

12 - COMMERCE**Model Public Examination – 1.****Time : 3 hrs****Marks : 90****Part – A****1. Choose the correct answer:****20 x 1 = 20**

1. Management is an _____
a) Art
b) Science
c) Art and Science
d) Art or Science
2. Which is the primary function of management?
a) Innovating b) Controlling c) Planning d) Decision-making
3. Which is the First step in Process of MBO?
a) Fixing Key Result Area
b) Appraisal of Activities
c) Matching Resources with Activities
d) Defining Organisational Objectives
4. When the NSEI was established
a) 1990 b) 1992 c) 1998 d) 1997
5. The money invested in the call money market provides high liquidity with _____.
a) Low Profitability
b) High Profitability
c) Limited Profitability
d) Medium Profitability
6. Securities Exchange Board of India was first established in the year _____.
a) 1988 b) 1992 c) 1995 d) 1998
7. Human resource is a _____ asset.
a) Tangible b) Intangible c) Fixed d) Current
8. The recruitment and Selection Process aimed at right kind of people.
a) At right people
b) At right time
c) To do right things
d) All of the above
9. When trainees are trained by supervisor or by superior at the job is called
a) Vestibule training
b) Refresher training
c) Role play
d) Apprenticeship training
10. In the following variables which one is not the variable of marketing mix?
a) Place Variable b) Product Variable c) Program Variable d) Price Variable
11. Who is the father of Consumer Movement?
a) Mahatma Gandhi
b) Mr. John F. Kennedy
c) Ralph Nader
d) Jawaharlal Nehru
12. _____ is the king of modern marketing.
a) Consumer b) Wholesaler c) Producer d) Retailer

13. The Chairman of the District Forum is _____
 a) District Judge
 b) High Court Judge
 c) Supreme Court Judge
 d) None of the above
14. GST stands for _____
 a) Goods and Social Tax
 b) Goods and Service Tax
 c) Goods and Sales Tax
 d) Goods and Salary Tax
15. _____ means permitting the private sector to setup industries which were previously reserved for public sector.
 a) Liberalisation
 b) Privatisation
 c) Globalisation
 d) Public Enterprise
16. Sale of Goods Act was passed in the year
 a) 1940
 b) 1997
 c) 1930
 d) 1960
17. A cheque will become stale after _____ months of its date:
 a) 3
 b) 4
 c) 5
 d) 1
18. _____ is the Government of India's endeavour to promote culture of innovation and entrepreneurship.
 a) AIM
 b) STEP
 c) SEED
 d) AIC
19. A person shall hold office as a director in _____ companies as per the Companies Act, 2013.
 a) 5 companies
 b) 10 companies
 c) 20 companies
 d) 15 companies
20. 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

Part – B

II. Answer any 7 Questions

7 x 2 = 14

Answer the Question No. 30 is compulsory

21. State the meaning of Authority?
22. What is meant by Spot Market?
23. What are the types of speculators?
24. What is meant by Poaching?
25. Define Marketing Mix.
26. Give two examples of adulteration.
27. What is a Contingent Goods?
28. Give some examples of pure entrepreneurs.
29. Write short note on Proxy.
30. Why Bonus Shares are issued?

Part – C**II. Answer any 7 Questions****7 x 3 = 21****Answer the Question No. 40 is compulsory**

31. Define the term Management.
32. Explain the types of Treasury Bills? (any 3)
33. Explain Bull and Bear.
34. What is meant by unsolicited applications?
35. What can be marketed in the Market? (any 3)
36. What is meant by artificial scarcity?
37. State any three impacts on Globalisation.
38. Distinguish between Entrepreneur and Manager. (any 3)
39. When are alternative directors appointed?
40. Discuss the Entrepreneur is greater than Intrapreneur.

Part – D**IV. Answer all the Questions****7 x 5 = 35**

41. a) Explain the concept of management. (any 5) **OR**
b) Explain the various functions of management. (any 5)
42. a) Distinguish between New issue market and Secondary Market. (any 5) **OR**
b) Distinguish between Conditions and Warranty.
43. a) Explain the functions of Stock Exchange. (any 5) **OR**
b) What are the functions of SEBI? (any 5)
44. a) Explain the characteristics of Human Resource (any 5) **OR**
b) Explain the features of a cheque. (any 5)
45. a) Narrate the Elements of Marketing Mix. **OR**
b) How consumers are exploited? (any 5)
46. a) Explain the duties of consumers? (any 5) **OR**
b) What are the highlights of the LPG policy? (any 5)
47. a) Discuss the challenges faced by Women Entrepreneurs. (any 5) **OR**
b) What are the difference between Shares and Debentures. (any 5)

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PG - Commerce

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