

COMMERCE

(Maximum Marks: 80)

(Time allowed: Three hours)

(Candidates are allowed additional 15 minutes for **only** reading the paper.

They must NOT start writing during this time.)

Answer **Question 1** from **Part I** and **any five** questions from **Part II**.

The intended marks for questions or parts of questions are given in brackets [].

PART I (20 Marks)

Answer **all** questions.

Question 1

[10×2]

Answer briefly each of the questions (i) to (x).

- (i) What is meant by the term *Business Environment*?
 - (ii) State *any four* short-term sources of finance for a Joint Stock Company.
 - (iii) Mention *any two* advantages of e-Banking to the customers.
 - (iv) Differentiate between *Fixed Capital* and *Working Capital*.
 - (v) “Management is universal”. Comment.
 - (vi) State *any two* points of difference between *recruitment* and *selection*.
 - (vii) Explain *feedback* as a part of the process of communication.
 - (viii) Mention *any two* facilitating functions of marketing.
 - (ix) Name *two* types of markets on the basis of nature of transactions.
 - (x) Mr. Kappa has recently purchased a refrigerator from TUTU Enterprises, paying ₹ 30,000. After using it for a day or two, he found mechanical defects in the refrigerator. Immediately, he informed the dealer about the defect but there was no response from the dealer. Mr. Kappa decided to lodge a complaint against TUTU Enterprises.
 - (a) Which court should Mr. Kappa approach to file a complaint?
 - (b) State *any one* relief the concerned court may order in favour of Mr. Kappa.
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PART II (60 Marks)

Answer any **five** questions.

Question 2

- (a) Explain *three* important characteristics of Management. [3]
- (b) Briefly explain *any four* external factors of Micro environment of business. [4]
- (c) What is meant by *barriers to communication*? Explain *three* suitable measures to overcome the barriers to effective communication. [5]

Question 3

- (a) Give *three* differences between *Shares* and *Debentures*. [3]
- (b) What is meant by *supervision*? Explain *three* functions of a Supervisor. [4]
- (c) Explain the importance of Delegation of Authority. [5]

Question 4

- (a) Explain *any three* disadvantages of issuing equity shares, from the Company's point of view. [3]
- (b) What is meant by NEFT? Give *any two* features of NEFT. [4]
- (c) Explain *five* factors that should be taken into consideration while determining the price of a product or service. [5]

Question 5

- (a) Explain *any three* objectives of Marketing. [3]
- (b) What are *Public Deposits*? Briefly explain *any two* merits of Public Deposits. [4]
- (c) What is *financial planning*? Explain *three* points of importance of financial planning for a business organisation. [5]

Question 6

- (a) Explain *any three* points of importance of Planning. [3]
- (b) Discuss *any four* features of Objectives, as a type of a Plan. [4]
- (c) Explain the various steps involved in the process of Controlling, as a function of Management. [5]

Question 7

- (a) Distinguish between *advertising* and *sales promotion*. [3]
- (b) Explain *any four* rights available to a consumer under the Consumer Protection Act, 1986. [4]
- (c) What is meant by *promotion mix*? Briefly explain the elements of promotion mix. [5]

Question 8

- (a) Explain *three* features of goods, as an element of Product Mix. [3]
- (b) Discuss *any four* types of preference shares. [4]
- (c) State and explain the principles of management as laid down by F.W. Taylor. [5]

Question 9

Write short notes on the following:

- (a) E.S.O.P. [4]
- (b) Features of Management as an art. [4]
- (c) Channels of distribution. [4]