

**+2 COMM I REVISION–JAN 2025 Madurai (Dt)****Answer all questions****20 x 1= 20**

1. B Less
2. D Defining Organizational Objectives
3. B 1992
4. A Low Profitability
5. B For their Own Transactions
6. C December 1996
7. A Job seeker and job provider
8. C Outside the factory
9. B Social Class
10. A Judge of a High Court
11. A Volatility, Uncertainty, Complexity and Ambiguity
12. B 1991
13. B Dividend due
14. B Professional
15. B Make in India
16. D Promoter
17. B a- ii, b- iv, c- iii, d- i
18. C 20 Companies
19. B Produce market
20. A 3

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

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

**22. OTCEI:** The OTCEI was set up by a premier financial institution to allow the trading of securities across the electronic counters throughout the country.

**23. Broker:** Brokers are commission agents, who act as intermediaries between buyers and sellers of securities. They do not purchase or sell securities on their behalf.

**24. Poaching:** This is also called poaching where the efficient employees of rival companies are drawn to the organisations by higher pay and benefits. For example: Salesmen, Chartered Accountants, Management professionals etc.

**25. Marketer:** A person whose duties include the identification of the goods and services desired by a set of consumers, as well as the marketing of those goods and services on behalf of a company. - **Business Dictionary**

**26. Privatization:** Privatization is the incidence or process of transferring ownership of a business enterprise, agency or public service from the government to the private sector.

**27. Characteristics of a negotiable instrument:**

1. Transferability,
2. Title of the holder free from all defects,
3. Right of the transferee to sue.

**28. 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 or through co-operative entities or through brokers or through tie up with large retailers.

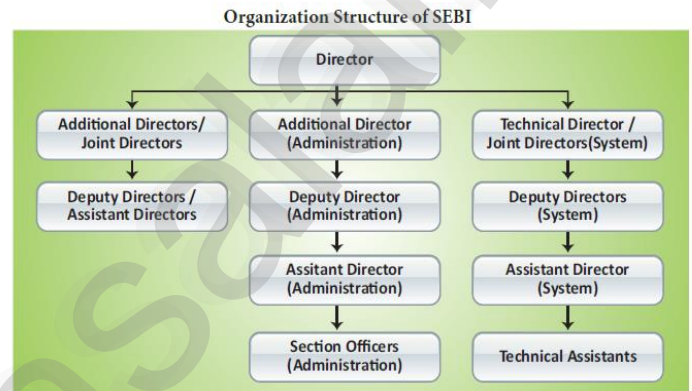
**29. KMP:**

Every Public Company having paid up share capital of Rs.10 Crore or More

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

**31. Functions of Management:** 1. Innovation, 2. Representation, 3. Decision – Making, 4. Communication

**32. Money Market:** 1. RBI and SBI, 2. Public, 3. Commercial Banks, 4. Insurance Companies.

**33. SEBI:****34. Marketing:****What I can sell?**

MAKE WHAT YOU CAN SELL, BUT DO NOT TRY TO SELL WHAT YOU CAN MAKE.

**Shall I first create products?**

NO, FIRST CREATE A CUSTOMER, THEN CREATE PRODUCTS.

**Shall I love my products?**

NO, LOVE YOUR CUSTOMERS AND NOT THE PRODUCTS.

**Who is supreme in markets?**

CUSTOMER IS SUPREME OR KING.

**Who will shape my decisions?**

CUSTOMER'S PREFERENCES SHAPE YOUR DECISIONS.

**35. Members Of The National Commission:**

The National Commission should have five members. One should be from judiciary. Four other members of ability, knowledge and experience from any other fields. It should include a woman.

**36. 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.

37.Basis of difference	Entrepreneur	Manager
<b>Status</b>	Entrepreneur is <b>owner</b> of the entity	Manager is a <b>salaried employee</b> in the entity set up for carrying on the venture.
<b>Risk Bearing</b>	Entrepreneur <b>bears the eventual risk and uncertainty in operating the enterprise</b>	<b>Manager doesn't bear any risk in the venture</b> where the venture is unsuccessful he/she simply quits the enterprise.
<b>Rewards</b>	Entrepreneur is <b>rewarded by profit</b> for the risk bearing exercise.The reward for entrepreneur is totally uncertain.	Manager's <b>reward salary, bonus, allowance</b> is certain and regular.

**38. Ordinary Resolution Need to be Passed:** 1.To change or rectify the name of the company,2. To declare the dividends, 3. To appoint the directors, 4.To redeem the debentures.

**39.Unpaid Seller:** A seller is deemed to be an unpaid seller (a) when the whole of the price has not been paid or (b) a bill of exchange or other negotiable instrument given to him has been dishonoured.

#### 40. Panel Interview

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) Elements Of Contract Of Sale

**Two Parties:**A contract of sale involves two parties – the seller and the buyer.

**Transfer of Property:**To constitute sale, the seller must transfer or agree to transfer the ownership in the good to the buyer. A mere transfer of possession does not amount to sale.

**Goods:**The term 'goods' includes every kind of movable property, stocks and shares, growing crops etc. Goodwill, trademarks, copy rights, patent rights etc., are all also regarded as goods.

**Price:** The monetary consideration for the goods sold is called price. If goods are sold partly for goods and partly for money, the contract is one of sale.

**Includes both „Sale“ and „Agreement to Sell“:**The term contract of sale includes both sale and agreement to sell. If the property in goods is transferred immediately to the buyer it is called as sale. On the other hand, if the transfer of property takes place at a future date or on fulfilment of certain conditions, it is called an agreement to sell.

42.BASIS FOR COMPARISON	NEW ISSUE MARKET	SECONDARY MARKET
<b>Meaning</b>	The market place for new shares is called primary market. (New Issues Market)	The place where formerly issued securities are traded is known as Secondary Market. (Resale Market)
<b>Buying</b>	Direct	Indirect
<b>Buying and Selling between</b>	Company and Investors	Investors
<b>Intermediary</b>	Underwriters	Brokers
<b>Price</b>	Fixed price	Fluctuates, depends on the demand and supply force

#### 42.OR . Promoting Entrepreneurial Venture:

**1. Selection of the product:**An entrepreneur may select a product according to his aspiration, capacity and motivation after a thorough scrutiny of micro and macro environment of business.

**2. Selection of form of ownership:**Entrepreneur has to choose the form of organisation suitable and appropriate for his venture namely family ownership, partnership and private limited company

**3. Selection of Site:** Entrepreneur has to choose suitable plot for accommodating his venture. He has four options open to him for housing his venture

**4. Designing Capital Structure:** Entrepreneur has to determine the source of finance for funding the venture. He/she may mobilise funds from his own savings, loans from friends and relatives, term loans from banks and financial institutions.

**5. Acquisition of Manufacturing know-how:** Entrepreneur can acquire manufacturing know-how from Government research laboratories, research and development divisions of industries, and individual consultant.

43.Sl. No	Feature	Stock Exchange	Commodity Exchange
1.	<b>Meaning</b>	Stock Exchange (also called Stock Market or Share Market) is one important constituent of capital market.  Exchange of financial securities.	A commodity exchange is an exchange where commodities are traded.  Exchange of goods and services.
2.	<b>Participants</b>	Investors and Speculators	Producers, dealers, traders and abody of speculators.
3.	<b>Price Quotation</b>	Only one quotation is possible	For future dealings, multiple quotations are possible
4.	<b>Period of dealings</b>	Cash, ready delivery and dealings for account for a fortnight (15 days)	Instant cash dealings and a settlement period of 2 or 3 months for Future Market dealings
5.	<b>Articles Traded</b>	Industrial securities such as stocks and bonds and government securities.	Only durable, graded and good having large volume of trade

### 43.OR. Consumers are Exploited

**1. Selling at Higher Price:** The price charged by the seller for a product service may not be commensurate with the quality but at times it is more than the fair price.

**2. Adulteration:** It refers to mixing or substituting undesirable material in food. Adulterators make illegitimate profit while prudent businessmen aim at normal profit whenever unscrupulous traders seek to reap higher profit out of greed, they seek to adulterate the products.

Example: Mixing of stones with grains. Mixing of coconut oil with palmolein.

**3. Duplicate or Spurious goods:** Duplicate products of popular products are illegally produced and sold.

**4. 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.

**5. False Advertisements:** Many times it makes false representation about the quality, price, grade, composition, utility guaranteed, performance etc. Consumers who buy the products on the faith of claims made in advertisements are cheated.

### 44. Advantages of MBE

- i. It saves the time of managers
- ii. It focuses managerial attention on major problems.
- iii. It facilitates delegation of authority.
- iv. It is a technique of separating important information from unimportant one.
- v. Management by exception provides better yardsticks for judging results.

### 44.OR. Advantages and Disadvantages of Liberalization.

#### Advantages:

**Increase in foreign investment:** If a country liberalises its trade, it will make the country more attractive for inward investment.

**Increase the foreign exchange reserve:** Relaxation in the regulations covering foreign investment and foreign exchange has paved way for easy access to foreign capital.

#### Disadvantages

**Increase in unemployment:** Some industries grow, some decline. Therefore, there may often be structural unemployment from certain industries closing.

**Loss to domestic units:** With fewer entry restrictions, it has been possible for many entrants to make inroads into the country, which poses a threat and competition to the existing domestic units.

**45. Trends In Recruitment:**

**I.Poaching:** Organisations instead of training and developing their own employees hire employees of other competitive companies by paying them more both financial and non financial benefits. It is also called raiding.

**II.Outsourcing:** There are outsourcing firms that help in the process of recruiting through screening of applications and finding the right person for the job for which they are paid service charges.

**45.(OR). Types Of Open and Secret Types Of Voting****I.Open Procedure:**

**By Voice:** The chairman allows the members to raise their voice in favour or against an issue. 'Yes' for approval and 'No' for rejection. Chairman announces the result of voice voting on the basis of strength of words shouted. It is an unscientific method. It cannot be employed for deciding complex issue.

**By Show of Hands:** Under this method the chairman, requests the members to raise their hands of those who are in favour of the proposal or candidate and then requests those are against. Then the chairman counts the number of hands raised for 'Yes' and 'No' respectively can announce the result on the basis of hands counted.

**II.Secret Procedure:**

**By Ballot:** Under this system, ballot paper bearing serial number is given to the members to record their opinion by marking with the symbol or Shareholders have to cast their vote in a secret chamber and put the ballot paper into the ballot box. The votes are counted and the results are announced.

**Postal Ballot:** Under this method serially numbered ballot papers are sent by post in sealed covers to the members, who, living at a distant place, are unable to attend the meeting physically.

The members or voters fill in the ballot papers and return them in sealed covers which are opened when the ballot box is opened for counting the votes.

**46. Characteristics Of Money Market:**

**1.Short-term Funds:** It is a market purely for short-term funds or financial assets called near money.

**2.Maturity Period:** It deals with financial assets having a maturity period upto one year only.

**3.Conversion of Cash:** It deals with only those assets which can be converted into cash readily without loss and with minimum transaction cost.

**4.No Formal Place:** Generally, transactions take place through phone, i.e., oral communication.

**5.Sub-markets:** It is not a single homogeneous market. It comprises of several sub-markets each specialising in a particular type of financing.

E.g., Call Money Market, Acceptance Market, Bill Market.

**46.OR.Market Can be Classified on the Basis of Economics.****On the Basis of Economics:**

**Perfect Market:** Large number of buyers and sellers are there. Prices should be uniform throughout the market. Buyers and sellers have a perfect knowledge of market. Goods can be moved from one place to another without restrictions.

**Imperfect Market:** Products are similar but not identical. Prices are not uniform. There is lack of communication. There are restrictions on the movement of goods.

**47. Important Methods Of Interview:**

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

**2.Structure/Guided/Planned Interview:** Under this method, a series of questions to be asked by the interviewer are prepared by the interviewer and only these questions are asked in the interview. Ultimately interviewees are ranked on the basis of score earned by the candidate in the interview.

**3.Unstructured Interview:** This is quite contrary to structured interview. An atmosphere for free and frank interaction is created in the interview environment.

**4.Panel Interview:** Where a group of people interview the candidate, it is called panel interview.

**5.Online Interview:** Due to tremendous growth in information and communication technology, these days interviews are conducted by means of internet via Skype, Wechat, Google duo, Viber, Whatsapp or Video chat applications.

**47.(OR). Women Entrepreneurs**

**1.Problem of Finance:** The access of women to external sources of funds is limited as they do not generally own properties in their own name.

**2.Limited Mobility:** Indian women cannot afford to shed their household responsibilities towards their family even after they plunge into the venture started by them.

**3.Lack of Education:** Illiterate and semi-literate women entrepreneurs encounter a lot of challenges in their entrepreneurial journey with respect to maintaining accounts, understanding money matters, day-to-day operations of the company, marketing the products, applying technology etc.,

**4.Lack of Network Support:** The successful operation of any venture irrespective of the size depends upon the network of support extended by various constituencies like family members, friends, relatives, acquaintances, neighbours, institutions and so on.

**5.Stiff Competition:** Since they are not able to spend liberally due to financial constraints, they are not able to compete effectively and efficiently in the market.