) Spot Market
  - b) Local Market
  - c) Security market
  - d) National Market
- 10) Pure play retailers are called
  - a) Market creators
  - b) Transaction brokers
  - c) Merchants
  - d) Agents
- 11) The consumer protection Act came into force with effect from
  - a) 1.1.1986
  - b) 1.4.1986
  - c) 15.4.1987
  - d) 15.4.1990
- 12) The chairman of the state consumer protection council is .....
  - a) Judge of a High court
  - b) Chief Minister
  - c) Finance Minister
  - d) None of the above
- 13) Off the Job training is given
  - a) In the class room
  - b) On off days
  - c) Outside the factory
  - d) In the playground
- 14) Which one is the example of Intangible product?
  - a) Education
  - b) Mobiles
  - c) Garments
  - d) Vehicles
- 15) Scientific management is developed by
  - a) Fayol
  - b) Taylor
  - c) Mayo
  - d) Jacob
- 16) Delegation of Authority is Easily Done with the help of .....
  - a) MBM
  - b) MBE
  - c) MBO
  - d) MBA
- 17) Who is not entitled to speak at the annual general meeting of the company?
  - a) Auditor
  - b) Shareholder
  - c) Proxy
  - d) Directors
- 18) The shares which are offered first to the existing shareholder at reduced price is known as .....
  - a) Bonus share
  - b) Equity share
  - c) Right share
  - d) Preference share
- 19) Corporate entrepreneur is also called as .....
  - a) Intrapreneur
  - b) Promoter
  - c) Manager
  - d) Shareholder
- 20) New Economic Policy was introduced in the year .....
  - a) 1980
  - b) 1991
  - c) 2013
  - d) 2015

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## Part - II

## II. Answer any 7 questions. Q.No. 30 compulsory.

7x2=14

- 21) What is meant by motivation?
- 22) Who are the participants in a capital market?
- 23) Who is called as managing director?
- 24) Who are agricultural entrepreneur?
- 25) What is a contingent Goods?
- 26) What is meant by poaching?
- 27) What is Ambush marketing?
- 28) What are the rights of consumer according to John F.Kennedy?
- 29) What is Government Securities Market?
- 30) Who is the Pioneer of white revolution in India and What dairy brand was founded by him?

## Part - III

## III. Answer any 7 questions. Q.No. 40 compulsory.

7x3=21

- 31) What is Special Resolution?
- 32) Expand the following  
i) STEP ii) JAM iii) SEED
- 33) What are the characteristics of a bill of exchange?
- 34) What do you mean by Liberalisation?
- 35) What is meant by artificial Scarcity?
- 36) What are the advantages of E-Marketing?
- 37) Differentiate management from Administration?
- 38) Write a note on Secondary Market?
- 39) Explain Bull and Bear
- 40) What type of Interview conducted for recruiting sales representatives staff for defence and law enforcement agencies? Explain

## Part - IV

## IV. Answer all the questions.

7x5=35

- 41) a) What are the major advantages of MBO?  
(OR)  
b) Difference between the money market and capital market (any 5)
- 42) a) How consumers are exploited? (any 5)  
(OR)  
b) Explain the characteristics of Human Resource
- 43) a) Distinguish a cheque and a bill of exchange. (any 5)  
(OR)  
b) Explain any five Government Entrepreneurial schemes
- 44) a) Brief different types of Directors  
(OR)  
b) Explain in detail the elements of contract of sale
- 45) a) Discuss about the evolution of marketing  
(OR)  
b) Briefly explain the various types of tests (any 5)
- 46) a) Explain the powers of SEBI  
(OR)  
b) Explain the principles of Modern Management. (any 5)
- 47) a) What are the difference between on the Job training and off the Job training?(any 5)  
(OR)  
b) Discuss the challenge faced by women Entrepreneurs (any 5)