

DIRECTORATE OF GOVERNMENT EXAMINATIONS CHENNAI-6
HSE SECOND YEAR EXAMINATIONS – MARCH/APRIL-2023
COMMERCE - KEY ANSWER

Note:

1. Answers written only in Black or blue should be evaluated
2. Choose the Correct answer and write the option code

Maximum Marks: 90

PART- I

Answer all the questions

20×1=20

TYPE-A			TYPE-B		
1	(b)	Motivation	1	(b)	Individual Person
2	(b)	Individual person	2	(d)	Intangible
3	(a)	3	3	(d)	3
4	(d)	24	4	(b)	Commercial Bank
5	(a)	Ralph Nader	5	(a)	Program Variable
6	(b)	Commercial Bank	6	(a)	Art and Science
7	(d)	All of the above	7	(d)	Social class
8	(b)	Serving or retired Judge of the Supreme Court of India	8	(d)	All of the above
9	(d)	Social class	9	(a)	Ralph Nader
10	(a)	Consumer satisfaction	10	(d)	1996
11	(d)	Intangible	11	(c)	Environmental Marketing
12	(a)	Program Variable	12	(b)	Uncontrollable
13	(d)	On the Job and Off the Job	13	(a)	Globalisation
14	(b)	Uncontrollable	14	(b)	Serving or retired Judge of the Supreme Court of India
15	(d)	3	15	(a)	3
16	(a)	New Issue Market	16	(a)	Consumer satisfaction
17	(d)	1996	17	(b)	Motivation
18	(c)	Environmental Marketing	18	(a)	New Issue Market
19	(a)	Globalisation	19	(d)	On the Job and Off the Job
20	(a)	Art and Science	20	(d)	24

PART-II**Answer any Seven questions(Q.No.30 is Compulsory)****7x2=14**

21.	Accounting, Business Law, Psychology, Statistics, Econometrics, Data Processing.	4x $\frac{1}{2}$ =2
22.	Capital market is a market where buyers and sellers engage in trade of financial securities like bonds and stocks.	2
23.	1. Bull 2. Bear 3. Stag 4. Lame Duck	4x $\frac{1}{2}$ =2
24.	Recruitment is the process of finding suitable candidates for the various posts in an organisation.	2
25.	“Marketing Mix is a pack of four sets of variable namely Product Variable, Price Variable, Promotion Variable and Place Variable”. - Mr.Jerome.McCarthy	2
26.	“The Right of safety, the Right to be informed, the Right to choose and the Right to be heard”	4x $\frac{1}{2}$ =2
27.	Under this method trainees are explained the situation and assigned roles. They have to act out the roles assigned to them without any rehearsal. There are no pre-prepared dialogues. (Note: Give Marks for other relevant answer)	2
28.	Contract of sale of goods is a contract whereby the seller transfers or agrees to transfer the property (Ownership) of the goods to the buyer for a price (Note: Give Marks for other relevant answer)	2
29	Requisite number of person at the meeting is called as quorum	2
30	Entrepreneur should rationally examine the various factors influencing the decision and take appropriate decisions after giving due weight to all the risks embedded in various factors (Full Marks maybe awarded even if another suitable answer is written in own style)	2

PART – III**Answer any SEVEN questions(Q.No.40 is COMPULSORY)****(7x3=21)**

31	Functions Of Management 1. Planning 2. Organising 3. Staffing 4. Directing 5. Motivation 6. Controlling 7. Co – Ordination	3
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32	Secondary market is the market for securities that are already issued. Stock exchange is an important institution in the secondary market.	3
33	<p>Bear Speculator</p> <ol style="list-style-type: none"> 1. A bear or mandiwala 2. Expects prices to fall in future and sells securities at present with a view to purchase them at lower prices in future 3. A bear is a Pessimistic Speculator 	3
34	<p>Characteristics of Human Resources</p> <ol style="list-style-type: none"> 1. Human resource is the only factor of production 2. Human resource created all other resources 3. It is only the labour of employees that is hired and not the employee himself 4. Human resource exhibits innovation and creativity 5. Human resource alone can think, act, analyse and Interpret 6. Human resource are emotional beings 7. Human resource can be motivated either financially or non financially 8. The behaviour of human resource are unpredictable 9. Over years human resources gains value and appreciates 10. Human resource are movable 11. Human resource can work as a team (Answer any Three) 	3
35	A strategy of directing all marketing efforts towards one well defined segment of the population	3
36	<p>A person who is or has been a Judge of a High Court appointed by the State Government as its President.</p> <p>Two other members who shall be persons of ability, integrity and standing and have adequate knowledge or experience relating to Economics, Law, Commerce, Industry Public affairs or Administration, of them one shall be a woman.</p>	3
37	<p>Three Differences between Negotiability and Assignability</p> <ol style="list-style-type: none"> 1. Legal Ownership 2. Notice 3. Nature of Title 4. Consideration <p style="text-align: right;">(Any Three)</p>	3
38	<p>Issue of securities at premium</p> <ol style="list-style-type: none"> 1. When shares are issued at a price above the face or nominal value. they are said to be issued at a premium 2. For example a share having the face value of Rs.10 is issued at Rs.12. Here, Rs.2 is the Premium 	3

39	<p>The Principles of Taylor</p> <ol style="list-style-type: none"> 1. Science, Not Rule of Thumb 2. Harmony, Not Discord 3. Mental Revolution 4. Co - operation, Not individualism 5. Development of each and every person to his or her greatest efficiency and prosperity <p style="text-align: right;">(Any Three)</p>	3
40	<p>Make in India Scheme</p> <ol style="list-style-type: none"> 1. This Scheme is designed to transform India into a global design and manufacturing hub 2. The make in India initiative was launched in September 2014 3. This has in turn helped procure investments further innovation develop skills protect intellectual property and build best-in-class manufacturing infrastructure. <p style="text-align: right;">(Give Marks for any other relevant answer also)</p>	3

PART – IV

Answer All the Questions

7×5=35

41 (a)	<p>Principles of Modern Management</p> <ol style="list-style-type: none"> 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 <p style="text-align: right;">(Any Five with Explanation)</p> <p>(Note: If Heading only Written give one mark)</p>	5
(OR)		

(b)	<p>Micro Environment Factors:</p> <ol style="list-style-type: none"> 1. Financiers 2. Suppliers 3. Marketing Channel Members 4. Public 5. Customers 6. Competitors <p style="text-align: right;">(Any Five with Explanation)</p> <p>(Note: If Heading only Written give one mark)</p>	5
42 (a)	<p>The Functions of Capital Market</p> <ol style="list-style-type: none"> 1. Savings and capital formation 2. Permanent capital 3. Industrial Growth 4. Ready and Continuous Market 5. Reliable Guide to Performance 6. Proper channelization of funds 7. provision of variety of services 8. Development of Backward areas 9. Foreign Capital 10. Easy Liquidity <p style="text-align: right;">(Any Five with Explanation)</p> <p>(Note: If Heading only Written give one mark)</p>	5
(OR)		
(b)	<p>Challenges of women Entrepreneurs</p> <ol style="list-style-type: none"> 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 <p style="text-align: right;">(Any Five with Explanation)</p> <p>(Note: If Heading only Written give one mark)</p>	5

(b)	Responsibilities of Customers (Any Five Explanation)	5
46 (a)	on the Basis of Economics (with Explanation) A) Perfect Market: B) Imperfect Market: (Note: If Heading only Written give one mark)	2 ½ 2 ½
	(OR)	
(b)	Consumer Exploitation 1. Selling at Higher Price 2. Adulteration 3. Duplicate or Spurious Goods 4. Artificial scarcity 5. Sub – Standard 6. Product Risk 7. Warranty and Services 8. Unsuitability of Products 9. False Advertisements (Any Five with Explanation) (Note: If Heading only Written give one mark)	5
47 (a)	Features of a Cheque 1. Instrument in writings 2. unconditional orders 3. Drawn on a specified banker only 4. A Certain sum of money only 5. Payee to be certain 6. Signed by the Drawer 7. Payable always on Demand (Any Five with Explanation) (Note: If Heading only Written give one mark)	5
	(OR)	
(b)	Purpose of Training (Any Five with Explanation) 1. Improved quality of work 2. Enhance Employee Growth 3. Prevention of obsolence 4. Enlightening New Recruits 5. Improved safety measures 6. Motivating Employees 7. Higher Productivity and Profits 8. Cost Reduction 9. Reduced Supervision 10. Better Adaptability (Note: If Heading only Written give one mark)	5