

DIRECTORATE OF GOVERNMENT EXAMINATIONS, CHENNAI - 6
HIGHER SECONDARY SECOND YEAR EXAMINATION- MARCH -2020
KEY ANSWER FOR COMMERCE – ENGLISH MEDIUM (NS)

- Note :** 1. Answer written only in **BLUE** or **BLACK** should be evaluated.
2. In Part-I the correct answer should have been written with the Option code.
3. If one of them (option or answer) is wrong, then award zero mark only.
4. Marks can be awarded, if students write in their own sentences with related to concept and explanations.

TOTAL MARKS - 90

PART – I

Answer all the Questions.

20 × 1 = 20

1	c	Peter F. Drucker
2	c	1992
3	c	Mumbai
4	b	(A) and (R) are correct and (R) is the explanation of (A)
5	c	Internet
6	c	30
7	a/b/c/d	Any one answer
8	d	All of the above
9	d	(1) – (iii), (2) – (i), (3) – (iv), (4) – (ii)
10	a	General Crossing
11	d	Share Warrant
12	d	Planning
13	d	Equity Market - Debentures
14	b	Selection
15	d	Security Market
16	d	Program Variable
17	d	Responsibilities
18	d	Transportation
19	b	Mutual Funds
20	c	Unsolicited applicants

PART - II

Answer any 7 questions. Questions No.30 is compulsory.

7×2=14

21	❖ According to Hastings, "Stock exchange or securities market comprises all the places where buyers and sellers of stocks and bonds or their representatives undertake transactions involving the sale of securities."	2
22	❖ Recruitment is the process of finding suitable candidates for the various posts in an organisation.	2
23	❖ Market means a place where goods are bought (or) sold (OR) ❖ The meeting place of buyers and sellers in an area is called Market. (OR) ❖ Any other explanations	2 (Any one)
24	(i) The Right of Safety (ii) The Right to be informed (iii) The Right to choose (iv) The Right to be heard.	(4×½=2)
25	❖ Internal environment refers to those factors within an organisation.	2
26	1. Accounting 4. Statistics 2. Business law 5. Econometrics 3. Psychology 6. Data processing	(4×½=2)
27	❖ A market whereby the Government or gilt-edged securities can be bought and sold is called 'Government Securities Market'.	2
28	❖ The person who has the idea to start the business is called a 'promoter'.	2
29	❖ Entrepreneur should possess analytical ability to take or correct decisions for the development of business.	2
30	❖ If the payee is an illiterate person, he can endorse it by affixing his thumb impression on the instrument.	2
<u>PART - III</u>		
Answer any 7 questions. Questions No. 40 is compulsory.		7×3=21
31	Any Three Features	3
32	Any explanations	3
33	❖ A bear speculator expects prices to fall in future. ❖ He is also called as a Mandiwala. ❖ A bear is pessimistic speculator.	(3×1=3)

34	<ul style="list-style-type: none"> ❖ Planning recruitment ❖ Determining vacancies ❖ Identifying the sources ❖ Drafting information for advertisement ❖ Selecting the suitable mode of advertisement ❖ Facilitating selection process ❖ Evaluation and control <p style="text-align: right;">(Any 3)</p>	(3×1=3)								
35	❖ E-tailing or electronic retailing refers to selling of goods and services through website or internet or online	3								
36	<ul style="list-style-type: none"> ❖ Even though there is plenty of stock in the store, the shopkeepers put the board 'No stock' in front of their store and try to raise the price of goods. <p>Example : hoarding of onion, petrol, black market of cinema ticket</p>	3								
37	<p>(Any three)</p> <ul style="list-style-type: none"> i) Suppliers ii) Customers iii) Competitors iv) Financiers v) Marketing Channel members vi) Public 	(3×1=3)								
38	<p>(Any six)</p> <table border="0"> <tr> <td>1. Dhirubai Ambani</td> <td>5. T.V. Sundaram Iyengar</td> </tr> <tr> <td>2. Birla</td> <td>6. Jamshadji Tata</td> </tr> <tr> <td>3. Seshadriji</td> <td>7. Narayanamurthi</td> </tr> <tr> <td>4. Azim Premji</td> <td></td> </tr> </table> <p>(we can award mark other than above list)</p>	1. Dhirubai Ambani	5. T.V. Sundaram Iyengar	2. Birla	6. Jamshadji Tata	3. Seshadriji	7. Narayanamurthi	4. Azim Premji		6×1/2=3
1. Dhirubai Ambani	5. T.V. Sundaram Iyengar									
2. Birla	6. Jamshadji Tata									
3. Seshadriji	7. Narayanamurthi									
4. Azim Premji										
39	<ul style="list-style-type: none"> ❖ To change or rectify the name of the company ❖ To alter the share capital of the company ❖ To redeem the debentures ❖ To declare the dividends ❖ To approve annual accounts and balance sheet ❖ To appoint the directors ❖ To increase or decrease the number of directors within the limits prescribed ❖ To remove a director and appoint another director in his place ❖ To make inter corporate investment, within the limits ❖ To approve voluntary winding up if the articles authorise ❖ To fill up the vacancy in the office of liquidator, etc., <p style="text-align: right;">(Any 3 points)</p>	Any 3 (3×1=3)								
40	<ul style="list-style-type: none"> ❖ A piece of paper can be attached. ❖ It is called Allonge. 	2×1½ =3								

PART - IV

Answer all the questions.		7×5=35
41 (a)	Characteristics of capital market with explanation : <ul style="list-style-type: none"> ❖ Securities Market ❖ Price ❖ Participants ❖ Location ❖ Market for Financial Assets (One mark can be awarded, if heading alone) (OR)	5×1=5
41 (b)	Advantages of MBE <ul style="list-style-type: none"> ❖ It saves the time of managers ❖ It focuses managerial attention on major problems. ❖ Increase in span of control. ❖ Separating important information from unimportant one ❖ Identifying critical problems ❖ Help objective performance appraisal. (Any 5 Points) 	5×1=5
42 (a)	Five differences between Stock Exchange and Commodity Exchange (Any Five with explanation) : <ul style="list-style-type: none"> • Meaning • Function • Object • Participants • Period of dealings • Articles Traded • Speculation • Forward contract • Cornering • Price Quotation (OR)	5×1=5
42 (b)	Benefits of Training to the employees (Any Five) <ul style="list-style-type: none"> • It adds to the knowledge, skill and competency of employee • It enables him to gain promotion or achieve career advancement in quick time. • It improves the employees productivity • It enhances the morale of the employee. • Employees get higher earnings through incentives and rewards. • It builds up the confidence of employee by changing his attitude • positively towards to work • It enables him to observe safety practices voluntarily during his engagement in dangerous operation 	5×1=5

43 (a)	<p>i. Actually there is no market in niche market.</p> <p>ii. Niche marketing denotes a strategy of directing all marketing efforts towards one well defined segment of the population.</p> <p>iii. It aimed at being a big fish in a small pond instead of being a small fish in a big pond.</p> <p>iv. For example, there are various cinema halls across India, but there are few which have recliner seats to offer. Not everybody wants to watch a movie by paying 5x-6x times the cost of a normal ticket.</p> <p>v. The sports channels like STAR Sports, ESPN, STAR Cricket and Fox Sports target the niche market of sports enthusiasts</p>	5×1=5
43 (b)	(OR) Five Points with explanation.	5×1=5
44 (a)	<p>Any 5 with explanation</p> <ul style="list-style-type: none"> • Right to Protection of Health and Right of Safety • Right to be Informed • Right to choose • Right to be Heard • Right to Seek Redressal • Right to Consumer Education • Right to Quality of Life • Right to Consumer Protection • Right to Basic Needs <p>(One mark can be awarded, if heading alone)</p> <p>(OR)</p>	5×1=5
44 (b)	<ul style="list-style-type: none"> • Savings Mobilization • Investment • National Growth • Entrepreneurship Growth • Industrial Development <p>(One mark can be awarded, if heading alone)</p>	5×1=5
45 (a)	<p>(i) <u>Class Meeting</u> : Meetings, which are held by a particular class of share or debenture holders.</p> <p>(ii) <u>Meeting of the creditors</u>: ❖ To introduce any new proposals of credit ❖ There arise situation in which a company may wish to arrive at a consensuses with the creditors to avoid any crisis or compromise.</p> <p>(OR)</p>	(2½×2=5)

45 (b)	<ol style="list-style-type: none"> 1. Every negotiable instrument is presumed to have been drawn, accepted etc. for consideration. 2. A negotiable instrument is presumed to have been accepted. 3. Every negotiable instrument bearing, a date is presumed to have been made or drawn on such a date. 4. It is presumed to have been accepted within a reasonable time after the date and before its maturity. 5. The transfer of a negotiable instrument is presumed to have been made before maturity. 6. The endorsements appearing upon a negotiable instrument are presumed to have been made in the order to which they appear thereon. 7. When a negotiable instrument has been lost, it is presumed to have been duly stamped. 8. The holder of a negotiable instrument is presumed to be a holder in due course. 	5×1=5
46 (a)	<p>Write any 5 points with explanation</p> <ol style="list-style-type: none"> 1. Thinking 2. Dependency 3. Fund mobilization 4. Reward 5. Risk Bearing 6. Status 7. Operation (For heading only give one mark) <p>(OR)</p>	5×1=5
46 (b)	<p>Write any 5 points with explanation</p> <ol style="list-style-type: none"> 1. Experiences 2. Events 3. Persons 4. Places 5. Properties 6. Organisations 7. Information 8. Ideas (One mark can be awarded, if heading alone) 	5×1=5
47 (a)	<p>Yes.</p> <ol style="list-style-type: none"> i. Mis-statement in prospectus. ii. Irregular allotment. iii. Failure to repay application money if the minimum subscription is not received. iv. Failure to repay application money if allotment of shares and debentures is not dealt in on the stock exchange as specified in the prospectus. <p>(OR)</p>	<p>1×1=1</p> <p>4×1=4</p>
47 (b)	Any Five challenges with own explanation.	5×1=5