

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

1. Scientific management is developed by  
a) Fayol                      b) Taylor                      c) Mayo                      d) Jacob
2. Which of the following is verification function?  
a) Planning                      b) Organising                      c) Staffing                      d) Controlling
3. How many times a security can be sold in a secondary market?  
a) Only one time                      b) Two time                      c) Three times                      d) Multiple times
4. The \_\_\_\_\_ was set up by a premier financial institution to allow the trading of securities across the electronic counters throughout the country.  
a) OTCEI                                      b) Factoring  
c) Mutual Funds                                      d) Venture Fund Institutions
5. There are \_\_\_\_\_ stock exchange in the country.  
a) 21                                      b) 24                                      c) 20                                      d) 25
6. Trading in dematerialized shares commenced on the NSE is \_\_\_\_\_  
a) January 1996                                      b) June 1998  
c) December 1996                                      d) December 1998.
7. Planning is a \_\_\_\_\_ function.  
a) selective                                      b) pervasive  
c) both a and b                                      d) none of the above
8. Advertisement is a \_\_\_\_\_ source of recruitment  
a) internal                                      b) external                                      c) agent                                      d) outsourcing
9. The initial stage of Marketing system is \_\_\_\_\_  
a) Monopoly system                                      b) Exchange to Money  
c) Barter system                                      d) Self producing
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. Which of the following is not a consumer right summed up by John F. Kennedy  
a) Right to safety                                      b) Right to choose  
c) Right to consume                                      d) Right to be informed

13. The final aim of modern marketing is \_\_\_\_\_  
 a) Maximum profit  
 b) Minimum profit  
 c) Consumer satisfaction  
 d) Service to the society
14. Macro Environment of business is an \_\_\_\_\_ factor.  
 a) Uncontrollable  
 b) Controllable  
 c) Manageable  
 d) Immanageable
15. New Economic Policy was introduced in the year \_\_\_\_\_.  
 a) 1980  
 b) 1991  
 c) 2013  
 d) 2015
16. Number of parties in a bill of exchange are  
 a. 2  
 b. 6  
 c. 3  
 d. 4
17. Which of the below is not classified into managerial functions?  
 a) Planning  
 b) Marketing  
 c) Organizing  
 d) Controlling
18. The Company will have to issue the notice of situation of Registered Office to the Registrar of Companies within \_\_\_\_\_ days from the date of incorporation.  
 a) 14 days  
 b) 21 days  
 c) 30 Days  
 d) 60 Days
19. From the date of its incorporation the First Annual General Meeting is to be conducted within \_\_\_\_\_ months.  
 a) 12  
 b) 15  
 c) 18  
 d) 21
20. \_\_\_\_\_ is designed to transform India to a global design and manufacturing hub.  
 a) Digital India  
 b) Make in India  
 c) Startup India  
 d) Design India.

### Part – B

#### II. Answer any 7 Questions

7 x 2 =

#### Answer the Question No. 30 is compulsory

21. List the subsidiary functions of management.
22. How is price decided in a Secondary Market?
23. What is Human Resource Management?
24. What is Selection?
25. Define Marketer.
26. What is Caveat Emptor?
27. Mention any two disadvantages of Liberalisation.
28. List down the essential elements of a contract of sale.
29. Mention any two characteristics of entrepreneurs.
30. Explain Issue of Shares at Premium.

**Part – C****III. Answer any 7 Questions**

7 x 3 = 21

**Answer the Question No. 40 is compulsory**

31. Differentiate management from Administration. (any 3)
32. Write a note on Secondary Market
33. Explain Stag and Lame Duck.
34. What is structured interview?
35. Mention any three Role of Marketer?
36. What do you understand by Right to redressal.
37. What do you mean by Liberalisation?
38. Explain the Imitative Entrepreneur.
39. Give any three cases in which an ordinary resolution need to be passed.
40. What can be marketed in the market? (any 3)

**Part – D****Answer all the Questions**

7 x 5 = 35

41. a) What are the advantages of MBO? (any 5) OR  
b) What are the functions of Capital Market? (any 5)
42. a) Distinguish between Stock Exchange and Commodity Exchange (any 5) OR  
b) Describe the significance of Human Resource Management. (any 5)
43. a) Differentiate between Recruitment and Selection. (any 5) OR  
b) Discuss about the Evolution of marketing. (any 5)
44. a) What are the objectives of Consumer Protection Act – 1986. (any 5) OR  
b) Explain the overall performance of the National Commission.
45. a) Explain in detail the elements of Contract of Sale. OR  
b) What are the characteristics of an Entrepreneur. (any 5)
46. a) State the qualification of Director. OR  
b) Briefly state different types of Company Meetings.
47. a) What are the advantages of MBE? (any 5) OR  
b) Explain the characteristics of Money Market. (any 5)

93. TAMIL KUMARAN, PG- Commerce,  
M. Com, M. Phil, M.LISC, BEd, PGDSA,  
KVM, SCHOOL POLARAI.