

**DIRECTORATE OF GOVERNMENT EXAMINATIONS, CHENNAI – 6
HIGHER SECONDARY SECOND YEAR EXAMINATION MAY – 2022
COMMERCE ANSWER KEY (NEW SYLLABUS)**

NOTE:-

1. Answer written only in BLACK or BLUE should be evaluated.
2. Choose the correct answer and write the option code.
3. If one of them (option or answer) is wrong, then award zero mark only

TOTAL MARKS - 90

PART - I

Answer all the questions.

20×1=20

Type - A			Type - B		
1	a)	Division of work	1	d)	All of the above
2	d)	All of the above	2	c)	2
3	c)	Science and Art	3	b)	Liberalisation
4	a)	1930	4	c)	(a) and (b) are correct
5	d)	24	5	c)	Science and A t
6	b)	Stock exchange market	6	a)	Employee
7	d)	All of the above	7	a)	Consumer satisfaction
8	b)	Statutory	8	d)	external
9	c)	(a) and (b) are correct	9	b)	Selection
10	a)	Employee	10	a)	Division of work
11	a)	Consumer satisfaction	11	d)	All of the above
12	a)	Long-term finance	12	b)	Manager
13	d)	external	13	b)	Stock exchange market
14	c)	2	14	a)	1930
15	b)	Customer	15	b)	Statutory
16	b)	Manager	16	b)	Customer
17	b)	Decision making	17	a)	Long-term finance
18	b)	Selection	18	b)	Decision-making
19	b)	Liberalisation	19	b)	1960
20	b)	1960	20	d)	24

PART - II

Answer any seven questions. (Q.No. 30 is Compulsory) 7×2=14

21	<p>Management Management is goal oriented and it is an art of getting things done with and through others. Note : Give marks for other relevant answer also</p>	2
22	<p>Stock exchange Stock exchange is an organized market for buying and selling corporate and other securities Note : Give marks for other relevant answer also</p>	2

23	Features of Human Resource Management 1. Universally relevant 2. Goal oriented 3. A systematic approach 4. It is all pervasive 5. It is a continuous process 6. It is a dynamic activity 7. It is an integrative tool 8. Focuses on development 9. Human resource management is both science as well as art 10. It is interdisciplinary 11. It is intangible (Any two with explanation) Note : If heading only written give one mark	2×1=2
24	Spot Market : Goods are exchanged and the physical delivery of goods takes place immediately. Future Market : Contracts are made over the price for future delivery. The dealing and settlement take place on different dates. Note : Give marks for other relevant answer also	1 1
25	Examples of Adulteration (Any Four)	4×½=2
26	Privatisation Privatization is the incidence or process of transferring ownership of business enterprise, agency or public service from the government to the private sector. (Or) Privatisation means permitting the private sector to set up industries which were previously reserved for the public sector	2
27	Contingent goods : Contingent goods are the goods, the acquisition of which by the seller depends upon a contingency. Contingent goods are a part of future goods.	1 1
28	Women entrepreneurs (Any Two) 1. Problem of Finance 2. Limited Mobility 3. Lack of Education 4. Lack of Network Support 5. Stiff Competition 6. Sensitivity 7. Lack of Information 8. Dependent culture	2×1=2
29	Digital India : The Digital India initiative has been launched to modernize the Indian economy to make all government services available electronically.	2
30	Key Managerial Personnel in a Company 1. The Chief Executive Officer 2. The Managing Director or the Manager 3. The Company Secretary 4. The Whole-time Director 5. The Chief Financial Officer; and 6. Such other officer as may be prescribed.	2

PART - III

Answer any seven questions. (Q.No. 40 is Compulsory)

7×3=21

31	Differentiate management from administration (Any 3)	3×1=3
32	Features of Treasury Bills. 1. Issuer 2. Finance Bills 3. Liquidity 4. Vital Source 5. Monetary management.	3
33	Stag type of speculator 1. A stag is a cautious speculator in the stock exchange 2. He applies for share in new companies and expect to sell them at a premium, if he gets an allotment. 3. He is also called a premium hunter.	3×1=3
34	Job portals Using internet job portals organisations can screen for the prospective candidates and fill up their vacancies.	3
35	Objectives of marketing 1. Intelligent and capable application of modern marketing policies 2. To develop the marketing field 3. To develop guiding policies and their implementation for a good result. 4. To suggest solutions by studying the problems relating to marketing. 5. To find sources for further information concerning the market problems. 6. To revive existing marketing function, if shortcomings are found 7. To take appropriate actions in the course of action. (Any 3)	3×1=3
36	Right to Redressal • Compensation within a reasonable time • Prompt settlement of complaints and claims • Boost consumer confidence • Fair and just settlement of deserving claims in a definite time frame	3
37	New Economic Policy : India agreed to the conditions of World bank and IMF and announced New Economic policy which consist of wide range of economic reforms. 1.Liberalization 2. Privatization 3.Globaliza I on	3
38	Existing goods : Existing goods are those owned or possessed by the Seller at the time of contract of sale. (or) Goods possessed even refer to sale by agents or by pledgers.	3
39	Startup India : Through the Startup India initiative Government of India promotes entrepreneurship by men oring, nurturing and facilitating start-ups throughout their lfe cycle.	3
40	1. Preference Share holder 2. Preferential right over repayment of share capital in the event of winding up of the company.	1 2

	<ul style="list-style-type: none"> • Government/ Public Employment Exchange • Private Employment Agencies • Employment Consultancies • Professional Associations • Deputation • Word of mouth • Labour Contractors • Job portals <p>Note : If heading only written give one mark (Explain Any 5)</p>	
(or)		
44 (b)	Responsibilities of Consumers. (Explain Any 5)	5×1=5
45 (a)	Traditional marketing differ from E-marketing Note : As per reduced syllabus this question is not included (If students attend this questions marks can be given)	5
(or)		
45 (b)	Characteristics of an entrepreneur. 1 Spirit of Enterprise 6. Hard work 2. Self Confidence 7. Leadership 3. Flexibility 8. Foresight 4. Innovation 9. Analytical Ability 5. Resource Mobilisation 10. Decision Making Note : If heading only written give one mark (Explain Any 5)	5×1=5
46 (a)	Role of business in consumer protection. (Explain Any 5) 1. Avoidance of Price Hike 5. Truth in advertising 2. Avoidance of Hoarding 6. Protection from the Hazard 3 Guarantees for Good Quality 7. Money Refund Guarantee 4 Product Information 8. Consumer Grievances	5×1=5
(or)		
46 (b)	Kinds of Financial Market <ul style="list-style-type: none"> • Debt Market • Equity Market • Money Market • Capital Market • Primary Market • Secondary Market • Cash/ Spot market • Forward or Futures Market • Exchange Traded Market • Over-the-Counter Market Note : If heading only written give one mark (Explain Any 5)	5×1=5

47 (a)	Advantages and disadvantages of E-Marketing. Advantages : Relevant Points Disadvantages : Relevant Points	5
(or)		
47 (b)	Principles of modern management 1. Division of work 2. Authority and Responsibility 3. Discipline 4. Unity of Command 5. Unity of Direction 6. Subordination of Individual Interest to Mutual Interest 7. Remuneration 8. The Degree of Centralization 9. Line of Authority/Scalar chain 10. Order 11. Equity 12. Stability of Tenure of Personnel 13. Initiative 14. Esprit de Corps/Team Spirit. Note : If heading only written give one mark (Explain Any 5)	5×1=5