

12 - COMMERCE

Model Public Examination - 2

Marks : 90

Time : 3 hrs

Part - A

20 x 1 = 20

Choose the correct answer:

1. Capital market is a market for
 - a) Short Term Finance
 - b) Medium Term Finance
 - c) Long Term Finance
 - d) Both Short Term and Medium Term Finance
2. _____ is the oldest stock exchange in the world.
 - a) London Stock Exchange
 - b) Bombay Stock Exchange
 - c) National Stock Exchange
 - d) Amsterdam Stock Exchange
3. Selection is usually considered as a _____ process
 - a) Positive
 - b) Negative
 - c) Natural
 - d) None of these
4. 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
5. What are the characteristics of an entrepreneur?
 - (a) Spirit of enterprise
 - (b) Flexibility
 - (c) Self Confidence
 - (d) All of the above
6. The shares which are offered to the existing shareholder at free of cost is known as _____
 - (a) Bonus Share
 - (b) Equity Share
 - (c) Right Share
 - (d) Preference Share
7. Dividing the work into small tasks is known as
 - a) Discipline
 - b) Unity
 - c) Division of work
 - d) Equity
8. The goals are achieved with the help of _____
 - (a) Motivation
 - (b) Controlling
 - (c) Planning
 - (d) Staffing
9. MBO is popularised in the USA by _____
 - (a) Prof. Reddin
 - (b) George Odiorne
 - (c) Henry Fayol
 - (d) F.W Taylor
10. Capital market do not provide
 - a) Short term Funds
 - b) Debenture Funds
 - c) Equity Funds
 - d) Long term Funds
11. 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

12. A pessimistic speculator is
a) Stag b) Bear c) Bull d) Lame Duck
13. Human resource management determines the _____ relationship.
a) internal, external b) employer, employee
c) Owner, Servant d) Principle, Agent
14. Off the Job training is given
a) In the class room b) On off days
c) Outside the factory d) In the playground
15. The Spot market is classified on the basis of .
a) Commodity b) Transaction c) Regulation d) Time
16. 1. Sale of Goods Act was passed in the year
a) 1940 b) 1997 c) 1930 d) 1960
17. VUCA stands for ____, ____, ____, _____.
(a) Volatility, Uncertainty, Complexity and Ambiguity
(b) Value, Unavoidable, Company and Authority
(c) Volatility, Uncontrollable, Company and Auction
(d) All of the above
18. Which of the below is not a Characteristic of a Fabian Entrepreneur?
a) Conservative b) Risk averse c) Sceptical d) Adaptive
19. What is the statue of Directors who regulate money of the company.
a) Banker b) Holder c) Agent d) Trustees
20. Negotiable Instrument Act was passed in the year _____.
a) 1981 b) 1881 c) 1994 d) 1818

Part – B

II. Answer any 7 Questions

7 x 2 = 14

Answer the Question No. 30 is compulsory

21. List out the management tools.
22. What is known as KRA?
23. How is price decided in a Secondary Market?
24. Write any two objectives of SEBI
25. Give the meaning of Recruitment.
26. What is meant by Spot Market?
27. What are the rights of consumer according to John F. Kennedy?
28. What is Privatisation?
29. Name any two Governmental Entrepreneurial schemes.
30. What are the advantages of Debentures? (any – 2)

Part - C

III. Answer any 7 Questions

7 x 3 = 21

Answer the Question No. 40 is compulsory

31. List out the main functions of management?
32. What are the types of Commercial Bill? (any - 3)
33. Define the term Human Resource Management.
34. What is stress interview?
35. Explain in detail about Niche marketing.
36. Who are the members of the National Commission?
37. Write about Fabian Entrepreneur.
38. Discuss in detail about existing goods.
39. What is 'Startup India'?
40. Give any three utilization of Securities Premium Fund.

Part - D

IV. Answer all the Questions

7 x 5 = 35

41. a) Explain the principles of modern management. (any 5) OR
b) Discuss the characters of a Capital Market.
42. a) Distinguish between the Money Market and Capital Market. (any 5) OR
b) Explain the powers of SEBI. (any 5)
43. a) Explain the Internal sources of Recruitment (any 5). OR
b) What are the difference between on the job training and off the job training? (any 5)
44. a) Explain in detail how traditional marketing differ from E-marketing. OR
b) What are the responsibilities of Consumers (any 5)
45. a) Explain the Advantages and Disadvantages of liberalisation. (any 5) OR
b) Distinguish a Cheque and Bill of exchange. (any 5)
46. a) Distinguish between an Entrepreneur and an intrapreneur. (any 5) OR
b) Explain any five Government Entrepreneurial schemes.
47. a) What are the various kinds of Debentures? (any 5) OR
b) Brief different types of Directors. (any 5)

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