

DIRECTORATE OF GOVERNMENT EXAMINATIONS, CHENNAI – 6
HIGHER SECONDARY SECOND YEAR EXAMINATION – MARCH – 2024
KEY ANSWER FOR COMMERCE – ENGLISH MEDIUM

NOTE :

1. Answer written only in BLUE or BLACK should be evaluated.
2. In Part – I the correct answer should have been written with the option code.
3. If one of them (option or answer) is wrong, then award zero mark only.
4. Marks can be awarded, if students write in their own sentences with related to concept and explanations.

TOTAL MARKS – 90

PART – I

Answer all the Questions.

20×1=20

TYPE A			TYPE B		
1	a	Walkins	1	c	Apprenticeship training
2	a	Long term finance	2	b	1960
3	b	1960	3	d	Marketing
4	c	Trustees	4	a	Walkins
5	b	Consumer	5	b	Bonus Shares
6	a	Barter System	6	c	Defining organisational objectives
7	b & c	b. Test c. Placement	7	a	Barter System
8	a	1930	8	d	Internal and External
9	c	Apprenticeship training	9	b	Co-ordinating
10	a	18	10	c	Trustees
11	b	Bonus Shares	11	c	Needs of the customers
12	c	Defining organisational objectives	12	b	Consumer
13	c	Needs of the customers	13	a b c d	Any option
14	b	3	14	c	Adaptive
15	b	Co-ordinating	15	a	Long term finance
16	a b c d	Any option	16	a	1930
17	d	Make in India	17	a	18
18	d	Internal and External	18	b	3
19	d	Marketing	19	d	Make in India
20	c	Adaptive	20	b & c	b. Test c. Placement

PART – II

Answer any 7 Questions. Question No. 30 is compulsory.

7 × 2 = 14

21	1. Innovation 2. Representation 3. Decision-making 4. Communication <p align="right">(Any Two)</p>	2
22	❖ A consumer is one who consumes goods or services for a consideration .	2
23	1. Liberalization 2. Privatization 3. Globalization	2
24	❖ Management by exception is a style of business management that focuses on identifying and handling cases that deviate from the norm.	2
25	❖ 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.	2
26	1. Individuals 2. Corporate sectors 3. Government, 4. Banks 5. Financial Institutions. <p align="right">(Any Two)</p>	2
27	❖ Proxy means a person being the representative of shareholders at the meeting of the company. ❖ He cannot vote. ❖ He cannot speak. ❖ He can be present at the meeting. <p align="right">(Any Two)</p>	(2×1=2)
28	❖ Stock Exchange is an organized market for the purchase and sale of industrial and financial security.	2
29	❖ A method of trading whereby merchants bid against one another and where the securities are sold to the highest bidder is known as auctioning.	2
30	(a) Special Resolution (b) Ordinary Resolution	2

PART – III

Answer any 7 Questions. Question No. 40 is compulsory.

7×3=21

31	A market wherein financial instruments such as financial claims, assets and securities are traded is known as a financial market.	3
32	"To manage is to forecast, to plan, to organise, to command, to co-ordinate and to control." - Henry Fayol. <p align="center">(Or)</p> "Management is a multipurpose organ that manages a business and manages manager, and manages worker and work." - Peter F. Drucker: <p align="right">(Any one definition)</p>	3
33	i. Intelligent and capable application of modern marketing policies. ii. To develop the marketing field. iii. To develop guiding policies and their implementation for a good result. iv. To suggest solutions by studying the problems relating to marketing. v. To find sources for further information concerning the market problems. vi. To revive existing marketing function, if shortcomings are found. vii. To take appropriate actions in the course of action. <p align="right">(Any Three)</p>	(3×1=3)

34	Any 3 characteristics	(3×1=3)
35	❖ A person who is not the member of Board. ❖ But he has some power to run it. ❖ He can be appointed as the director but according to his/her wish.	(3×1=3)
36	1. Motive 2. Status 3. Risk Bearing 4. Rewards 5. Skills (Any Three differences)	(3×1=3)
37	❖ There are certain situations where the shop-keepers put up the board No Stock in front of their shops, even though there is plenty of stock in the store.	3
38	Any 3 impacts.	(3×1=3)
39	❖ According to Companies Act, every public company, should hold a meeting of the shareholders within 6 months but not earlier than one month from the date of commencement of business of the company. ❖ This meeting is conducted only once in the lifetime of the company.	3
40	Mark can be awarded, if students write in their own sentences with related to expected interview questions.	(3×1=3)

PART – IV

Answer all the Questions.

7×5=35

41 (a)	1. Procurement 2. Development 3. Compensation 4. Retention 5. Integration 6. Maintenance (Any Five with explanation) (One mark can be awarded, if heading alone)	5×1=5
(OR)		
(b)	1. Meaning 2. Buying 3. Financing 4. How can securities be sold? 5. Buying and selling between 6. Gained persons 7. Intermediary 8. Price 9. Organizational difference (Any Five with explanation)	5×1=5

42 (a)	i. Preliminary Interview ii. Structure/Guided/Planned Interview iii. Unstructured Interview iv. In depth Interview v. Panel Interview vi. Stress Interview vii. Telephone Interview viii. Online Interview ix. Group interview x. Video Conferencing Interview <p style="text-align: right;">(Any five with explanation)</p> <p style="text-align: center;">(One mark can be awarded, if heading alone)</p>	5×1=5
(OR)		
(b)	<ol style="list-style-type: none"> 1. Managers are involved in objectives setting at various levels of management under MBO and this commitment ensures hard work to achieve them. 2. MBO process helps the managers to understand their role in the total organisation. 3. Manager recognises the need for planning and appreciates the planning. 4. MBO provides a foundation for participative management. Subordinates are also involved in goal setting. 5. Systematic evaluation of performance is made with the help of MBO. 6. MBO gives the criteria of performance. It helps to take corrective action. 7. Delegation of authority is easily done with the help of MBO. 8. MBO motivates the workers by job enrichment and makes the jobs meaningful. 9. The responsibility of a worker is fixed through MBO. 10. Decision is taken by the management very quickly. <p style="text-align: right;">(Any Five)</p>	5×1=5
43 (a)	<ol style="list-style-type: none"> 1. Drawn 2. Payability 3. Validity 4. Acceptance 5. Grace period 6. Notice 7. Sets 8. Discounting 9. Stamping 10. Currency 11. Crossing 12. Dishonour 13. Discharge from liability <p style="text-align: right;">(Any five with explanation)</p>	5×1=5
(OR)		

43 (b)	1. Securities Market 4. Location 2. Price 5. Market for Financial Assets 3. Participants (With Explanation) (One mark can be awarded, if heading alone)	5×1=5
44 (a)	1. Spirit of service 2. Self Confidence 3. Flexibility 4. Innovation 5. Resource Mobilisation 6. Hard work 7. Leadership 8. Foresight 9. Analytical ability 10. Decision making (Any five with explanation) (One mark can be awarded, if heading alone)	5×1=5
(OR)		
45 (b)	1. Economic environment 2. Socio-Cultural environment 3. Political and Legal environment 4. Geo-physical environment 5. Technological environment 6. Global environment (Any five with explanation) (One mark can be awarded, if heading alone)	5×1=5
45 (a)	1. Duration of funds 2. Supply of Funds 3. Deals with instruments 4. Money Value 5. Role of major institutions 6. Place of transactions 7. Participants 8. Number of instrument dealt 9. Claims 10. Risk 11. Liquidity 12. Price discovery 13. Regulator 14. Underwriting 15. Dominant Institutions (Any five with explanation)	5×1=5
(OR)		
(b)	Any 5 responsibilities of consumers with explanation	5×1=5
46 (a)	1. Powers Relating to Stock Exchanges & Intermediaries 2. Power to Impose Monetary Penalties 3. Power to Initiate Actions in Functions Assigned 4. Power to Regulate Insider Trading 5. Powers Under Securities Contracts Act 6. Power to Regulate Business of Stock Exchanges (Any five with explanation) (One mark can be awarded, if heading alone)	5×1=5

(OR)		
(b)	<p>Digital India :</p> <ul style="list-style-type: none"> ❖ The Digital India initiative has been launched to modernize the Indian economy to make all government services available electronically. ❖ The initiative aims at transforming India into a digitally-empowered society <p>Startup India :</p> <ul style="list-style-type: none"> ❖ Since its launch in January 2016, the initiative has successfully given a head start to numerous aspiring entrepreneurs. ❖ A 'Fund of Funds' has been created to help startups gain access to funding. 	2×2½=5
47 (a)	<ol style="list-style-type: none"> 1. Meaning 2. Cost 3. Location 4. Suitable for 5. Approach 6. Principle 7. Carried out 8. Deals with 9. Work disturbance 10. Methods <p style="text-align: right;">(Any five with explanation)</p>	5×1=5
(OR)		
(b)	<ol style="list-style-type: none"> 1. A director must be a person of sound mind. 2. A director must hold share qualification, if the article of association provides such. 3. A director must be an individual. 4. A director should be a solvent person. 5. A director should not be convicted by the Court for any offence, etc. 	5×1=5