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 Macro Environment?

(ii) What is the importance of finance to a business concern?

(iii) Give two merits of Inter Corporate Deposits.

(iv) Define Management as a process.

(v) Explain the principle of Authority and Responsibility, as laid down by Henry Fayol.

(vi) What is a Demand Draft?

(vii) State any two features of advertising.

(viii) Give two points of difference between training and development.

(ix) Mention two physical functions of marketing.

(x) Agrim purchased a Diesel Car for ₹ 7 Lakhs from an automobile Company and found its engine to be defective. Despite many complaints, the defect was not rectified. Suggest the appropriate authority where Agrim under his right as a consumer, could file a complaint.
PART II (60 Marks)

Answer any five questions.

Question 2
(a) Explain three disadvantages of Preference shares from the investors’ point of view. [3]
(b) Effectiveness of leadership depends on the qualities of the Leader. Explain any four qualities that a good leader should possess. [4]
(c) Explain the importance of Business Environment in shaping the future of a business. [5]

Question 3
(a) Give three differences between advertising and personal selling. [3]
(b) Explain any four features of a budget. [4]
(c) You are the finance manager of a newly established company. The Directors have asked you to determine the amount of fixed capital requirement for the company. Explain any five factors that you will consider while determining the fixed capital requirement for the company. [5]

Question 4
(a) Give three points in support of the statement, “Organising is an important function of management.” [3]
(b) What is social environment? Enumerate any three components of social environment. [4]
(c) Briefly discuss any five features of principles of management. [5]

Question 5
(a) What are the objectives of personal selling? [3]
(b) Explain the following:
(i) SMS alerts [4]
(ii) ATM
(c) Explain any five points of importance of controlling, as a function of management. [5]

Question 6
(a) Distinguish between marketing and selling. [3]
(b) Explain any four objectives of communication. [4]
(c) Explain the first five steps involved in selecting suitable work force in an organisation. [5]
Question 7
(a) Explain Buying and Assembling, as function of marketing. [3]
(b) What is meant by R.T.G.S? Give any two features of R.T.G.S. [4]
(c) Management is the dynamic, life giving element in every business. In the context of this statement, explain the importance of management in modern times. [5]

Question 8
(a) Give three points of difference between Taylor’s and Fayol’s Principles of Management. [3]
(b) Explain four advantages of raising funds from commercial banks. [4]
(c) Discuss any five points of importance of marketing. [5]

Question 9
Write short notes on:
(a) Publicity. [4]
(b) Secured Debentures. [4]
(c) Programme, as a type of plan. [4]