

A. VENNILA

Standard - 12

Reg. No.

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KUMBAKONAM, PART - III - COMMERCE

Time Allowed: 2.30 Hours

Maximum Marks: 90

- Instructions:**
1. Check the question paper for fairness of printing. If there is any lack of fairness, inform the Hall Supervisor immediately.
 2. Use Blue or Black ink to write and underline and pencil to draw diagrams.

PART - I

- Note:**
- i) Answer all the questions. 20×1=20
 - ii) Choose the most appropriate answer from the given four alternatives and write the option code and the corresponding answer.

- 1) Management is what a _____ does.
 - a) Manager
 - b) Subordinate
 - c) Supervisor
 - d) Superior
- 2) Scientific management is developed by _____.
 - a) Fayol
 - b) Taylor
 - c) Mayo
 - d) Jacob
- 3) Which of the following is not a main function?
 - a) Decision making
 - b) Planning
 - c) Organizing
 - d) Staffing
- 4) Delegation of authority is easily done with the help of _____.
 - a) MBM
 - b) MBE
 - c) MBO
 - d) MBA
- 5) Capital market is a market for
 - a) Short term finance
 - b) Medium term finance
 - c) Long term finance
 - d) None of the above
- 6) NSEI was established in _____.
 - a) 1990
 - b) 1992
 - c) 1998
 - d) 1997
- 7) Money market provides
 - a) Medium term funds
 - b) Short term funds
 - c) Long term funds
 - d) Shares
- 8) There are _____ Stock Exchanges in our country.
 - a) 21
 - b) 24
 - c) 20
 - d) 25
- 9) Securities Exchange Board of India was first established in the year
 - a) 1988
 - b) 1992
 - c) 1995
 - d) 1998
- 10) _____ enables small investors to participate in the investment on share capital of large companies.
 - a) Mutual funds
 - b) Shares
 - c) Debentures
 - d) Fixed deposits
- 11) Human resource is a _____ asset.
 - a) Tangible
 - b) Intangible
 - c) Fixed
 - d) Current
- 12) Advertisement is a _____ source of recruitment.
 - a) Internal
 - b) External
 - c) Agent
 - d) Outsourcing
- 13) Selection is usually considered as a _____ process.
 - a) Positive
 - b) Negative
 - c) Natural
 - d) None of these
- 14) Vestibule training is provided?
 - a) On the job
 - b) In the class room
 - c) In a situation similar to actual working environment
 - d) By the committee
- 15) One who promotes (or) exchange of goods or services for money is called as _____.
 - a) Seller
 - b) Marketer
 - c) Customer
 - d) Manager
- 16) The initial stage of Marketing system is _____.
 - a) Monopoly system
 - b) Exchange to money
 - c) Barter system
 - d) Self producing
- 17) Which one is non marketable assets?
 - a) Government securities
 - b) Bonds of Public sector undertakings
 - c) National Savings Certificates
 - d) Shares of listed companies

- 18) Which one is non correct?
 a) The process of placing the right man on the right job is called placement.
 b) A manager has to act as representative of a company.
 c) The goals are achieved with the help of motivation.
 d) Can do anything without planning.
- 19) 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
- 20) Jobbers transact in a stock exchange
 a) for their clients
 b) for their own transactions
 c) for other brokers
 d) for other members

PART - II

Answer any seven questions in which Q.No. 30 is compulsory.

7×2=14

- 21) What is management?
 22) What is planning?
 23) What is meant by MBO?
 24) Write a short note on financial market.
 25) Write a note on OTCEL.
 26) What is Government Securities Market?
 27) Define stock exchange.
 28) Write any two objectives of SEBI.
 29) What is Human Resource Management?
 30) What is Intelligence test?

PART - III

Answer any seven questions in which Q.No. 40 is compulsory.

7×3=21

- 31) What are the principles of Taylor?
 32) State the importance of directing.
 33) Write the features of MBO.
 34) Write a short note on secondary market.
 35) What are the various kinds of capital market? Explain.
 36) Explain the types of commercial bill.
 37) Explain Bull and Bear.
 38) Draw the organization structure of SEBI.
 39) What is the importance of Human Resource?
 40) What is aptitude test?

PART - IV

Answer all the questions:

7×5=35

- 41) Write about the contribution of Peter Drucker to management. (OR)
 Discuss about the Evolution of marketing.
- 42) How the Market can be classified? (OR)
 Explain the various functions of management.
- 43) What are the process involved in MBO? (OR)
 How the market can be classified on the basis of Economics?
- 44) Explain the principles of modern management. (OR)
 Explain the principles of placement.
- 45) Explain the different methods of recruitment. (OR)
 Explain the different kinds of financial market.
- 46) Explain any five features of Government Securities. (OR)
 Explain the powers of SEBI.
- 47) Describe the significance of Human Resources Management. (OR)
 Explain the benefits of Stock Exchange to the Community.

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