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) Name the two dimensions of business environment.

(ii) What is meant by factoring?

(iii) What is a debit card?

(iv) Why is management considered to be a discipline?

(v) Explain any two sources of external recruitment used in today’s world.

(vi) Name the four elements of directing, as a function of management.

(vii) Distinguish between advertisement and publicity.

(viii) Mention two types of markets, on the basis of the position of buyers and sellers.

(ix) The producer of ‘Lime Fresh’ tea introduces ‘Buy one Get one’ scheme on all the products of ‘Lime Fresh’. Identify the promotional strategy used by the producer. State any one objective that could be met by this strategy.

(x) Expand the following terms:

(a) RTGS

(b) NEFT
PART II (60 Marks)

Answer any five questions.

Question 2
(a) Explain any three barriers to Communication. [3]
(b) Explain any four features of Business Environment. [4]
(c) Discuss the need for the principles of management. [5]

Question 3
(a) Discuss three advantages of ploughing back of profit, from the company’s point of view. [3]
(b) Explain why management is considered to be a science. [4]
(c) What is labelling? Explain four advantages of labelling. [5]

Question 4
(a) Give three points of difference between a product and a service. [3]
(b) What are the different types of short term financial assistance provided by the commercial banks to business houses? [4]
(c) Explain any five types of debentures through which a company can collect borrowed capital from the public. [5]

Question 5
(a) Explain the need for consumer protection. [3]
(b) ‘Planning is not a guarantee of success.’ In this context, explain the limitations of Planning. [4]
(c) Explain the following Principles of management, as advocated by Henry Fayol:
   (i) Stability of tenure
   (ii) Discipline
   (iii) Unity of command
   (iv) Unity of Direction
   (v) Order [5]

Question 6
(a) Explain any three types of training that can be given to an employee. [3]
(b) What is Branding? Give any three advantages of branding to the marketers. [4]
(c) Explain the various steps involved in the process of organising. [5]
Question 7
(a) Explain any three disadvantages of borrowing funds from specialised financial institutions. [3]
(b) Briefly explain any four types of working capital required by a business concern. [4]
(c) Explain Maslow’s theory. [5]

Question 8
(a) Discuss the features of good packaging. [3]
(b) Explain the advantages of equity shares, as a source of finance. [4]
(c) Discuss any five functions of marketing. [5]

Question 9
Write short notes on the following:
(a) Meaning and Elements of Product Mix. [4]
(b) Core banking solutions. [4]
(c) Coordination, as the essence of management. [4]