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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*.

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PART II (60 Marks)

Answer any five questions.

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]

Question 8

- (a) Explain *any three* elements of Promotion Mix. [3]
- (b) Explain the meaning of: [4]
- (i) SMS alert
 - (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: [3]
- (i) Policy
 - (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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