

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 *Micro-Environment*?
 - (ii) State *any two* features of a Credit Card.
 - (iii) What is *Net Working Capital*?
 - (iv) Give *two* advantages of Trade Credit, as a source of short-term finance.
 - (v) Define *Management* as an activity.
 - (vi) Moon Ltd. imported new machinery from Germany. However, the productivity of the business did not improve with the use of this machinery. On investigation, it was found that the workers were not able to operate the high-tech machinery effectively, causing poor performance and wastages.
What can be done by Moon Ltd. to overcome the above problem?
 - (vii) What is meant by *Span of Control*?
 - (viii) Name *two* types of Markets on the basis of subject of exchange.
 - (ix) State *any two* points of difference between *Marketing* and *Selling*.
 - (x) What is meant by *Physical Distribution*?
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PART II (60 Marks)

Answer any five questions.

Question 2

- (a) Explain *any three* advantages of Debentures from the Debenture holder's point of view. [3]
- (b) With reference to the various dimensions of Business Environment, state what is meant by *Political Environment*. Mention *any three* components of Political Environment. [4]
- (c) Enumerate *any five* points of importance of *staffing* as a function of management. [5]

Question 3

- (a) Distinguish between a *Formal Organisation* and an *Informal Organisation*. [3]
- (b) Explain *any four* objectives of Communication. [4]
- (c) Define *Advertising*. Explain *any four* features of Advertising. [5]

Question 4

- (a) Explain *any three* sources of External Recruitment. [3]
- (b) Give *four* differences between Taylor's and Fayol's Principles of Management. [4]
- (c) What is meant by RTGS? Give *any three* features of RTGS. [5]

Question 5

- (a) Explain *any three* factors that you will consider while determining the Working Capital requirement for a business enterprise. [3]
- (b) Explain *four* advantages of raising funds from Commercial Banks. [4]
- (c) Explain the *first five steps* involved in the process of *Planning*, as a function of Management. [5]

Question 6

- (a) Explain *any three* methods of Consumer Protection. [3]
- (b) What are *Retained Earnings*? Explain *any three* demerits of Retained Earnings. [4]
- (c) Define *Marketing*. Briefly explain *any three* features of Marketing. [5]

Question 7

- (a) Explain *any three* objectives of Publicity, as an element of Promotion Mix. [3]
- (b) What are the various Channels of Distribution available to a Manufacturer in the process of distribution? [4]
- (c) Give *five* differences between *Preference Shares* and *Equity Shares*. [5]

Question 8

- (a) Explain *any three* features of Industrial Products. [3]
- (b) Define *Management*. Briefly explain *any three* objectives of Management. [4]
- (c) Explain *any five* qualities that a good leader should possess. [5]

Question 9

Write short notes on the following:

- (a) Instalment Credit as a source of short-term funds for business. [4]
- (b) Line and Staff Organisation. [4]
- (c) Marketing Research. [4]

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