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	S.	$20 \ge 1 = 20$	
1. Scientific management is developed by			
a) Fayol b) Taylor c) May	o d) Jacob		
2 keeps Management Alert to Opportunities and Threats by dentifying			
Critical Problems.			
a) MBA (b) MBE (c) M	BM (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 business firms			
a) To rise funds	b) To recruit workers		
c) To make more sales d) To minimize fund requirement			
5. When the NSEI was established			
a) 1990 b) 1992 c) 19	98 d) 1997		
6. SEBI is empowered by the Finance ministry to nominate members on he			
Governing body of every stock exchange.			
a) 5 b) 3 c) 6	d) 7		
E-recruitment is possible only through facility.			
a) Computer b) internet c) Broadband d) 4G			
8 Vestibule training is provided			
a) On the job b) In a situation similar to actual working 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	her b) Needs of the custon	ners	
c) Quality of the product d) Background of the customers			
9. Who is the father of Consumer 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 entertain complaints where the value of goods or services and the compensation 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. Facultative 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. Which of the below is not a Characteristic of a Fabian Entrepreneur?
 - a. Conservative b. Risk averse C) Sceptical d. Adaptive
- 16 What percentage of shareholders is needed to pass special resolution?
 - (a) More than 20% (b) Not less than 75%
 - (c) More than 50 % (d) Not less than 90%
- 17. Which one of the following is not a corre t pair?
 - a) Sweat Equity Shares-Can be issued at discount
 - b) Holder of Share Warrant-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 market does not mean a small market, but it involves specific target audience with a specialized offering
 - Reason (R): It helps to eradicate social evils that affect the society and quality of life. Select th orrect answer.
 - a) Both (A) and (R) are true 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 x 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.

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 *******