

MARTHOMA RESIDENTIAL SCHOOL TIRUVALLA

SECOND TERMINAL EXAMINATION 2017-2018

Time: 3Hrs
Mark: 80 Marks

STD XII

COMMERCE

PART I (20 Marks)
Answer all questions

QUESTION 1

(10x2=20)

- i. What is *Supervision*?
- ii. Who is a *consumer* under Consumer Protection Act?
- iii. State *any two* difference between coordination and cooperation .
- iv. Explain the concept of *Management by exception*.
- v. What is *Mobile banking* ?State *any two* banking services available on mobile phone.
- vi. Why is *working capital* also known as Circulating capital?
- vii. Difference between *Unity of command* and *Unity of Direction* .
- viii. State *any two* internal factors of Micro environment .
- ix. State *any two* objectives of management .
- x. Give *two points* of difference between debit card and credit card.

PART II (60 Marks)
(Answer any five)

QUESTION 2

- a) What is a *Market*? Explain the *meaning of capital market and money market* (3)
- b) Distinguish between *equity shares and preference shares* (4)
- c) Explain *any five* rights of consumers as provided under the consumer protection act (5)

QUESTION 3

- a) What is *legal environment*? Enumerate *any three* components of legal environment (3)
- b) Explain the features of *planning* as a function of management (4)
- c) Difference between *bonus shares and right shares* (5)

- QUESTION 4**
- a) Differentiate between *functional organization* and *divisional organization* (3)
 - b) Explain the terms (4)
 - i. Labeling
 - ii. Packaging
 - c) Explain *any five* factors that affect the pricing decision of a product (5)

- QUESTION 5**
- a. Explain *any three* merits of borrowing funds from financial institution (3)
 - b. Explain *any four* ways of overcoming barriers to communication (4)
 - c. Why is *management considered as a science* (5)

- QUESTION 6**
- Write a short note on
- a. Factoring (4)
 - b. Strategy (4)
 - c. What are the factors determining the amount of *fixed capital* of a business enterprise? (4)

- QUESTION 7**
- a. Explain *any three* external sources of recruitment (3)
 - b. Explain *any four* types of debentures through which a public limited company can collect its borrowed capital from public (4)
 - c. Discuss *any five* points of importance of marketing (5)

- QUESTION 8**
- a. What is *NEFT*? Mention *any two* features of *NEFT*. (3)
 - b. State *any four* difference between formal and informal organization (4)
 - c. Explain the steps involved in process of controlling. (5)

- QUESTION 9**
- a. Explain *any three* features of business environment (3)
 - b. State and *explain any four* principles of management as laid down by F W Taylor (4)
 - c. Explain the *steps* involved in staffing process (5)