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COMMERCE

(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 five questions from Part II.

The intended marks for 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 the meaning of business environment?

(ii) Enumerate the main forms in which financial assistance from a commercial bank may be available.

(iii) Write any two features of principles of management.

(iv) What is factoring?

(v) Distinguish between gross working capital and net working capital.

(vi) State any two points of distinction between recruitment and selection.

(vii) Differentiate between bearer debentures and registered debentures.

(viii) In the context of right shares, bring out the meaning of pre-emptive right.

(ix) What is marketing research?

(x) Mention any two specific differences between product and service.
PART II (60 Marks)

Question 2

(a) Explain why management is considered to be an art. [4]
(b) State and explain any four principles of F.W. Taylor. [8]

Question 3

(a) Distinguish between fixed capital and working capital of a business concern. [3]
(b) What are equity shares? Explain any three advantages of issuing equity shares from the point of view of a company. [4]
(c) Briefly explain any five factors to be considered while preparing a suitable capital plan. [5]

Question 4

(a) What are sweat equity shares? [3]
(b) List any four features of NEFT. [4]
(c) Briefly explain any five external factors of micro-environment of business. [5]

Question 5

(a) Distinguish between centralisation and decentralisation. [3]
(b) Write four methods by which the objectives of consumer protection can be achieved. [4]
(c) Describe any five qualities of a good leader. [5]

Question 6

(a) Explain any three barriers to communication. [3]
(b) Explain the features of planning as a function of management. [4]
(c) Explain the various steps involved in the process of organising. [5]

Question 7

Write short notes on:

(a) Maslow's theory of needs. [4]
(b) Line and staff organisation. [4]
(c) Modern concept of marketing. [4]

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Question 8

(a) Explain any three elements of Promotion Mix. [3]

(b) Explain the meaning of:
   (i) SMS alert [4]
   (ii) Fayol’s principle of centralization

(c) Explain any five sources of external recruitment. [5]

Question 9

(a) Write the meaning of the following types of plans:
   (i) Policy [3]
   (ii) Procedure
   (iii) Method

(b) Explain any four functions of a supervisor. [4]

(c) What is packaging? Explain three functions of packaging. [5]

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