



Standard 12
COMMERCE
PART - A

Marks: 90
20 × 1 = 20

Time: 3.00 Hrs.

Answer all the questions. Choose the correct answer and write the option code.

- 1) Management is an
a) Art b) Science c) Art and Science d) Art or science
- 2) Capital market is a market for _____
a) Short Term finance b) Medium Term Finance
c) Long Term Finance d) Both Short Term and Medium Term Finance
- 3) There are _____ stock exchange in the country
a) 21 b) 24 c) 20 d) 25
- 4) Human resource is a _____ asset
a) Tangible b) Intangible c) Fixed d) Current
- 5) Recuritment is the process of identifying _____
a) right man for right job b) Right Job c) Good Performer d) All of the above
- 6) Job firs man next is one of the principles of _____
a) Test b) Interview c) Training d) Placement
- 7) The spot market is classified on the basis of _____
a) commodity b) Transaction c) Regulation d) Time
- 8) Who is supreme in the market
a) customer b) seller c) wholesaler d) Retailer
- 9) Which is gateway to internet
a) Portal b) CPU c) Modem d) Webnaire
- 10) Scientific management is developed by
a) Fayol b) Taylor c) Mayo d) Jacob
- 11) When the NSEI was established
a) 1990 b) 1992 c) 1998 d) 1997
- 12) *Assertion (A)* : Money market is a market for purely short term funds
Reason (R) : It deals with the financial assets and securities whose maturity period does not exceed one year

Select the correct answer:

- a) Both (A) and (R) are ture 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
- 13) Which is the primary function of management?
a) Innovating b) Controlling c) Planning d) Decision - Making
- 14) Match List I with List II and select the correct answer using the codes given below

List I	List II
i) Bull	1) Premium Hunter
ii) Bear	2) Tarawaniwala
iii) Stag	3) Tejiwala
iv) Jobbers	4) Mandiwala

Codes:

	i	ii	iii	iv
a)	1	2	3	4
b)	3	4	1	2
c)	4	3	2	1
d)	2	3	1	4

- 15) Choose the correct statement
i) The financial market provides financing to borrowers
ii) The financial market lends money to lenders the means to acquire asset
iii) The financial market provides its own liquidify
a) (i) only correct b) (ii) only correct
c) (iii) only correct d) (ii) and (iii) correct
- 16) Transfer is an _____ source of recruitment
a) internal b) external c) outsourcing d) none of the above

- 17) Stock exchanges deal in
 - a) Goods
 - b) Services
 - c) Financial securities
 - d) Countrys currency
- 18) The marketer initially wants to know in the marketing is _____
 - a) Qualification of the customers
 - b) Quality of the product
 - c) Background of the customers
 - d) Needs of the customers
- 19) Which one of the following is not correctly matched
 - a) Debt Market - Government Bonds
 - b) Money Market - Commercial Paper
 - c) Capital Market - Stock Exchange
 - d) Equity Market - Equity Shares of Companies
- 20) Selling goods and services through Internet is
 - a) Green Marketing
 - b) E-Business
 - c) Social Marketing
 - d) Meta Marketing

PART - II**7×2=14****Answer any seven questions of which question No. 30 is compulsory**

- 21) What is management?
- 22) What is meant by Motivation?
- 23) Define Stock Exchange.
- 24) What is selection?
- 25) What is Human Resource Management?
- 26) What is Promotion?
- 27) What is E-marketing?
- 28) Who is manager?
- 29) What is money market?
- 30) Do you think planning is important in organisation? Why?

PART - III**7×3=21****Answer any seven questions of which question No. 40 is compulsory**

- 31) Differentiate management from Administration.
- 32) Write short note on Bull and Bear.
- 33) What are the kinds of Treasury Bills?
- 34) What are the various kinds of capital market - Explain.
- 35) Explain any three features of Human Resources.
- 36) What are the features of internal source of recruitment?
- 37) What can be marketed in the market?
- 38) Differentiate spot market from future market.
- 39) Who are the participants of money market?
- 40) Is there any significance of medical examination of the candidate for the job. Give your opinion.

PART - IV**7×5=35****Answer all the questions. Each question carry equal marks.**

- 41) Explain any five principles of Modern Management. (OR)
Discuss about the Evolution of Marketing (explain any five stages)
- 42) Explain any five functions of management. (OR)
Explain any five kinds of market.
- 43) Distinguish between new issue market and secondary market (any five differences) (OR)
Briefly explain any five types of Test conducted in selection of employees.
- 44) Discuss the characteristics of capital market (OR)
Explain any five methods of recruitment.
- 45) Explain any five differences between Money Market and Capital Market. (OR)
Explain any five functions of Human Resource Management.
- 46) Explain any five function of Stock Exchange: (OR)
Enumerate the different kinds of financial market.
- 47) What is Government securities market and Explain any four features of Government Securities. (OR)
Explain the management process in detail (explain any five points)