## SILVER JUBILEE MATRICULATION HIGHER SEC SCHOOL- MAYILADUTHURAI HALF YEARLY EXAMINATION - 2022

CLASS: 12 SUB: COMMERCE		MARKS: 90 TIME: 3.00 Hrs
PART- I		
I. Choose the correct answer	<b>'S</b> .	$20 \times 1 = 20$
1. Scientific management is dev		_0.1.1 _0
a) Fayol b) Taylor c) May		
2 keeps Management	t Alert to Opportunities and Th	reats by dentifying
Critical Problems.		
a) MBA (b) MBE (c) M	IBM (d) MBO	
3. 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.	
4. Financial market facilitates b	ousiness firms	
a) To rise funds	b) To recruit workers	
c) To make more sales	d) To minimize fund require	ment
5. When the NSEI was establish	ned	
a) 1990 b) 1992 c) 19	98 d) 1997	
6.SEBI is empowered by the Fi	nance ministry to nominate	members on he
Governing body of every stoo	ck exchange.	
a) 5 b) 3 c) 6	d) 7	
7. E-recruitment is possible on	ly through facility.	
a) Computer b) internet	c) Broadband d) 4G	
8 Vestibule training is provide	d	
a) On the job b) In	a situation similar to actual w	orking environment
c) In the class room d) By	the committee	
9. The marketer initially wants	to know in the marketing is .	
a) Qualification of the custom	ner b) Needs of the custor	ners
c) Quality of the product	d) Background of the	customers
9. Who is the father of Consum	er Movement?	
a) Mahatma Gandhi	b) Mr. Jhon F. Kennedy	
c) Ralph Nader	d) Jawaharlal Nehru	
10. It is the responsibility of a	consumer that he must obtai_	as a proof for the
purchase of goods.		
a. Cash receipt	b. Warranty card	
c. Invoice	d. All of these	

11. The District Forum can enter	tain complaints where the value of goods or
services and the compensation	n if any claimed is less than
a) Below Rs.10,00,000	b) Below Rs.20,00,000
c) Below Rs.40,00,000	d) Below Rs.50,00,000
12 means permitting	the private sector to setup industries which were
previously reserved for public	sector.
(a) Liberalization	(b) Privatization
(c) Globalization	(d) Public Enterprise
13. Which endorsement relieves	the endorser from incurring liabili y in the event of
dishonor	
a. Restrictive b. Facultativ	e c. sans recourse d. Conditional
14. Which of the following is the	Activity of a Business Entrepreneur?
a. Production b. Marketing	c. Operation d. All of the above
$15.\mathrm{Which}$ of the below is not a $\mathrm{C}$	haracteristic of a Fabian Entrepreneur?
a. Conservative b. Risk avers	se C) Sceptical d. Adaptive
16 What percentage of sharehol	ders is needed to pass special resolution?
(a) More than 20% (b) No	t less than 75%
(c) More than 50 % (d) No	t less than 90%
17. Which one of the following is	not a corre t pair?
a) Sweat Equity Shares-Can b	e issued at discount
b) Holder of Share Warrant-C	Generally they cannot beconsidered members of a
company	
c) Bonus shares - issuing new	shares d) Debentures-Internal sources of fund
18 Assertion (A): A niche marke	t does not mean a small market, but it involves
specific target	audience with a specialized offering
Reason (R): It helps to eradi	cate social evils that affect the society and quality of
life. Select th	orrect answer.
a) Both (A) and (R) are true a	and (R) is the correct explanation of (A).
b) Both (A) and (R) are true	and (R) is not the correct explanation of (A).
c) (A) is true, but (R) is false.	d) (A) is false, but (R) is true
19. Which one of the following is	not correctly matched.
a) ResidentialDirector	- 149 (3)
b) Women director	- 149 (1) (a)
c) Independent Director	- 149(6)
d) Additional Director	- 149 (4) (b)

- 20. Find the odd one out
  - a) Acquisitions b) Upgrading c) Unsolicited applicants d) Previous applicants **PART II**

## II. Answer any seven in which question no. 30 is compulsory $7 \times 2 = 14$

- 21. What do you mean span of management
- 22. What is KRA?
- 23. How is price decided in secondary market?
- 24. What is meant by Remisier?
- 25. State e-learning methods
- 26. Define Marketer.
- 27. Write short note on: "Right to be informed".
- 28. Give the meaning of Corporate Governance.
- 29. Writeshort note on 'Proxy '?
- 30. Expand the following:
  - A) SPRS B) TREAD C) M SIPS PART III
- III. Answer any seven in which question no. 40 is compulsory  $7 \times 3 = 21$
- 31. Write any three features of MBO.
- 32 Explain about Factoring and venture capital institution
- 33. What are limitations of stock exchange?
- 34. What is the characteristic of human resources? (any 3)
- 35. What do you mean by marketing mix? Write any two elements.
- 36. What are the important legislation related to consumerism in India?
- 37. Write a note on Voluntary consumer Organisation.
- 38. Distinguish entrepreneur and Manager. (any 3)
- 39. When are alternative directors appointed?
- 40. Why emergency holidays are declared under Negotiable Instrument Act?

## PART - IV

## IV. Answer all the following questions.

 $7 \times 5 = 35$ 

41. (a) Explain the principles of modern management? (any 5)

(OR)

- (b) Discuss the characteristics of a Capital Market.
- 42. (a) Distinguish between Stock Exchange and commodity Exchange (any 5)

(OR)

- (b) Distinguish between condition and warranty.
- 43. (a) Briefly explain the various types of tests. (any 5)

(OR)

- (b) What are the advantages MBE?
- 44. a) Explain the principles of placement.

(OR)

- b) Write short note on:
  - a) Lombard street
- b) SENSEX
- c) NIFTY
- 45. a) Disc ss the operative functions HRM.

(OR)

- b) How the market can be classified on the basis of Economics?
- 46. a) Explain in detail about Niche marketing.

(OR)

- b) Explain the overall performance of state commissions
- 47. a) Discuss in detail the features cheque.

(OR)

b) What are the various kinds of Debentures?

\*\*\*\*\*\* All the best \*\*\*\*\*\*