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)

Question 1

Answer all questions. [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.
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]